



EDGE WEBSITE CLIENT SUPPORT

GOOGLE ADS ACCOUNT SIGN UP & SHARING

Rev. 1.0.1

OVERVIEW

By creating your own Google Ads (formerly known as AdWords) account, Edge Webware, Inc. ("EWI") will be able to manage the account in our own Manager area, but your account can be connected to your Google Analytics ("GA") account for reporting. EWI always prefers that Clients have their own accounts, whether they be for domain registration, Google Analytics, or in this case, Ads. This ensures that *you* own your account, which is a best practice.

The purpose of this document is to provide clear instructions for you on how to set up an Ads account for your company. We welcome your feedback and will continue to update and improve this document over time as needed.

If needed, we can assist in supporting you in establishing these accounts and sharing, however we would bill hourly.

WHAT IS GOOGLE ADS?

Google Ads is the primary source for search and display-related ad management, planning, and delivery. There is no minimum fee to use Google Ads, and you can start with any budget. EWI will have minimum monthly ad spends, but that is to make sure that you see results.

Google Ads is broken out into several formats:

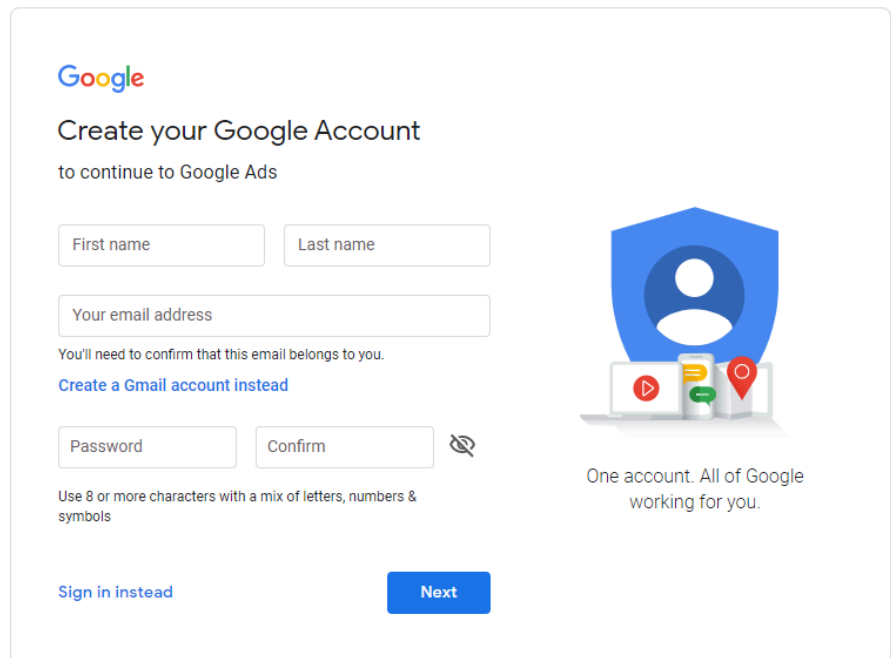
- Search Ads: Text-based ads that appear when people are looking for keywords related to your ad.
- Display Ads: Text, Banner, Gmail, or App-specific category ads that can appear on websites and applications.
- Video Ads: Video ads that will run on YouTube
- Universal App Campaigns: Ads that promote your Android or iOS app on Google Search, Play, YouTube, Gmail, and more.

SETTING UP GOOGLE ADS

CREATING A GOOGLE ACCOUNT

The first thing you will need is a Google Account. You automatically have a Google Account if you have a Gmail account or are already using Google Analytics.

You can sign up with Google for a Google Account by going to the [Create your Google Account](#) page and selecting “Create Account” at the bottom. Selecting “To manage my business” is preferred. You do not need to use Gmail when creating a Google Account. You can click the “use my current email address instead” if you have a company email address related to your business, or another email address you anticipate you will check more frequently (example above).



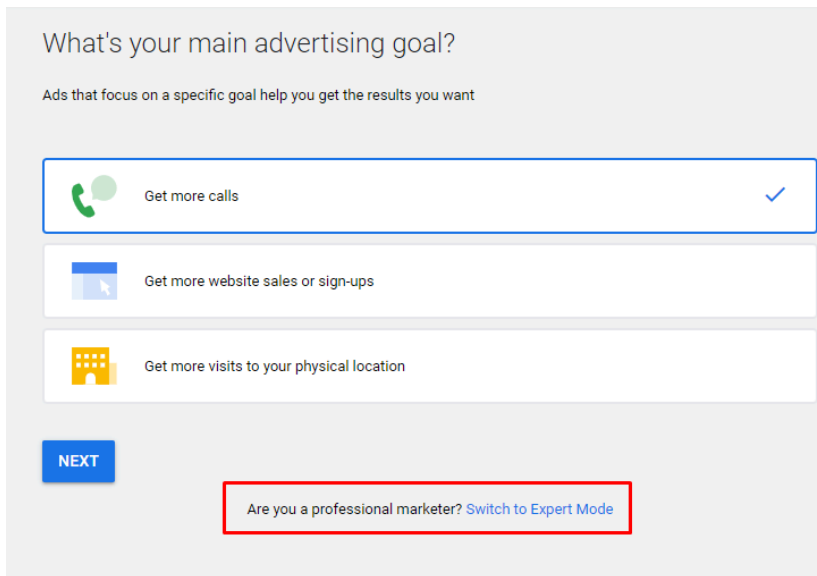
The screenshot shows the Google Account creation interface. At the top, the Google logo is followed by the heading "Create your Google Account" and the subtext "to continue to Google Ads". Below this are input fields for "First name" and "Last name", followed by a larger field for "Your email address". A note states "You'll need to confirm that this email belongs to you." with a link "Create a Gmail account instead". Below the email field are fields for "Password" and "Confirm", with a password strength icon to the right. A note below the password fields says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Google Maps, with the text "One account. All of Google working for you."

Follow the steps to create your Google Account. When you're finished, you will want to sign in to begin the process of creating a Google Ads Account.

CREATING A GOOGLE ADS ACCOUNT

If you are already signed in to Google, clicking on <https://ads.google.com/home/> should take you to the Google Ads Accounts sign up page.

Since we will be helping you configure your account, campaigns, ad groups, and more, you can click the "Switch to Expert Mode" link at the bottom.



What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want

 Get more calls ✓

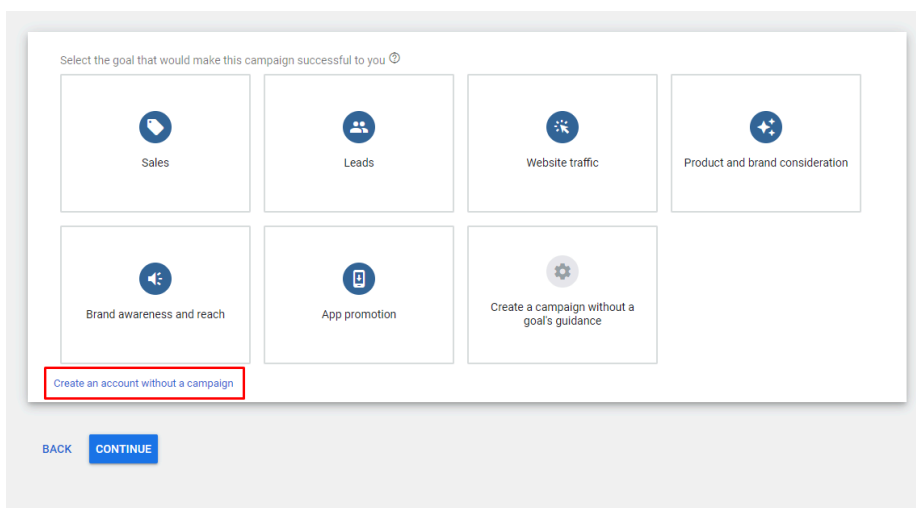
 Get more website sales or sign-ups

 Get more visits to your physical location

NEXT

Are you a professional marketer? [Switch to Expert Mode](#)

Now you'll be presented with another wizard to set up your account. Click the "Create an account without a campaign" link.



Select the goal that would make this campaign successful to you ⓘ

 Sales

 Leads

 Website traffic

 Product and brand consideration

 Brand awareness and reach

 App promotion

 Create a campaign without a goal's guidance

Create an account without a campaign

BACK CONTINUE

It will ask for your country, time zone, and default currency (you can't change the settings later).

Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.



Billing country

United States



Time zone

(GMT-05:00) New York Time



Currency

US Dollar (USD \$)

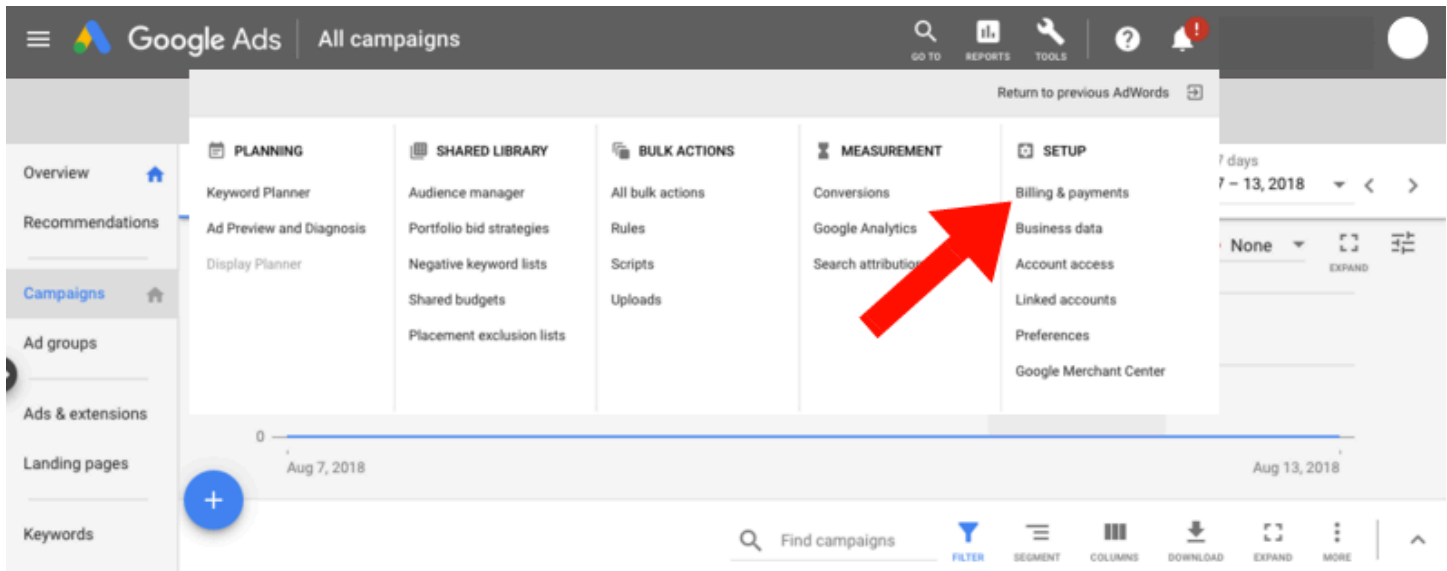
SUBMIT

CANCEL

After clicking "Submit," you will have access to your Google Ads account.

SET UP BILLING INFORMATION

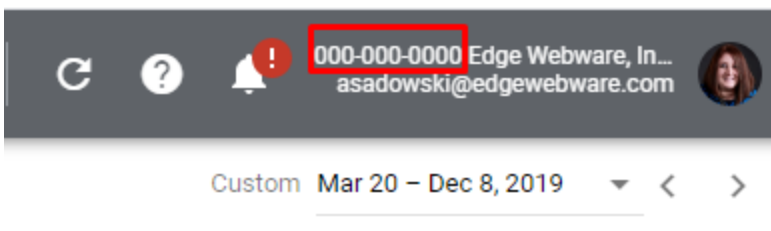
Follow the steps below to set up billing information for your new account.



1. Click the tool icon , then click Billing & payments.
2. Choose the country or territory of your business address. Click Continue.
3. Enter your business address. Click Continue.
4. Make your billing selections and enter your billing information. The options you see will depend on the country of your billing address, the currency you've picked, and whether any payment methods are [temporarily unavailable for your account](#).
5. Review and accept the Google Ads Terms and Conditions.
6. Click Submit and Activate.

SHARING GOOGLE ADS ACCESS

Once in, all we need is the Customer ID. This is found typically at the top right of your screen. You'll get a request for us to access your account after providing it to us.



NOTE: After signing in, you might see a recommendation to use Ads Express instead of Google Ads. This recommendation is based on the business information you shared. If this is the case, click "Switch to Google Ads" and continue with the instructions.