

Learn the Basics of Google Ads

Google Ads can help you grow your business or brand and showcase your products and services to customers searching Google or visiting partner websites.

Smart Campaigns

Smart Campaigns are Google's solution for small businesses. Ads can be set up in just a few steps. Google's technology will find ways to improve them over time.

Search Campaigns

Search campaigns offer advanced features for advertisers who want to show ads on Google search and other websites. Search campaigns include in-depth reporting.

Compare Options:	Smart Campaigns	Search Campaigns
Bidding	Automated	Advertiser managed
Ad extensions	Automated	Advertiser managed
Keyword creation	Automated	Advertiser managed
Keyword editing	Advertiser can manage keyword themes	Advertiser can edit individual keywords
Reporting	Simplified dashboard highlighting important stats	Detailed reports for campaign, ad group, ad, keyword, and search terms
Where ads show	Automated	Advertiser managed
Landing pages	One per campaign	Multiple

Explore more comparisons in [Google Ads Help](#)



Action Items

- ❑ Visit g.co/ads to create an account. Enter your business info.
- ❑ Run your ad and review performance. Make adjustments as necessary.
- ❑ Create your first ad campaign. New to advertising? Try a Smart campaign.
- ❑ Link Google Ads to Google Analytics. Need a free account? Visit g.co/analytics

Basic Terminology



Impressions

How many times your ad was displayed, whether it was clicked or not



Clicks

When a user clicks on an ad



Conversions

When a click on an ad results in a desirable outcome

Additional Resources

Google Primer

g.co/primer

Get quick, easy lessons on your phone, on topics like creating a business plan or marketing skills. Learn whenever you have a few minutes free, even on the go.

Skillshop

g.co/skillshop

Develop skills you can apply right away with free e-learning courses, including Google Ads, Analytics and more. Learn at your own pace and get Google product certified.

Grow On Air

g.co/GrowOnAir

Sharpen your knowledge with on-demand classes from Grow with Google OnAir. With classes in Google Ads and Analytics, you'll learn marketing skills that can help grow your business.