

# Setting-up a Google Ad Words pay per click (PPC) account

## Part A - How to open and set-up your account

By Ann Stanley

Anicca Digital Solutions



# Part A:1

## What is pay per click?



# Google - Search Results

Google   [Advanced Search](#) [Preferences](#)

Search:  the web  pages from the UK

Web Results 1 - 10 of about 608,000 for [web designers](#). (0.27 seconds)

**Search using  
Keyphrase**

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Website Design by WebCreation UK, A leading Website Design Company. Website Design, Ecommerce Web Design & Web Development. Leading UK Web Design.  
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**London Web Designers London Web Design London UK** [↑](#) [×](#)  
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www.kdweb.co.uk/ - [Similar pages](#) - [🗨](#)

**Web Designer UK - Directory of UK Website Design Companies** [↑](#) [×](#)  
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Get Free Quotes from 6 Companies  
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Experience, Top Talent, Dependable  
Innovative. Good Communications

**Pay Per  
Click  
Advertising**



# Searching for local companies – local listings push organic results down

Google  Search [Advanced Search](#) [Preferences](#)

Search:  the web  pages from the UK

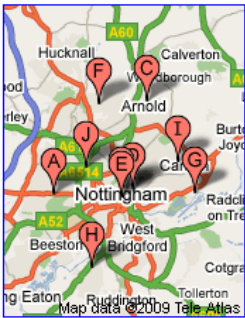
Web Results 1 - 10 of about 266,000 for [plumber in Nottingham](#). (0.16 seconds)

**Plumbers Nottingham** Sponsored Links  
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**Recommended Plumbers**  
[www.RatedPeople.com](http://www.RatedPeople.com) Find Local **Nottingham Plumbers**. Rated by our **Nottingham Customers!**

Local business results for **plumber** near **Nottingham**



- A. [Chris Martin Plumbing Ltd](#) - [www.chrismartinplumbing.co.uk](http://www.chrismartinplumbing.co.uk) - 0115 985 4444 - [23 reviews](#)
- B. [Plumbers Nottingham](#) - [www.staywarm-nottingham.co.uk](http://www.staywarm-nottingham.co.uk) - 07738 118 365 - [1 review](#)
- C. [VSB Plumbing Services](#) - [www.vsbhometechplumbing.co.uk](http://www.vsbhometechplumbing.co.uk) - 07800 724 977 - [1 review](#)
- D. [plumbers in nottingham](#) - [www.plumbers-nottingham.co.uk](http://www.plumbers-nottingham.co.uk) - 07716 940 358 - [More](#)
- E. [NG4 Plumbing](#) - [www.ng4plumbing.com](http://www.ng4plumbing.com) - 0115 939 1291 - [More](#)
- F. [D Long Plumbing & Heating](#) - [www.davidlong-plumbing.co.uk](http://www.davidlong-plumbing.co.uk) - 0115 840 3500 - [More](#)
- G. [Robert Prettie Co Ltd](#) - [www.robert-prettie.co.uk](http://www.robert-prettie.co.uk) - 0115 940 2222 - [1 review](#)
- H. [Gothic Plumbing](#) - [www.heating-nottingham.co.uk](http://www.heating-nottingham.co.uk) - 0115 974 8298 - [More](#)
- I. [Darryl Oscroft Plumbing, Heating & Gas](#) - [www.doscroft.co.uk](http://www.doscroft.co.uk) - 0115 987 2218 - [More](#)
- J. [JP Plumbing & Central Heating Installation](#) - [www.jp-plumbingandheating.co.uk](http://www.jp-plumbingandheating.co.uk) - 0115 929 4409 - [More](#)

[More results near Nottingham >](#)

[Chris Martin Plumbing Ltd in Nottingham - Plumbers in Nottingham ...](#) [↑](#) [×](#)  
Nottingham Chris Martin Plumbing Ltd in Nottingham UK is one of Nottingham's Plumbers - these details are brought to you by [www.touchnottingham.com](http://www.touchnottingham.com) keeping ...  
[www.touchnottingham.com/business/list/bid/2766669](http://www.touchnottingham.com/business/list/bid/2766669) - 67k - [Cached](#) - [Similar pages](#) - [🗨](#)

[Plumbers in Nottingham, NG13, Nottingham - Touch Nottingham ...](#) [↑](#) [×](#)  
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[www.touchnottingham.com/business/search/typeId/1498/type/Plumbers](http://www.touchnottingham.com/business/search/typeId/1498/type/Plumbers) - 119k - [Cached](#) - [Similar pages](#) - [🗨](#)

**Approved Plumbers** Sponsored Links  
Use Our Approved Tradesmen Database For A Quality & Fair Price Service.  
[www.ConsumerProtectionAgency.co.uk](http://www.ConsumerProtectionAgency.co.uk) England

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Leaky tap? Call an expert for **plumbing in nottingham**.  
[thomsonlocal.com/harisonmaintenance](http://thomsonlocal.com/harisonmaintenance)

**Local Plumbers**  
Professional **plumbers** for all your **plumbing** needs in **Nottingham**.  
[www.TheBestOf.co.uk](http://www.TheBestOf.co.uk)

**Nottingham Plumbing**  
Study at your own pace and become a qualified **plumber** on £30k+  
[Career-in-Plumbing.co.uk/Nottingham](http://Career-in-Plumbing.co.uk/Nottingham)

**Heating In Nottingham**  
Boiler Installations & Gas Central Professional **Plumbing** & Heating  
[www.touchnottingham.com/heating](http://www.touchnottingham.com/heating)

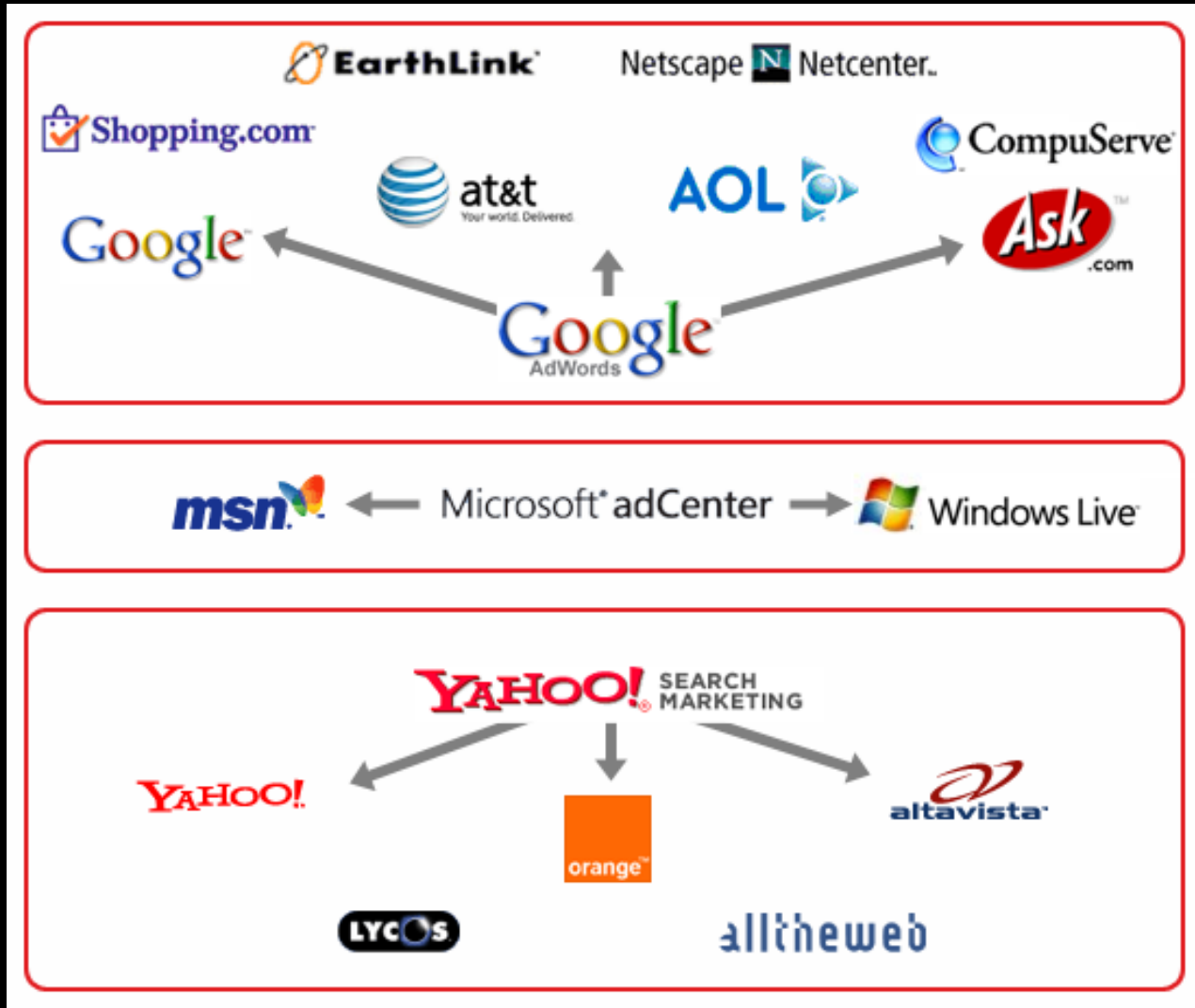
**DrainDoctor 0800 3357 999**  
Local **Plumbing** & Drain Clearance  
24hr service - no call out charges  
[www.draindoctor.co.uk](http://www.draindoctor.co.uk)

**Plumber 0800 328 6812**  
All **Plumbing**, Heating & Drainage Problems Solved Fast, Free Quotes  
[www.ReactFast.co.uk/Nottingham](http://www.ReactFast.co.uk/Nottingham)

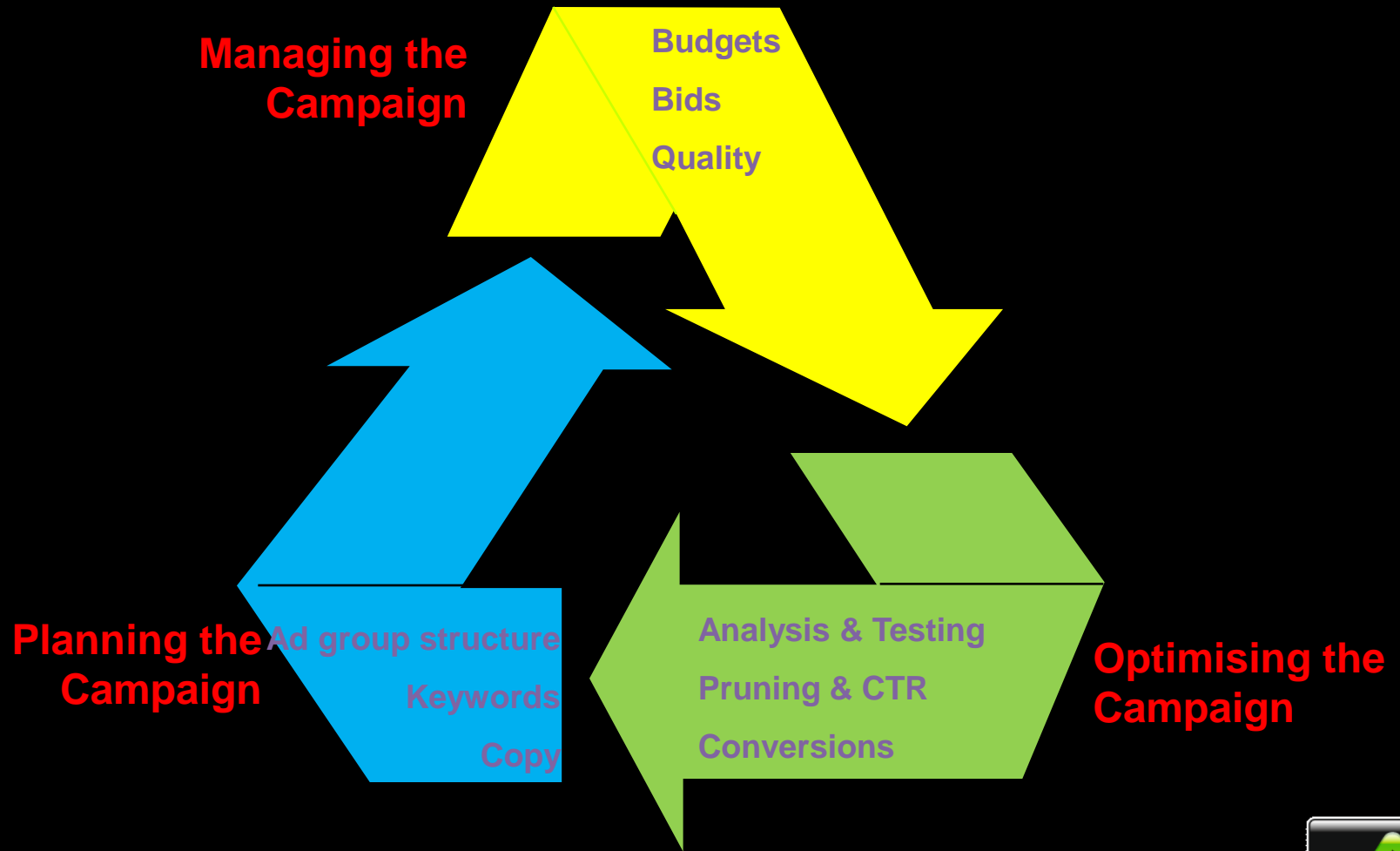
**Plumbers in Nottingham**  
See profiles, get Estimates online, hire a Tradesman, leave feedback!



# The Main PPC Engines



# The Pay Per Click Process



## Part A:2

What are the objectives of your pay per click campaign?



# Setting objectives

- Why?
  - Reasons for using PPC
- What?
  - Products/services you are going to promote
- Who?
  - Target audience
- Where?
  - Choice of network & Geo-targeting
- When?
  - Duration & Timing
- How much?
  - Budgets & Cost per click
- What is my sales funnel?
  - Amount of traffic, cost per clicks, positions achieved
  - Click through rate (CTR), “quality score”
  - Conversions rates & cost per acquisition

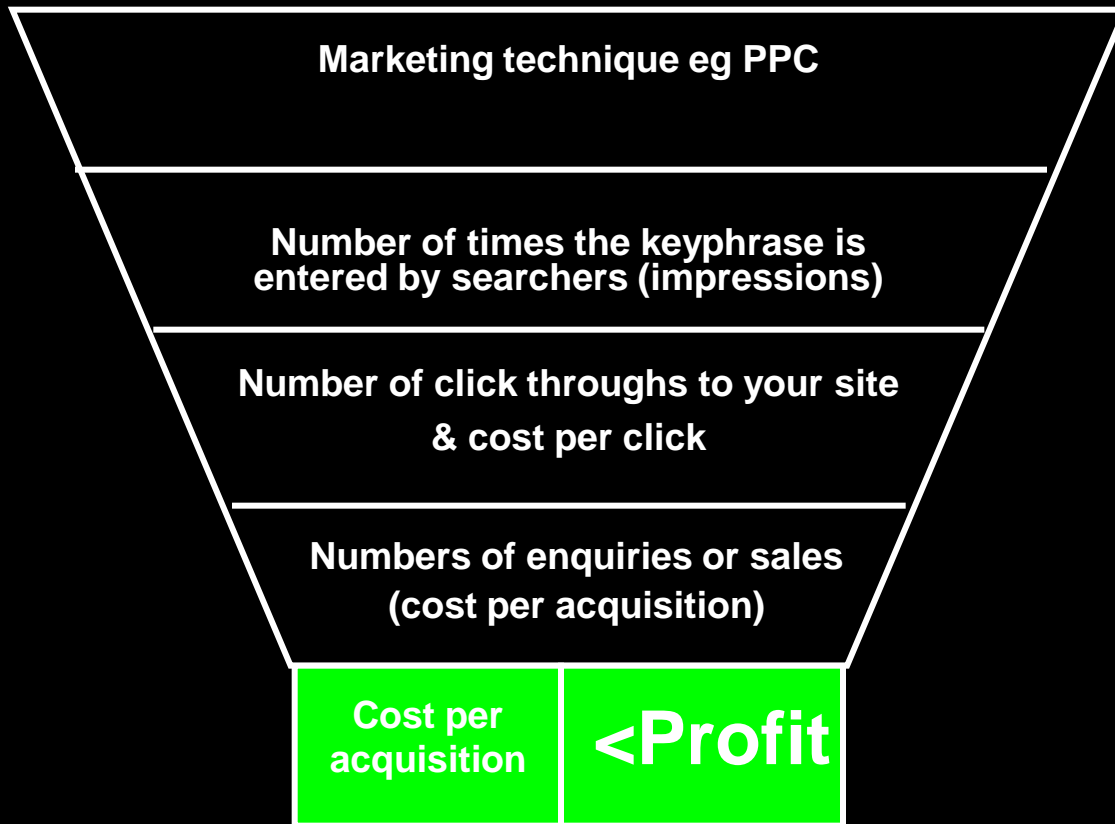
# What are you trying to achieve?

- Be found in the search engines
  - launch new site
  - gain visibility for site with no organic results eg flash
  - increase visibility (eg for more keyphrases)
- Actions
  - drive traffic
  - generate phone calls
  - customer registrations
  - lead generation
  - online sales
  - offline sales

# Some reasons to use PPC

- As a sales promotion/direct marketing tool, eg to get rid of surplus stock
- To launch new products or with time-sensitive campaigns, such as Valentines day
- Short term campaigns to boost branding
- To ensure visibility when running offline campaigns, such as TV or press
- Country or region specific campaigns
- To get visibility if the site does not have any natural listings in the organic search results

# Understanding PPC conversion rates



## Example PPC

2000 searches

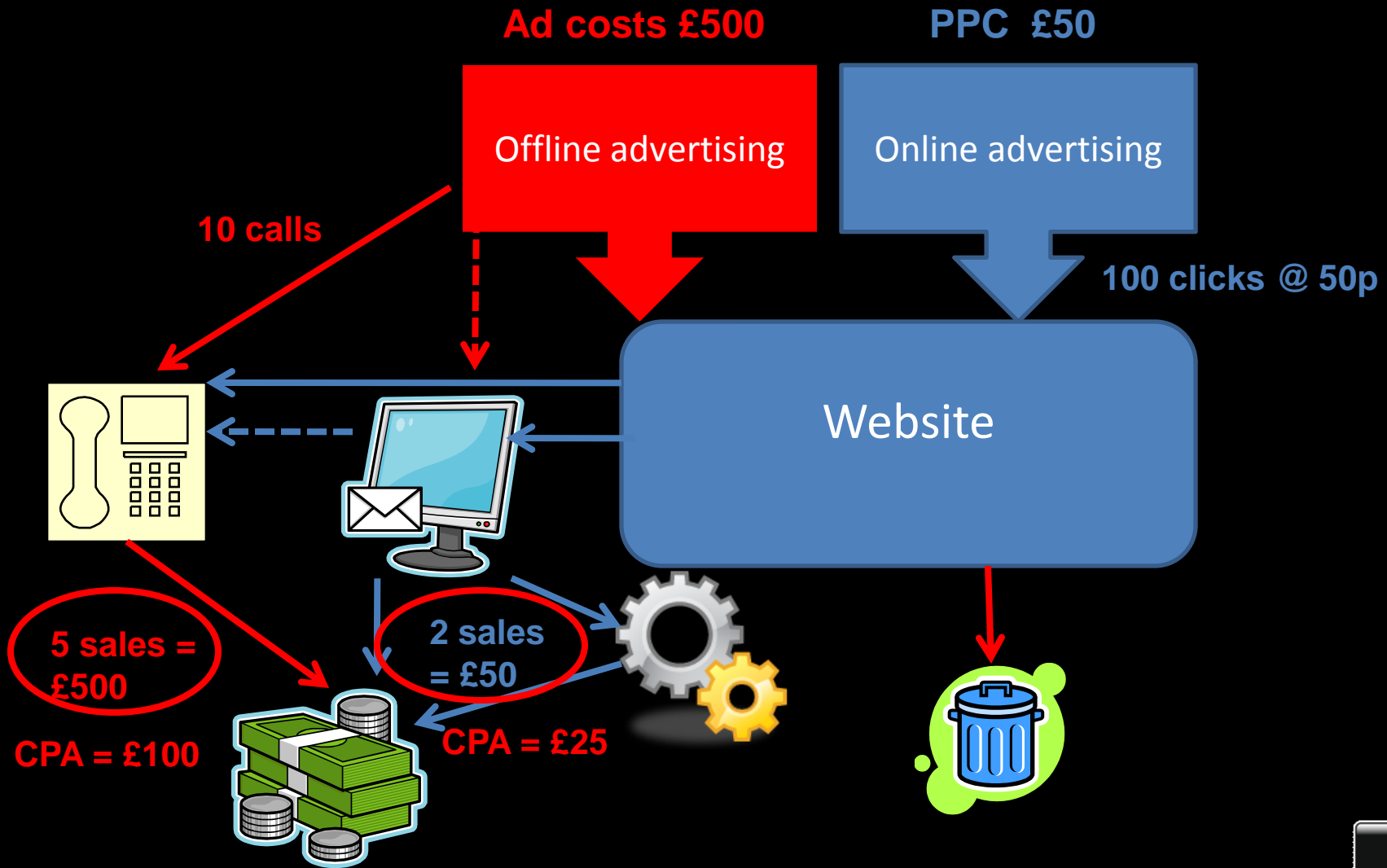
100 (5%) click throughs at @11p (= £11)

1 sale (1%) at £99

Cost per acquisition £11

< Profit £15

# Calculating your Cost per Acquisition (CPA)



# Example PPC marketing budgets

Sales projections	Monthly	Annual
Sales	50	600
Order value	£200	£200
Revenue	£10,000	£120,000

PPC budgets	Monthly	Annual
Cost per acquisition (CPA)	£25	
Marketing budget	£1,250	£15,000
% of revenue	12.5%	

Part A:3

Open your Google Ad Words  
PPC account



# Overview of opening Ad words account



# Go to [www.google.co.uk/intl/en/ads/](http://www.google.co.uk/intl/en/ads/)

## Google™ Advertising Programmes

### For Advertisers: [Google AdWords](#)

- Advertise to people searching on Google and our advertising network
- Reach people actively looking for information about your products and services online
- Easily control costs - pay only when people click on your ad



Ready to start?

[Sign up now](#)

Want more information about AdWords? [Learn more >](#)

**Contact Sales:** Find out how our sales team can help you reach your online advertising goals. [Contact Sales](#).

If you are an advertising agency/SEM/SEO, have our [Agency Consultants](#) contact you.

Site targeting on the content network: Pick the exact sites where your AdWords ads appear. [Learn more](#).

### For Site Owners: [Google AdSense](#)

- Maximise your site's revenue potential with contextually targeted ads
- Customise ads to complement the look and feel of your site
- Track the success of different formats and locations with online reports



Ready to start?

[Sign up now](#)

Want more information about AdSense? [Learn more >](#)

**Contact Sales:** Find out how our sales team can help you generate revenue from your web traffic. [Learn more](#).

# Try keyword tool

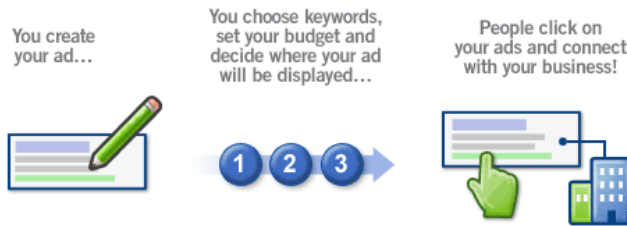


English (UK)

## Attract more customers

No matter what your budget, you can display your ads on Google and our advertising network. Connect with potential customers at the magic moment they're searching for your products or services, and only pay when people click your ads.

Want a hand creating your account? Have one of our team [help you get started](#).



[Try AdWords now »](#)

Sign in to Google AdWords with your

**Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

### Learn about AdWords

[How it works](#)

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

#### **You create your ads**

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

#### **Your ads appear on Google**

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

#### **You attract customers**

People can simply click your ad to make a purchase or learn more about you. You don't even need a web page to get started – Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic »](#)



Keywords are what people search for on Google.



Your ad appears beside relevant



# Add keyword ideas or select website

**Google** AdWords It's All About Results™ [Help](#) | [Contact Us](#)

## Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-Based Keyword Tool](#), a new tool that will generate ideas that are matched to your website.

Results are tailored to **English, United Kingdom** [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)


Website content  
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:

web designer  
website design

Use synonyms

Type the characters you see in the picture below. [?](#)



wogym

Letters are not case-sensitive

[Filter my results](#)

**Selected Keywords:**

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

*No keywords added yet*

[+ Add your own keywords](#)

# Understand the cost per click and traffic volumes

Calculate estimates using a different maximum CPC bid:

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Search Volume	Approx Avg Search Volume	Search Volume Trends (Nov 2007 - Oct 2008)	Highest Volume Occurred In	Match Type: Broad
<b>Keywords related to term(s) entered - sorted by relevance</b>								
website designers	1 - 3	£4.52		27,100	33,100		Feb	<a href="#">Add</a>
website design	1 - 3	£3.72		246,000	301,000		Feb	<a href="#">Add</a>
website designer	1 - 3	£2.35		60,500	74,000		Mar	<a href="#">Add</a>
web designers	1 - 3	£4.58		49,500	49,500		Feb	<a href="#">Add</a>
cheap website design	1 - 3	£4.91		1,900	1,900		Feb	<a href="#">Add</a>
website design company	1 - 3	£3.41		8,100	5,400		Feb	<a href="#">Add</a>
professional website design	1 - 3	£4.11		1,600	2,900		Feb	<a href="#">Add</a>
website designs	1 - 3	£3.31		6,600	12,100		Feb	<a href="#">Add</a>
website design pricing	1 - 3	£3.45		170	73		Oct	<a href="#">Add</a>
website design prices	1 - 3	£3.96		590	1,000		Feb	<a href="#">Add</a>
website design companies	1 - 3	£4.16		6,600	5,400		Mar	<a href="#">Add</a>
website design firms	1 - 3	£3.64		58	73		May	<a href="#">Add</a>
website design services	1 - 3	£5.28		12,100	9,900		Jul	<a href="#">Add</a>

# Open your account



English (UK)

## Attract more customers

No matter what your budget, you can display your ads on Google and our advertising network. Connect with potential customers at the magic moment they're searching for your products or services, and only pay when people click your ads.

Want a hand creating your account? Have one of our team [help you get started](#).

You create your ad...



You choose keywords, set your budget and decide where your ad will be displayed...



People click on your ads and connect with your business!



**Try AdWords now »**

Sign in to Google AdWords with your

**Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

## Learn about AdWords

[How it works](#)

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

### You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

### Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

### You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a web page to get started – Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic](#)



Keywords are what people search for on Google.



Your ad appears beside relevant

# Sign up for your account (standard edition)



It's All About Results™

[Help](#) | [Contact Us](#)

## Choose the solution that is right for you

**Starter Edition**

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time.



- I have a webpage.
- I don't have a webpage. Help me to create one.

**Standard Edition**

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking and more. Recommended for experienced Internet advertisers and medium or large-sized businesses. \*



\* A website is required to sign up. You don't have one? Choose Starter Edition.

Not sure? [Compare options in greater detail.](#)

[Continue >](#)

Want a hand creating your account?  
Have one of our team [help you get started.](#)

### Common Questions

- [How and when do I enter my billing information?](#)
- [How much will this cost?](#)

### Search Help Topics

e.g. billing options, ad position

# If you use a gmail account you won't need to validate your email address

**Google** AdWords It's All About Results™ [Help](#) | [Contact Us](#)

[Create Google Account](#) | [Set currency preferences](#) | [Verify email address](#)

## Create Google Account

To begin creating your AdWords account, choose the username and password that you'd like to use with AdWords.

**Which best describes you?**

- I have an email address and password I already use with Google services like AdSense, Google Mail, Orkut or iGoogle.
- I do not use these other services.

**Would you like to have a single account for all Google services?**

You can use your existing Google account email address and password for AdWords as well. Or, you can choose new ones just for AdWords.

- I would like to use my existing Google account for AdWords.
- I would like to choose a new login name and password just for AdWords.

**Create a new Google Account for use with AdWords.**  
Make sure your email address is correct. You must receive email there in order to verify this account.


Email:   
e.g. myname@example.com. This will be used to sign-in to your account.

Password:   
Minimum of 8 characters in length. [\[?\]](#)

Re-enter password:

---

Type the characters you see in the picture below.



[&](#)

Letters are not case-sensitive

By submitting this form, you agree to the [Terms of Service](#) & [Privacy Policy](#)

[Create Account >](#)

## Common Questions


- [What is the difference between a Google Account and an AdWords account?](#)
- [How do I know if I have a Google Account?](#)
- [I have multiple Google accounts. Can I merge them?](#)
- [Can I have multiple AdWords accounts?](#)
- [AdWords Glossary](#)

## Search Help Topics

[Search](#)

e.g. billing options, ad position

# Select currency

 It's All About Results™ [Help](#) | [Contact Us](#)

[Create Google Account](#) ▶ **Set currency preferences** ▶ [Verify email address](#)

### Set currency preferences

To set up your AdWords account, we need to know what currency you plan to use. (This is the currency that you'll use to pay Google, not the currency that you use in transactions with your customers.)

Review the available [payment options](#) for local currencies before you decide.

**Your currency setting can't be changed after you leave this page. Please choose carefully and then click 'Continue'.**

What currency will you use to pay for this account?

(Not all currencies are available in all areas.)

[Common Questions](#)

- [How do I choose the payment method that suits me?](#)
- [How much does AdWords cost?](#)
- [Are there spending requirements, a minimum contract length or other qualifying terms?](#)
- [AdWords Glossary](#)

[Search Help Topics](#)

e.g. billing options, ad position

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# Now sign-in



It's All About Results™

[Help](#) | [Contact Us](#)

## Verify Email Address

**Your first step is complete: Your AdWords account has been created.**

**Next step: Create your first ad campaign.**

Login Email: [onlinemarketingschool@gmail.com](mailto:onlinemarketingschool@gmail.com)

You can now sign in to your AdWords account using the Google Account address and password that you just specified. When you sign in, you'll be asked to create your first ad campaign and enter your billing information to activate your account and start running your ads. We'll also send an activation email with more details to the address listed above.

**Your ad won't run until you submit your billing information.**

[Sign in to your AdWords account](#)

Read our [navigation guide](#) to preview what your account will look like.

Start learning how to make the most of your AdWords account by reading our [optimisation tips](#).

## Common Questions

- [How do I contact an AdWords representative?](#)
- [How do I change my Google Account email or password?](#)
- [How do I sign in to AdWords?](#)
- [I can't sign in to my account. What is wrong?](#)

# Create your first campaign

Google AdWords

onlinemarketingschool@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 652-647-6876

**Campaign Management** | Reports | Analytics | My Account

[Create First Campaign](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#) Search my Campaigns:  Search

## Welcome to AdWords!

### What's the next step?

#### Start an online campaign

We'll help you create your first AdWords campaign, step by step. When you're ready, your ads will run on Google and its network of online partner sites.

**Create your first campaign >>**

You can also start your first campaign by [choosing the placements](#) where your ad will appear. [?](#)

### Learn more about AdWords

- There is a link to the [Help Centre](#) in the top right corner of every AdWords page.
- Don't forget to [submit your payment information](#). Your ads won't run until you do.

# Choose your language and country

Google AdWords

onlinemarketingschool@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 652-647-6876

**Campaign Management** | Reports | Analytics | My Account

[Create First Campaign](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#)      Search my Campaigns:

## Create Your First Campaign

[Target customers](#) > [Create ad](#) > [Choose keywords](#) > [Set pricing](#) > [Review and save](#)

### Welcome to AdWords

Create your first ad campaign in four easy steps: target your customers, write your ad, choose the keywords that will trigger your ad and set a spending limit. Feel free to experiment. Then submit your billing information, if you haven't already.

### Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German

### Target customers by location

Where are your customers located?

Currently targeting: **United Kingdom** [Change targeting](#)

[How will my location choices affect my ad performance?](#)

### Common Questions

- [How is an AdWords account structured?](#)
- [How does AdWords know where to show my ads?](#)
- [What language and location ad targeting options do I have?](#)
- [Is regional or customized location targeting appropriate for me?](#)
- [AdWords Glossary](#)

### Search Help Topics

e.g. billing options, ad position

# Write your ad and select your landing page

**Google**  
AdWords

onlinemarketingschool@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 652-647-6876

**Campaign Management** | Reports | Analytics | My Account

[Create First Campaign](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#) Search my Campaigns:  Search

## Create Your First Campaign

Target customers > **Create ad** > Choose keywords > Set pricing > Review and save

### Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Click-to-play video ad](#)

Example:

[All-in-1 Website Package](#)  
Website with CMS plus SEO  
PPC, email marketing from £3k  
[www.anicca-solutions.com](http://www.anicca-solutions.com)

**Common Questions**

- [Where will my ads appear?](#)
- [What should my ad say?](#)
- [What are Google's Editorial Guidelines for ads?](#)
- [AdWords Glossary](#)

**Search Help Topics**

Search  
e.g. billing options, ad position

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:  Max 1024 characters

[< Back](#) | [Reset Ad](#) | [Continue >](#)

# Choose keyphrases

## Create Your First Campaign

Target customers > Create ad > **Choose keywords** > Set pricing > Review and save

### All-in-1 Website Package

Website with CMS plus SEO  
PPC, email marketing from £3k  
[www.anicca-solutions.com](http://www.anicca-solutions.com)

[Edit](#) - [Delete](#)

You can create additional ads for this campaign, if you like.

+ [Create new ad](#)

## Choose keywords

### Who will see your ad?

Your ad may appear when people search Google for the keywords that you choose here. Keywords must be directly related to your ad. (Do not enter 'real estate' when you are selling cars.) Enter 20 or fewer keywords for best results. [Example list](#)

Enter as many specific words or phrases as you like, one per line:

```
web design companies
web design internet
web design package
web designer
web designs
web designing
web design
```

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for

### Sample keywords based on a scan of your site

If they describe your product or service, click 'Add'. (See our [disclaimer](#).)

Click categories to view keywords:

#### ▼ Category: web design

[« Add all in this category](#)

[« Add](#) web designing of

[« Add](#) medical web design

[« Add](#) web design hosting

[« Add](#) internet marketing web design

[« Add](#) e commerce web design

[« Add](#) ecommerce web designer uk

[« Add](#) web design templates

[« Add](#) web design in the uk

[« Add](#) budget web design

[« Add](#) Inw web design

### Common Questions

- [What are the steps to creating a keyword list?](#)
- [Where can I find keyword ideas?](#)
- [What is Google's trademark policy?](#)
- [What are keyword matching options?](#)
- [What is broad match?](#)
- [How does broad match benefit me?](#)
- [How can I predict which keyword variations will trigger my ads for a new broad-matched keyword?](#)
- [AdWords Glossary](#)

### Search Help Topics

e.g. billing options, ad position

# Set budget and cost per click (CPC) for your first ad group

## Create Your First Campaign

Target customers > Create ad > Choose keywords > **Set pricing** > Review and save

### What is the most you would like to spend, on average, per day?

The daily budget <sup>?</sup> controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: £  (Please use this format: 25.00) <sup>?</sup>

[How will my budget affect my ad performance?](#)

### What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) <sup>?</sup>. The max CPC is the highest price you are willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

**Maximum CPC bid:** £  (Minimum: £0.01)

**CPC Content bid:** £  (Optional) [Get content bid guidance](#)

Higher CPCs lead to higher ad positions, which usually get more clicks.

[Want to purchase the most clicks possible?](#)

▶ [View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

**Three things to remember:**

- You can always change your CPC and budget or pause your account entirely.
- Your budget controls your spending. If your daily budget is £5.00 and there are 30 days in a month, you will never be charged more than £150 in that month.
- Lower your costs by choosing more specific keywords, such as *red roses* instead of *flowers*. Specific keywords are more likely to turn a click into a customer. [Edit your keyword list.](#)

### Common Questions

- [When do my ads start accruing costs?](#)
- [How are ads ranked?](#)
- [How much does AdWords cost?](#)
- [How do I control the cost of my ads?](#)
- [When do you bill?](#)
- [AdWords Glossary](#)

### Search Help Topics

e.g. billing options, ad position

# Check out your traffic estimates

[Want to purchase the most clicks possible?](#)

▼ [View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Maximum CPC:  Daily budget:



**Things to note:** If you are unfamiliar with some of this terminology, take a look at our [Traffic Estimator glossary](#).

- Because your campaigns do not yet have a performance history, keyword estimates are based on system-wide performance information.

Estimates for the maximum CPC: £2.01 GBP and daily budget £30.00 GBP

<a href="#">Keywords</a> ▼	<a href="#">Predicted Status</a>	<a href="#">Estimated Avg. CPC</a>	<a href="#">Estimated Ad Positions</a>	<a href="#">Estimated Clicks/Day</a>	<a href="#">Estimated Cost/Day</a>
web design	Active	£1.10 - £1.66	1 - 3	9 - 15	£20 - £30
web design companies	Active	£1.09 - £1.64	1 - 3	0 - 1	£1
web design internet	Active	£1.31 - £1.96	1 - 3	0 - 1	£1
web design package	Active	£1.15 - £1.72	1 - 3	0	£1
web designer	Active	£1.05 - £1.58	1 - 3	1 - 3	£2 - £4
web designing	Active	£0.86 - £1.28	1 - 3	0 - 1	£1 - £2
web designs	Active	£1.14 - £1.71	1 - 3	0 - 1	£1
<b>Search Network Total</b>		<b>£1.09 - £1.64</b>	<b>1 - 3</b>	<b>11 - 19</b>	<b>£20 - £30</b>

# Review your selections – set your billing up later

## Review your selections

**Campaign name:** Campaign #1  
**Language(s) that your customers speak:** English [\[Edit\]](#)  
**Location(s) of your customers:** • United Kingdom [\[Edit\]](#)  
**Budget:** £30.00 / day [\[Edit\]](#)

**Ad Group name:** Ad Group #1

**Ads:**

[All-in-1 Website Package](#)  
Website with CMS plus SEO  
PPC, email marketing from £3k  
[www.anicca-solutions.com](http://www.anicca-solutions.com)  
[Edit](#) - [Delete](#)

**Keywords:** [\[Edit\]](#)

web design      web designer      web design internet      web designs  
web design companies      web designing      web design package

**Maximum CPC bid:** GBP £2.01 [\[Edit\]](#)

**Would you like extra help?**  
We will send you occasional announcements about your Google advertising agreement. Select one or both of these bonus features:

Send me personalised ideas for improving my ad performance.  
 Send me AdWords newsletters with tips, surveys and best practices.

How did you first hear about Google AdWords?  
< select one >

[« Back](#)      [Continue to Billing. >](#)      [I'll set up billing later](#)


### Common Questions

- [What will the account look like?](#)
- [What kind of reports will I get?](#)
- [How do I control the cost of my ads?](#)
- [AdWords Glossary](#)


### Search Help Topics

e.g. billing options, ad position




# Log in to your account – view your campaign summary – click on campaign #1

 onlinemarketingschool@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 652-647-6876

**Campaign Management** | Reports | Analytics | My Account


[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#) Search my Campaigns:

 **Please submit your payment information**  
[To activate your account and start running your ads, enter your billing information.](#)


### Campaign Summary

Today (31 Jan 2009)

Today  31 Jan 2009 - 31 Jan 2009

 **Online Campaigns** [+ New online campaign](#) Statistics:


[Customise columns](#) show: **all** | [all active](#) | [all but deleted](#)

<input type="checkbox"/>	<a href="#">Campaign Name</a>	<a href="#">Current Status</a>	<a href="#">Current Budget</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>
<input type="checkbox"/>	<b>Campaign #1</b>	Active	£30.00 / day	0	0	-	-	£0.00
	Search	On	-	0	0	-	-	£0.00
	Content 	On	-	0	0	-	-	£0.00
			<b>£30.00 / day</b> (1 active campaigns)	<b>0</b>	<b>0</b>	-	-	<b>£0.00</b>

[Learn how account settings affect ad performance](#)

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.  
Time zone for all statistics in this account: (GMT-08:00) Pacific Time. [Learn more.](#)

# Click into the first campaign to view your first ad group - click on your Ad group #1

 onlinemarketingschool@gmail.com | [New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 652-647-6876

**Campaign Management** | Reports | Analytics | My Account

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#) Search my Campaigns:

[Campaign Summary](#) > **Campaign #1**

**Campaign: Campaign #1 - Active** | [Pause campaign](#) | [Delete campaign](#)  
Budget: £30.00 / day | [Edit campaign settings](#)  
Targeting: 1 language [Edit](#) | 1 location [Edit](#)  
No campaign negative keywords : [Add](#) | No site or category exclusions : [Add](#)

1 - 1 of 1 Ad Groups.

Today  31 Jan 2009 - 31 Jan 2009

[+ New ad group](#) ▾ | [View all ad groups](#)

Statistics: [?](#)

[Customise columns](#)

<input type="checkbox"/>	Ad Group Name	Status	Current Bids - Max CPC <a href="#">?</a>		Clicks	Impr.	CTR <a href="#">?</a>	Avg. CPC	Cost	Avg. Pos
			Default	Content						
<input type="checkbox"/>	▼ <a href="#">Ad Group #1</a>	Active	£2.01	-	0	0	-	-	-	-
	Search	On			0	0	-	-	-	-
	Content <a href="#">?</a>	On			0	0	-	-	-	-
	<b>Total</b>	-	-	-	<b>0</b>	<b>0</b>	-	-	-	-

# Click into your ad group to see your keyphrases (note you are on the keyword tab)

Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimiser

Search my Campaigns:  Search

Campaign Summary > Campaign #1 > Ad Group #1 1 of 1 Ad Groups

### Ad Group: Ad Group #1

[All-in-1 Website Package](#) Active — [Pause ad group](#) | [Delete ad group](#)

Website with CMS plus SEO  
PPC, email marketing from £3k  
[www.anicca-solutions.com](http://www.anicca-solutions.com)

1 of 1 - [View All](#)

Summary | **Keywords** | Placements ? | Ad Variations

31 Jan 2009 [Change range](#)

Today  31 Jan 2009 - 31 Jan 2009

Include deleted items

In this ad group, keywords trigger ads on search and the content network. You have no placements. [Learn more](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Customise columns](#)

1 - 7 of 7 keywords.

<input type="checkbox"/> Keyword	Status ?	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> web design	Active Bid is below first page bid estimate of £2.50	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web design companies	Active Bid is below first page bid estimate of £3.00	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web design internet	Active	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web design package	Active	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web designer	Active Bid is below first page bid estimate of £2.75	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web designing	Active Bid is below first page bid estimate of £2.75	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web designs	Active Bid is below first page bid estimate of £3.00	£2.01	0	0	-	-	-	-
Content network total ?	On	Content Auto ? <a href="#">[Edit]</a>	0	0	- ?	-	-	n/a
Search Total	On	Default £2.01 <a href="#">[Edit]</a>	0	0	-	-	-	-
<b>Total</b>			0	0	-	-	-	-

# Click on customise columns and display quality score

**Ad Group: Ad Group #1**

[All-in-1 Website Package](#) **Active** — [Pause ad group](#) | [Delete ad group](#)

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1 of 1 - [View All](#)

Explore the tabs to view details and fine-tune your account. [Close](#)

Summary **Keywords** Placements Ad Variations

6 Feb 2009 [Change range](#)

Today  
6 Feb 2009 - 6 Feb 2009 [Go](#)

Include deleted items

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Done](#)

[Pause](#) [Unpause](#) [Delete](#) [Edit Keyword Settings](#)

<input type="checkbox"/> <a href="#">Keyword</a>	<a href="#">Status</a>		<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>
<input type="checkbox"/> web design	Active Bid is below first page bid estimate of £2.50		0	0	-	-	-	-
<input type="checkbox"/> web design companies	Active Bid is below first page bid estimate of £3.00		0	0	-	-	-	-
<input type="checkbox"/> web design internet	Active		0	0	-	-	-	-
<input type="checkbox"/> web design package	Active		0	0	-	-	-	-
<input type="checkbox"/> web designer	Active Bid is below first page bid estimate of £2.75	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web designing	Active Bid is below first page bid estimate of £2.75	£2.01	0	0	-	-	-	-
<input type="checkbox"/> web designs	Active Bid is below first page bid estimate of £3.00	£2.01	0	0	-	-	-	-
<a href="#">Content network total</a>	On	<a href="#">Content Auto</a> <a href="#">Edit</a>	0	0	-	-	-	n/a
<a href="#">Search Total</a>	On	Default <a href="#">£2.01</a> <a href="#">Edit</a>	0	0	-	-	-	-
<b>Total</b>			0	0	-	-	-	-

[Pause](#) [Unpause](#) [Delete](#) [Edit Keyword Settings](#)

1 - 7 of 7 keywords.

<Show/hide columns>

<Show/hide columns>

Show Quality Score

Hide Status

Hide Current Bid

Hide Clicks

Hide Impr.

Hide CTR

Hide Avg. CPC

Hide Cost

Hide Avg. Pos

Restore defaults

# Reveal quality score and number out of 10

**Keyword Analysis: web design**

Ad showing? **No**  
**The keyword phrase does not currently trigger any of your ads.**  
 There are several possible reasons why your ad isn't showing for this keyword, including:

- You just added the keyword to your campaign. You may experience a short wait as your keyword goes through the review process.
- Our system is experiencing a delay.

For details on specific criteria for this test, click the following link.  
[Details and recommendations >](#)

Quality Score: **OK (7/10)**  
[Details and recommendations >](#)

6 Feb 2009 [Change range](#)

Today  
 6 Feb 2009 - 6 Feb 2009 [Go](#)

Include deleted items

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Show/hide columns](#) [Done](#)

Summary **Keywords** Placements [?](#) Ad Variations

In this ad group, keywords trigger ads on search and the content network. You have no placements. [Learn more](#)

Pause Unpause Delete Edit Keyword Settings 1 - 7 of 7 keywords.

<input type="checkbox"/>	<a href="#">Keyword</a>	<a href="#">Status</a> <a href="#">?</a>	<a href="#">Quality Score</a> <a href="#">?</a>	<a href="#">Current Bid</a> Max CPC	<a href="#">Clicks</a> <a href="#">v</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>
<input type="checkbox"/>	web design	Active Bid is below first page bid estimate of £2.50	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web design companies	Active Bid is below first page bid estimate of £3.00	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web design internet	Active	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web design package	Active	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web designer	Active Bid is below first page bid estimate of £2.75	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web designing	Active Bid is below first page bid estimate of £2.75	OK	£2.01	0	0	-	-	-	-
<input type="checkbox"/>	web designs	Active Bid is below first page bid estimate of £3.00	OK	£2.01	0	0	-	-	-	-
<b>Content network total</b> <a href="#">?</a>			On	Content Auto <a href="#">?</a> <a href="#">Edit</a>	0	0	- <a href="#">?</a>	-	-	n/a
<b>Search Total</b>			On	Default £2.01 <a href="#">Edit</a>	0	0	-	-	-	-
<b>Total</b>					0	0	-	-	-	-

Pause Unpause Delete Edit Keyword Settings 1 - 7 of 7 keywords.



# Look at your ad (ad variation tab)

**Campaign Management** | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimiser

Search my Campaigns:  Search

Campaign Summary > Campaign #1 > Ad Group #1 1 of 1 Ad Groups

### Ad Group: Ad Group #1

[All-in-1 Website Package](#) **Active** — [Pause ad group](#) | [Delete ad group](#)

Website with CMS plus SEO  
PPC, email marketing from £3k  
[www.anicca-solutions.com](http://www.anicca-solutions.com)

1 of 1 - [View All](#)

Summary | Keywords | Placements ? | **Ad Variations**

31 Jan 2009 [Change range](#)

Today  
 31 Jan 2009 - 31 Jan 2009

Include deleted items

+ Create new ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Click-to-play video ad](#)

[Customise columns](#)

1 - 1 of 1 ads.

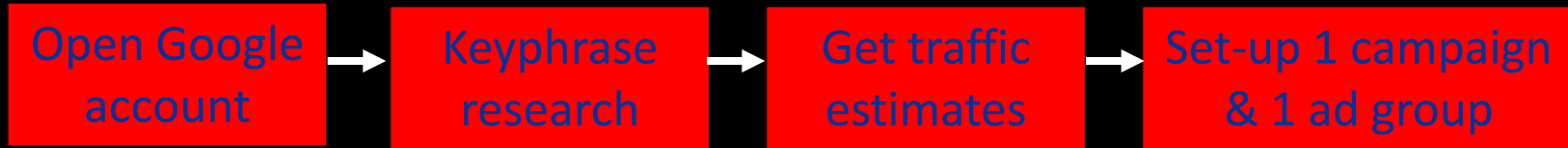
<input type="checkbox"/>	Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
<input type="checkbox"/>	<a href="#">All-in-1 Website Package</a> Website with CMS plus SEO PPC, email marketing from £3k <a href="http://www.anicca-solutions.com">www.anicca-solutions.com</a>	<a href="#">Edit</a>	Active	0.0%	0	-	0.00%	£0.00
	Total: Text ads on content network			0.0%	0	0	-	£0.00
	Total: Text ads on search			0.0%	0	0	-	£0.00

[Create an ad variation](#) to test different messages, at no extra cost.  
We will rotate them and automatically pick the best one to be shown most often. ?

[View all tabs at once](#)

Explore the tabs to view details and fine-tune your account. [Close](#)

# What you have done so far!



This process is only suitable for companies offering one product to one target location – we recommend a much more comprehensive process that works for campaigns of any size

SEE PART B