



## Checklist 1 - How to set up Google Ads Account

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Do you think about advertising with Google Ads? Google Ads is a wonderful platform to boost your business and expand for great opportunities and more success. Here is a checklist to help you set up an account on Google Ads:*

### Setting up

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Firstly, access the Google Ads home page.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | You will require a Google username to make use of Google Ads.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | In the presence of a Gmail account, you can make use of your Gmail username.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | However, if you wish to create a new username for Ads service, do so by clicking on the Start Now button in the left corner of the page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | You will be presented with a Create Google Account page.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Choose your username and password you would like to make use of for Google Ads.  | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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7

Verify your account.

8

Once you verify your account, you will now be able to sign up using your username and password.

### What Comes Next

1

Now, set up your first campaign.

2

For this, sign in to your Google Ads account and work on your first campaign.

3

Choose the settings for your campaign such as a name for your campaign, location, audience language, network settings and budget options.

4

Provide the following basic information to create your campaign.

5

**Locations:** Choose the locations where you wish your ad to appear.

6

**Budget:** Provide the amount you wish to spend on average on each day for your ad campaign.

*Notes*

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7  
**Keywords:** Provide search term keywords that will help to trigger your ad.

 

8  
**Text:** Enter text for your ad.

 

9  
**Bid:** Enter the most you are ready to pay for your ad.

 

10  
Click on Save and Press Continue.

 

### Moving On

1  
Select the country and territory you are making your ad for.

 

2  
Choose the account type.

 

3  
Provide information for billing, i.e. details for credit card etc. Now click on save and Press Continue.

 

*Notes*