

# 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

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