

**BRANDASTIC**

# Google Ads Beginner's Handbook

## STEP-BY-STEP GUIDE TO YOUR FIRST CAMPAIGN

Google Ads is one of the most effective ways to drive traffic and conversions for your business. This guide will walk you through setting up your first campaign step by step, from creating an account to optimizing your ads for success.

## Step 01:

# Create Your Google Ads Account

1. Go to [Google Ads](#) and click **Start Now**.
2. Sign in with your Google account or create one.
3. Follow the prompts to set up your account, including selecting billing country, time zone, and currency.
4. Click **Submit** to finalize your account setup.

## Step 02:

# Define Your Campaign Goal

Google Ads offers multiple campaign goals.  
Choose the one that best aligns with your business objectives:

- **Sales:** *Drive purchases on your website or store.*
- **Leads:** *Generate form submissions, phone calls, or sign-ups.*
- **Website Traffic:** *Increase visits to your website.*
- **Brand Awareness:** *Expand your audience reach.*

Select your goal and proceed to campaign type selection.

## Step 03:

# Choose a Campaign Type

Google Ads provides several campaign types, including:



### Search

Text-based ads appearing in Google search results.



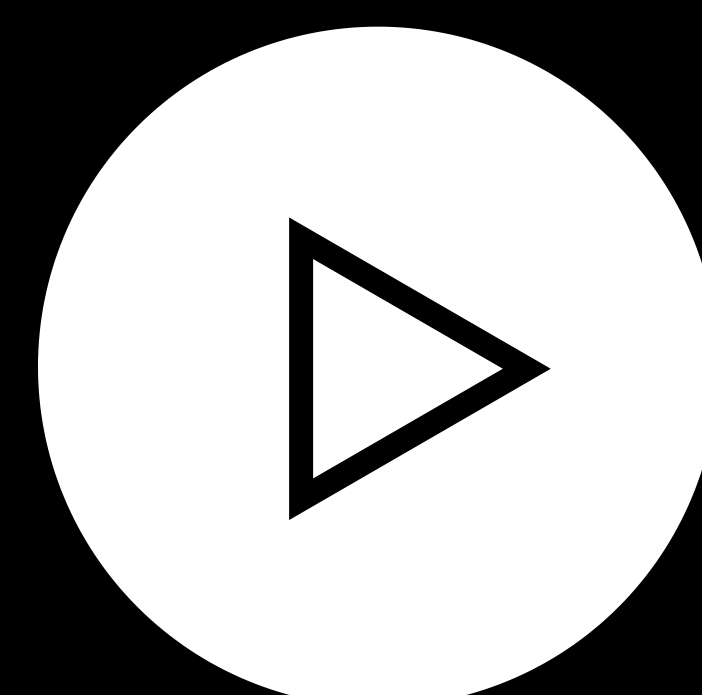
### Display

Banner ads shown across the Google Display Network.



### Shopping

Product-based ads for eCommerce stores.



### Video

Ads appearing on YouTube.



### Performance Max

AI-driven campaigns optimizing across all Google channels.

For beginners, **Search Campaigns** are recommended.



## Step 04:

# Set Up Your Campaign Settings

1. **Campaign Name:** Choose a descriptive name.
2. **Networks:** Select whether to include Display Network (optional).
3. **Start & End Dates:** Set a duration if needed.
4. **Location Targeting:** Choose geographic areas where your ads will show.
5. **Language:** Select the language your audience speaks.
6. **Budget & Bidding:** Enter a daily budget and choose a bidding strategy (e.g., Maximize Clicks, Target CPA, or Manual CPC).

## Step 05:

# Set Up Your Ad Groups & Keywords

1. Create **Ad Groups** based on similar keyword themes.
2. Use **Keyword Planner** (under Tools & Settings) to find relevant keywords.
3. Choose **match types**:
  - **Broad Match:** *Reaches a wide audience but can be less relevant.*
  - **Phrase Match:** *Ads appear for searches containing the exact phrase.*
  - **Exact Match:** *Ads appear for specific search terms only.*
4. Add **Negative Keywords** to prevent your ads from showing for irrelevant searches.

## Step 06:

# Write High-Performing Ads

1. Write compelling **Headlines** (30 characters max each, up to 15 variations).
2. Create **Descriptions** (90 characters max each, up to 4 variations).
3. Use a **Clear Call-to-Action (CTA)** (e.g., "Get a Free Quote", "Shop Now").
4. Add relevant **Ad Extensions**:
  - **Sitelinks**: Additional links to different pages on your website.
  - **Call Extensions**: Display a phone number for quick contact.
  - **Location Extensions**: Show your business address.

## Step 07:

# Set Up Conversion Tracking

1. Go to **Tools & Settings > Conversions**.
2. Click **New Conversion Action**.
3. Select your desired conversion type (e.g., website, phone calls, form submissions).
4. Follow the instructions to install the tracking code on your website.



## Step 08:

# Review & Launch Your Campaign

1. Double-check your settings.
2. Click **Publish** to launch your campaign.
3. Monitor performance in **Google Ads Dashboard**.

## Step 09:

# Optimize Your Campaign for Better Results

- **Check Performance Metrics** (*CTR, CPC, Conversion Rate*).
- **Adjust Bids** *based on performance*.
- **Pause Underperforming Keywords**.
- **A/B Test Ad Copy** *to improve engagement*.
- **Use Audience Targeting** *for more refined reach*.

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## Final Thoughts

Setting up your first Google Ads campaign may seem overwhelming, but following this guide ensures you launch with a strong foundation. Continuously monitor your campaign and optimize over time to maximize results.