

# STEP BY STEP GUIDE & CAMPAIGN PLANNING SPREADSHEET

for setting up your

# AdWords Campaign

**pronto**  
marketing

If you decide to set-up AdWords on your own,  
here are nine steps to do it correctly  
from the very beginning.

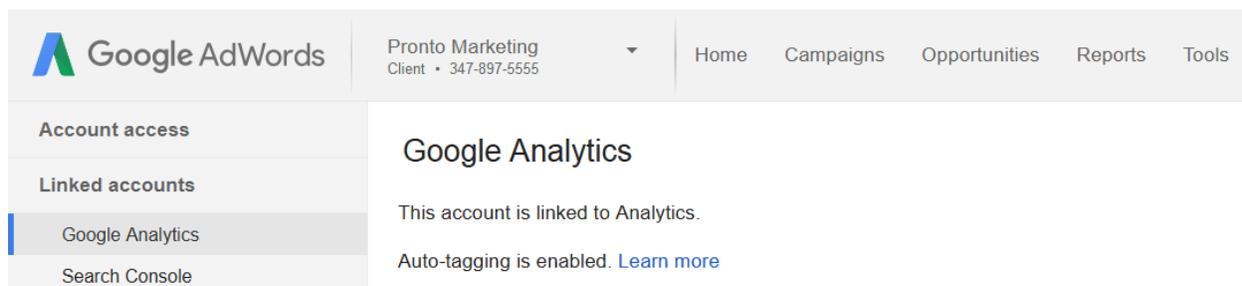
A close-up photograph of a person's hands writing in a notebook with a pencil. The person is wearing a light-colored, long-sleeved shirt. The background is slightly blurred, showing a desk and another person's hand holding a pen. The overall lighting is soft and natural.

**STEP 1**

**Create your  
AdWords account**

To create your account, you must use a **Google Account** that is not already tied to a Google *AdWords* account. If you plan to manage several AdWords accounts, you will want to first set up a **My Client Center Account** which is the only way you can use one email address with multiple Google accounts.

The account level is where you will select the language and timezone. You also want to ensure your AdWords account is linked to your Google Analytics account so data is passed back and forth between the two products. To enable this link, you need admin access on both products. When you have this access level, in AdWords, you will click on the gear icon  on the top right corner of your page after signing in to connect Google Analytics and Google AdWords and will see the option for *linked accounts*.



The screenshot shows the Google AdWords interface. At the top left is the Google AdWords logo. To its right, the account name 'Pronto Marketing' is displayed with 'Client • 347-897-5555' below it. A navigation menu includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. On the left side, there is a sidebar with 'Account access' and 'Linked accounts' sections. Under 'Linked accounts', 'Google Analytics' is selected and highlighted with a blue bar, while 'Search Console' is listed below it. The main content area is titled 'Google Analytics' and contains the text: 'This account is linked to Analytics.' and 'Auto-tagging is enabled. [Learn more](#)'.

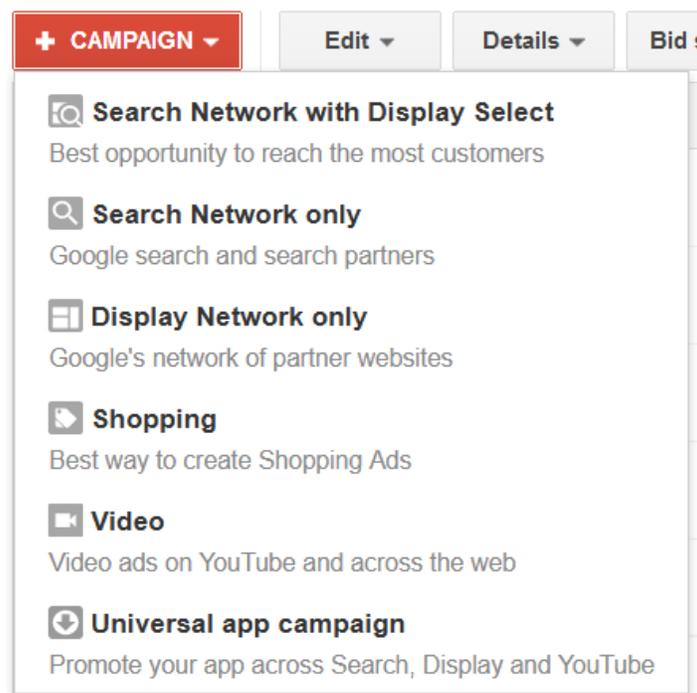
A person with long, wavy hair is seen from the side, looking down at a laptop. The laptop screen displays a webpage with a laptop and a smartphone on a desk. The background is a blurred home office with a bookshelf and a wooden chair. The image has a dark, semi-transparent overlay.

**STEP 2**

**Create your Campaign**

Now that you have your basic account settings, you will create your campaigns which are the top level of your account. Start by selecting the red *Campaign* button and choosing your campaign type.

For new advertisers, we recommend starting with *Search Network only* which focuses on Google.com ads. This setting includes Search Partners who are non-Google owned sites that make Google searches available on their website. After you select this campaign type, at the next screen, choose *All the features and options available for the Search Network*.



You can now name your first Search campaign. For example, if you own a large flower shop, you might want to start doing ads for your most profitable items, which could be wedding flowers. In that scenario, you might name your first campaign *Wedding — Search Only* to indicate it is for your various wedding offerings advertised on the Search Network.



**STEP 3**

**Choose your  
Geographic Area**

With AdWords, you can target a few miles away from your brick and mortar business location or aim for the entire world. The default setting with location is set to your country. If you ignore this default and do not specify a geographic region, your ads will show up in searches done throughout the country which are not relevant to small businesses that serve only their surrounding geographical area.

Type the location that your business aims to serve, which is Santa Monica, California in the image below, or use your postal code and select a radius by using *Advanced Search*.

Locations ? Which locations do you want to target (or exclude) in your campaign?

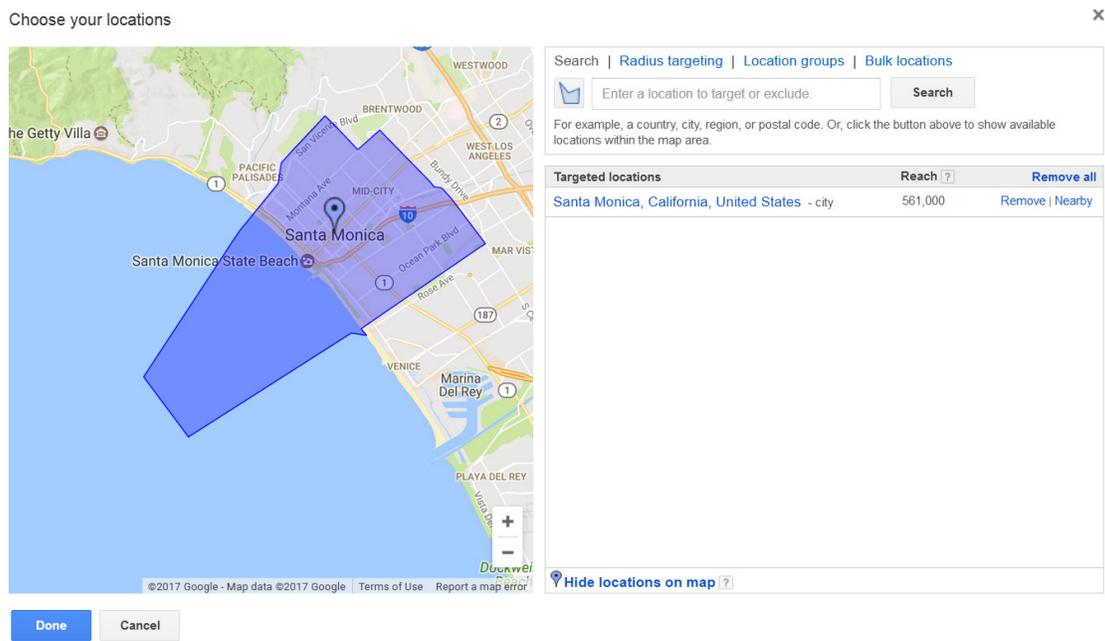
- All countries and territories
- United States and Canada
- United States
- Let me choose...

| Targeted locations                             | Reach <span>?</span> | Remove all      |
|--|----------------------|-----------------|
| Santa Monica, California, United States - city | 561,000              | Remove   Nearby |

Enter a location to target or exclude. [Advanced search](#) 

For example, a country, city, region, or postal code.

*Advanced Search* is where you can choose *radius targeting* instead of a particular city, state, or country.



Choose your locations ×

Search | [Radius targeting](#) | [Location groups](#) | [Bulk locations](#)

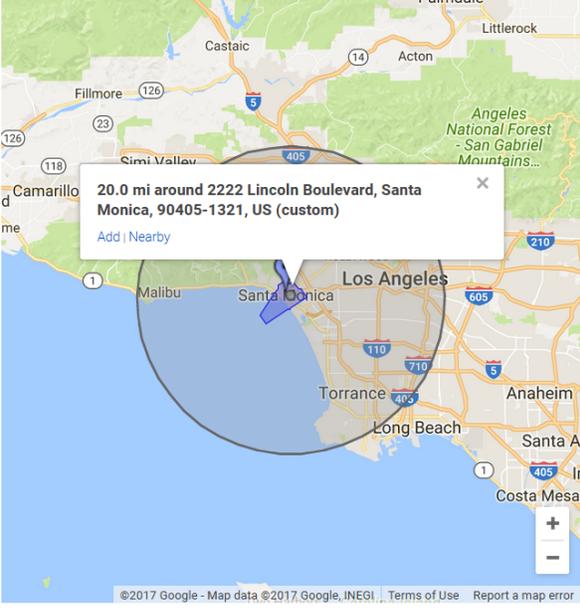
Enter a location to target or exclude.

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

| Targeted locations                             | Reach <span>?</span> | Remove all      |
|--|----------------------|-----------------|
| Santa Monica, California, United States - city | 561,000              | Remove   Nearby |

If you choose *radius targeting*, make sure you select the red *Add* button seen below to apply that location to your campaign settings.

Choose your locations ✕



20.0 mi around 2222 Lincoln Boulevard, Santa Monica, 90405-1321, US (custom)  
Add | Nearby

Done Cancel

Search | Radius targeting | Location groups | Bulk locations

Click the blue map marker above and select a point on the map. [?](#)

20.0 mi around 2222 Lincoln Boulevard, Santa Monica, 90405-1321, US - custom ✕

| Locations within this target <a href="#">?</a>            | Show all <a href="#">▼</a> | Reach <a href="#">?</a> | Add all  |
|---|----------------------------|-------------------------|--|
| CA-43, California, United States - congressional district |                            | 9,150,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |
| CA-34, California, United States - congressional district |                            | 7,360,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |
| CA-37, California, United States - congressional district |                            | 2,980,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |
| CA-28, California, United States - congressional district |                            | 2,320,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |
| CA-33, California, United States - congressional district |                            | 2,130,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |
| CA-40, California, United States - congressional district |                            | 2,040,000               | <a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a> |

[Show locations on map](#) [?](#)

**Selected locations**

Targeted (1) [Show locations](#)



## STEP 4

**Enter your Daily  
Budget and Bid**

To maintain the most control, you may want to start with the *Manual CPC* option where you determine the maximum amount you are willing to pay for a click. As you gather data in your AdWords account and become a more advanced AdWords user, you can experiment with different **bid strategies**.

We're often asked what the "right" amount is for the daily budget and bidding. Although we can not give a definitive answer since it varies by business, we can provide some parameters for establishing these numbers. If you want to spend \$1,000 a month, that is \$33.33/day on average. In that scenario, you may have a cost-per-click as high as \$3.00-\$5.00 because you have enough budget to get at least several clicks per day.

However, if you are starting very small with only \$200 per month, you then have only \$6.67 total to spend per day. In this case, you will need to set a very low bid. And in some industries, we see clicks that cost over \$30! Your daily budget will help determine the right amount for your individual bid.



**STEP 5**  
**Create Ad Groups**

After saving your campaign settings, you are then prompted to set up your ad groups. Remember to think in terms of themes. For example, a large retailer should be more detailed in an ad group rather than only having a single group promoting women's clothing. They may sell *women's dresses*, *women's suits*, and *women's skirts*. So each of these three categories would have its own appropriately named ad group to keep ads and keywords tightly themed.

✓ Select campaign settings — 2 Create ad groups

Enter your landing page [?](#)  My landing page isn't ready

The webpage your ad will link to (ex: www.example.com/yoga)

**Name**  
Ad group #1

**Bid** [?](#)  
\$ 5.00

**Keywords**  
Your ad can show on search results for terms related to your keywords.  
Enter keywords, one per line or separated by commas.

+ New ad group

The above Ad Group creation screen shows a place to include the bid along with the ad group name. Don't worry too much about the bid for the group since you can modify that later and may want to do more granular bidding by keyword. However, you are required to enter some value before AdWords will permit you to go to the next screen. If you are not sure, bid a low amount, then monitor it closely for a couple days to see if it is the right amount for you.



## STEP 6

# Select your Keywords

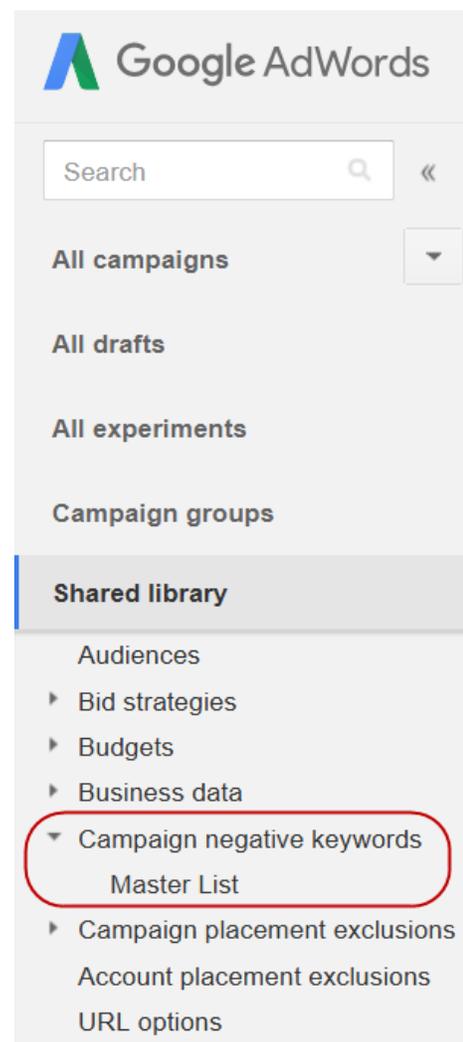
When it is time to enter keywords, we recommend starting with **phrase match or broad match modifier** type, both of which increase the likelihood of receiving relevant clicks. An exact match keyword type is very narrow so although it could bring qualified traffic to your site, it could also exclude too many potentially relevant visitors.

With broad match (different than *broad match modifier*), you are likely to receive a lot of clicks, but many of them could be irrelevant. With keywords, you should also include **negative keywords** which are words where you do *not* ever want your ad to display. Let's walk through an example for each of these.

With a phrase match of *wedding flowers*, an ad can trigger for a search on *unique wedding flowers* or *wedding flowers local* as long as *wedding* and *flowers* are entered in that word order. However, it can also trigger the ad for a search on *cheap wedding flowers* if the word *cheap* is not entered as a negative word.

With a broad match modifier of *+wedding +flowers*, the searcher's phrase has to include those two words, but they can be in any order and include other words.

To prevent clicks for words such as *cheap*, create a negative keyword list in the *Shared Library*.



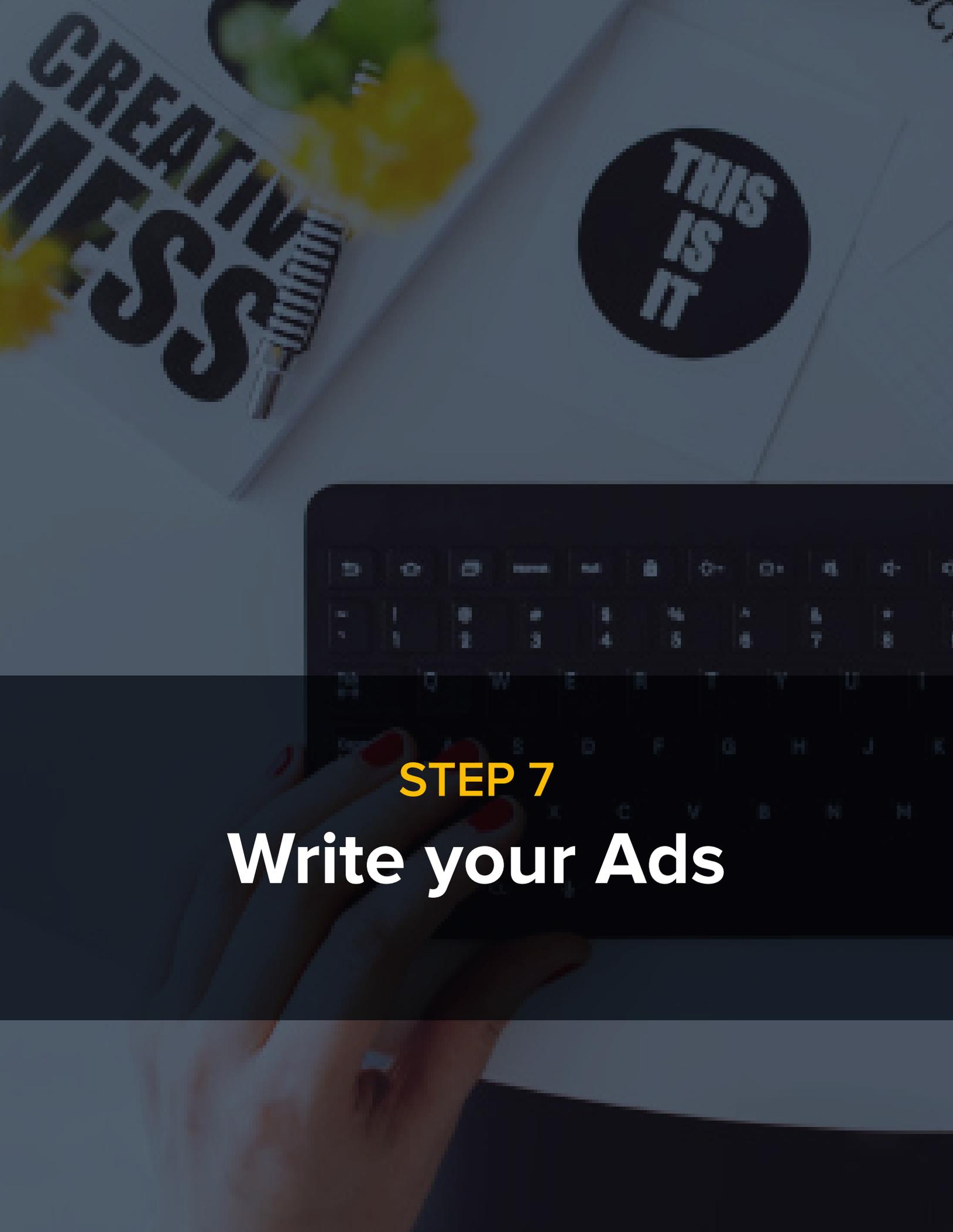
Once this listed is created, you can easily apply it to multiple campaigns.

### Negative keyword lists

Create a shared negative keyword list that can be added to multiple campaigns. [Learn more](#)

| <input checked="" type="checkbox"/> | Negative keyword list | # Keywords | # Campaigns |
|-------------------------------------|-----------------------|------------|-------------|
| <input checked="" type="checkbox"/> | Negative Keywords     | 74         | 9           |

Show rows: 500 1 - 1 of 1



## STEP 7

# Write your Ads

Now it's finally time to write your ads. Expanded Text Ads were launched by Google in 2016. If you've worked with AdWords in the past, you will note this is quite a change from the classic text ads. If you are brand new to AdWords, do not worry about that terminology of *expanded* versus *classic* since this is the only ad format you have seen.

The below image highlights the format for text ads. Character limits for ads are 30 characters (including spaces) for each headline and 80 characters (including spaces) for the description.

New text ad

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Text ads have been expanded to give you more headline and description space. [Learn more](#)

Final URL [?](#)

Headline 1 [?](#)

Headline 2 [?](#)

Path [?](#) example.com /  /

Description [?](#)

[Ad URL options \(advanced\)](#)

Preview [?](#) Mobile | Desktop

New York Budget Hotel - Best NY Hotel Rates in Seconds  
**Ad** [www.example.com](#)  
Experience all the comforts of home. Save with multi-day booking. Reserve now!

Sample ads [View more](#)

New College Programs For You - Plan For Your Future  
**Ad** [www.example.com/Online\\_Courses](#)  
Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

**Ad extensions** expand your ad with additional information like a business address or phone number. [Take a tour](#)

Text ads include two headlines and we strongly encourage you to write two separate statements rather than splitting one long statement on the two lines. You can say more about your offer when in the description line.

The path field is an opportunity to include your most important keywords that will display with your URL in the ad. In the below ad, the advertiser is highlighting that they are a *local florist* in *Texas* as seen by the words entered at the end of the green URL.

**\$19.99 Florist: Arlington - Hand Delivery In 4 Hours - fromyouflowers.com**

Ad [www.fromyouflowers.com/](http://www.fromyouflowers.com/) ▼

4.5 ★★★★★ rating for fromyouflowers.com

Same Day Hand Delivery - 20% Off All Items - "Best Value **Florist**" - CBS News!

Types: Birthday, Sympathy, Romance, Get Well, Congratulations

Love & Romance · \$19.99 Flowers · Sympathy & Funeral · Birthday



**STEP 8**  
**Identify and Set-up  
Conversions**

A conversion is a desirable action someone takes on your site. With Ecommerce sites, it's obvious. You want someone to make a purchase. Service businesses may consider completion of a lead generation form as the conversion. In that case, the form completion page can either be a destination goal in Google Analytics or conversion tracking code that was added to that page.

To set up conversion tracking, regardless of your desirable action, follow the steps outlined on this link: <https://support.google.com/adwords/answer/6095821>

If you choose to go the route of installing conversion tracking code, you can verify it is working by following the steps outlined here: <https://support.google.com/adwords/answer/1722021>

If, however, you do not want to add new tracking code to your site, you can instead **import goals and transactions from Google Analytics**. This step will not require any special code since it pulls existing goals directly from Google Analytics.

Whichever method you choose, when you view your conversions (found in Tools > Conversions), you should see something like the below which shows your tracked conversions and confirmation that they are recording:

#### Conversion actions

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Name <sup>?</sup>                              | Source <sup>?</sup> | Category <sup>?</sup> | Tracking status <sup>?</sup>                   | Conversion window <sup>?</sup> | Count <sup>?</sup> | Include in "Conversions" <sup>?</sup> | Repeat rate <sup>?</sup> | All conversions <sup>?</sup> |
|--------------------------|-------------------------------------|--------------------------|--|---------------------|-----------------------|--|--------------------------------|--------------------|---------------------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <a href="#">Calls from ads</a>                 | Calls from ads      | Lead                  | <input type="checkbox"/> No recent conversions | 30 days                        | Every              | Yes                                   | 0.00                     | 0.00                         |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <a href="#">Calls from AdWords Express Ads</a> | Calls from ads      | Lead                  | <input type="checkbox"/> Recording conversions | 30 days                        | One                | Yes                                   | 1.04                     | 26.00                        |

# Summary

To summarize, your AdWords account is made up of campaigns, ad groups, ads, and keywords. Although much of the set-up happens in the campaign settings, the bulk of your work is in your ads and keywords where you will make edits along the way. You will also want to monitor conversions to see what is happening beyond the click and view your analytics data for general site activity that occurs after someone comes to your website from AdWords.

If you need assistance with creating your account  
or the day-to-day maintenance,  
then contact us

(800) 270-3440

