Basics of Google AdWords In 7 Steps

Google AdWords Basics in 7 Steps!



Set up Account

- [ ] Set up an AdWords account using a Gmail ID and follow the instructions on the page

Establish Goals

- [ ] Have clear goals and reasons for initiating a Google AdWords campaign for your business

Create Campaign

- [ ] Create 4 campaign, decide the location for which you want your ads to be seen

Creation of Ads

- [ ] Have a compelling CTA for the ads in order to improve your CTR (click through rate)

Keyword Research

- [ ] Include broad keyword match, exact keyword match and phrase keyword match

Start Bidding

- [ ] Bid for the right keywords: your competitors will also want to target the same

Track and Monitor

- [ ] Test, monitor and tweak your ads to know their effectiveness and impact on your business

Make and Share Free Checklists
checkli.com