

AdWords is a powerful marketing tool that, if set up and managed well, will help you save time and achieve your business goals — attracting new customers, increasing sales, and growing your business.

How to Structure Your Account

Your AdWords account has four main parts: Campaigns, Adgroups, Ads and Keywords.

Campaigns

A campaign is simply a way of organizing your advertising efforts to help you achieve your goals. For example, if you owned an online clothing store, you might create separate campaigns for shoes, shirts, and pants and then create ads as part of each campaign.

To create a new campaign:

- 1 Create or sign in to your AdWords account.
- 2 If this is your first campaign, click **Create your first campaign**. If this isn't your first campaign, go to the **Campaigns** tab and click **New campaign**.
- 3

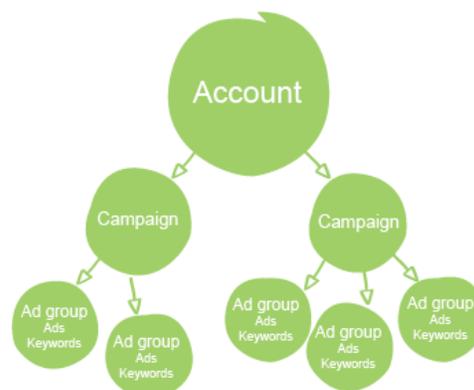
Define your campaign name and settings, then save your campaign.

Ad Groups

Ad groups are exactly what they sound like — groups of ads — plus keywords. Ad groups allow you to create a tightly themed keyword lists and ads for every product that you offer. For example, for your shoes campaign you might want to create an ad group for 'ballet flats', one for 'moccasins' and another for 'sandals'. The more tightly themed your ad groups, the better.

To create an ad group:

- 1 Sign in to your AdWords account.
- 2 Select the campaign that you want to create an ad group for.
- 3 Under the **Ad groups** tab, click **New ad group**.
- 4 Follow the instructions on the page to complete your ad group.
- 5 Click **Save** when you're done.



Keywords

Keywords are words and phrases that you choose as potential triggers for your ad. You should pick keywords based on what you think people are most likely to enter when they're looking for your products or services on Google.

To add keywords:

- 1 Sign in to your AdWords account.
- 2 Go to the ad group that you want to add keywords to.
- 3 Select the **Keywords** tab.
- 4 Click **Add keywords**. Click to add your keywords in a field provided. Add them one per line or separate them with commas.
- 5 Click **Save**.

You can review, edit or delete keywords at any time. If you need help finding keywords, you can use the **Keyword Tool** from the **Reporting & Tools** section in your account.

Examples

Campaigns: shoes, shirts, pants

Ad groups:

- Shoes: Moccasins, flip flops, ballet flats
- Shirts: Formal shirts, tank tops
- Pants: Shorts, jeans, khakis

Keywords:

- Shoes:
 - Moccasins: leather moccasins, suede moccasins, mens moccasin slipper, brown moccasins, white moccasins
 - Flip flops: white flip flops, gold flip flops, beach flip flops, wedge flip flops, flip flop sandals
 - Ballet flats: ivory ballet flats, ballet flat shoes, womens ballet flats, buy ballet flats, ballet flats for sale
- Shirts: ...
- Pants: ...

Give it a try!