



Checklist 14: How to Set Up Display Ads on YouTube?

Project
Name: _____

Date: _____

Yes No

Display ads also known as banner ads are the visual banners that one can see on sites that support advertising. They are a designed image or a photo and copy. If you want to set up display Ads for your YouTube, here's how you can do it with this checklist:

Creating an AdWords account

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|---|--|--------------------------|--------------------------|
| 1 | Go to the website, AdWords for Google. Click on "startup". | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Give a suitable email address. Choose a password and click on "create an account." | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Choose the currency on the following page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Next, verify your email address by clicking on the link provided and then click on continue. | <input type="checkbox"/> | <input type="checkbox"/> |

If you have the previous version of AdWords (Google Ads)

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|---|--|--------------------------|--------------------------|
| 1 | <u>Sign in to your Google AdWords account. Go to https://adwords.google.com</u> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Click on "Campaigns" tab at the top of the page. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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| 3 | Go to your Display network icon and tab and click +Targeting. This is present above the graph. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Choose an ad group. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Click on "Add targeting" in the drop-down menu and choose "placements." | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Type youtube.com in the given text box. Click on search> double arrows> to add this placement. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | If you want to add a certain YouTube video or channel, click on "Multiple placements," which is present at the bottom of the box and type in the URL. Click on "Add." | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Lastly, click on close and then save. | <input type="checkbox"/> | <input type="checkbox"/> |

If you have the new Google Ads version

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|---|--|--------------------------|--------------------------|
| 1 | Sign in to your Google Ads account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Go into the navigation panel and choose the display campaign and ad group that you wish to edit. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | In the page menu, click on "Placements" and then click on the plus button (+). | <input type="checkbox"/> | <input type="checkbox"/> |

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|---|--|--------------------------|--------------------------|
| 4 | Choose YouTube channels or YouTube Videos. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Click on "multiple placements," which is present at the bottom of the box. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Enter the URL of the channel or video, then click Add * Placements. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Click on "Save." | <input type="checkbox"/> | <input type="checkbox"/> |

Notes