



# Google Advertising

Google Ads provide a cost-effective way for businesses of all sizes to reach a virtually unlimited, targeted audience. They are extremely flexible and you can start, stop, pause, or even adjust your bids at any time.

Indeed, it is one of the most effective methods of paid online advertising. Google Ads allows businesses to reach anyone who uses Google to search for information, products and services online.

Google can be more advantageous as it does reach people who don't frequent socials.

Sign in to your Google Ads account (view step #1).

If you don't have a business gmail account STOP & create a google account (view step #2).

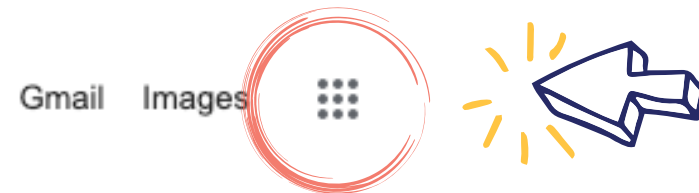
If you haven't had a google account chances are you haven't claimed your page (view step #3).

If you've done all the above, jump to step #4.

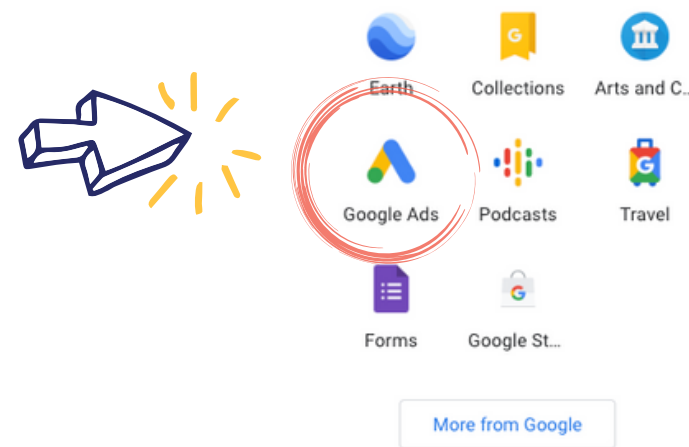
# How to Guide

## #1 Sign in to your google ads account

1. Go to the Google search engine <https://google.com>
2. Click the **box of 9 dots** in the top right hand corner.



3. Scroll down and select '**Google Ads**'.



4. Click the **Sign in link** at the top right of the page.
5. Enter your Google Account email address, alternate email address, or Gmail username in the **Email field**.
6. Enter your password in the **Password field**.
7. Click **Sign in**.



# How to Guide

## #2 Create a google account

### Creating a google account with a new email address:

1. Go to the Google Account sign in page. <https://accounts.google.com/signin>
2. Click **Create account**.
3. Enter your name.
4. In the "Username" field, enter a username.
5. Enter and confirm your password.
  - Tip: When you enter your password on mobile, the first letter isn't case sensitive.
6. Click **Next**.
  - Optional: Add and verify a phone number for your account.
7. Click **Next**.

### Creating a google account by using an existing email address:

1. Go to the Google Account Sign In page.
2. Click **Create account**.
3. Enter your name.
4. Click **Use my current email address instead**.
5. Enter your current email address.
6. Click **Next**.
7. Verify your email address with the code sent to your existing email.
8. Click **Verify**.

**Remember to further protect your account by adding recovery information.**  
An example: a recovery phone number and/or a recovery email address.

# How to Guide

## #3 Claim your google page

### Points to note:

If the business already exists or someone has claimed the business, you can request ownership.

If your business is not yet on google you can create your profile by following the steps numbered below.

If your business does not have a physical location you can enter the city or town instead.

### Creating a google business profile on your computer:

1. Go to the **Google Maps** <https://google.com.au/maps>
2. Click the top left hand corner **menu**.
3. Click '**Add your business**'.
4. Enter the name of your business, then click **next**.
5. The following steps may vary depending on which type of business you are adding.
6. Try to enter as many details about your business as possible including the days you are open, business address, phone, email, website (if you have one), location for google maps,
7. Click **Next** after each question is answered.
8. You will need to verify your profile. To verify select an option on the screen.
9. Click **Verify**.
10. Once you are done you can begin to promote your business, track business analytics and gather customers reviews.

Google Business Profile Help: <https://support.google.com/business>



# How to Guide

## #4 Advertise on google ads



1. Sign in to your google ads account (**view step #1 above**)
2. From the navigation panel on the left, select **Display** campaigns.
3. Click **Ads & extension** from the page menu on the left.
4. Click **+**
5. Click **Upload display ads**.
6. Select an ad group.
7. Choose a file to upload. You can upload image ads as GIF, JPG, and PNG.
8. Click '**Create campaign**'.