

## Google Ads Tutorial

A-Z Playbook



#### Step 1. Create a Google Ads account

- 1. Go to <u>www.ads.google.com</u>
- 2. Press the blue button "Let's get started"
- 3. Click on "Create an account without a campaign"

#### Create an account without a campaign

4. Check your Billing country, time zone, and currency. Make sure to select "No" for personal account guidance from a Google Ads expert (they only want you to spend more money)

Want personalized campaign guidance from a Google Ads expert by phone?







No

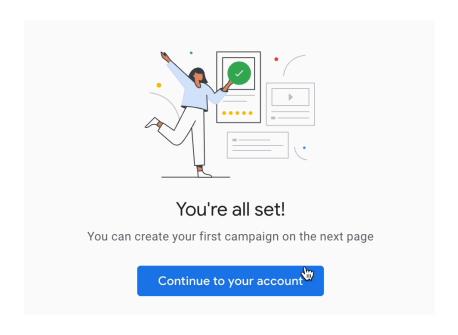
5. Make sure to select "Yes" to get tips and offers (in some countries you get free credit after spending X amount of ad spend)

Get tips, promo offers, testing and feedback opportunities, and new feature invitations by email





- 6. Make sure to select "Yes" to get tips and offers (in some countries you get free credit after spending X amount of ad spend)
- 7. Click continue to your account



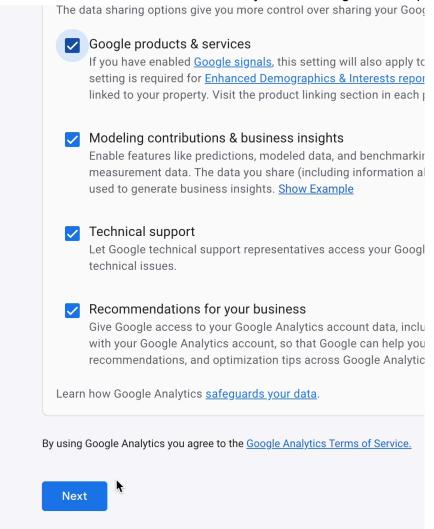
Now we have our Google ads account ready. It's time to create a Google Merchant Center account.

#### Step 2. Create a Google Analytics account

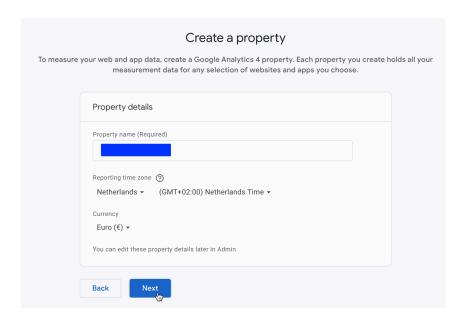
- 1. Go to analytics.google.com
- 2. Press the blue button "Start measuring"
- 3. Fill in the account name (I always choose my website name)



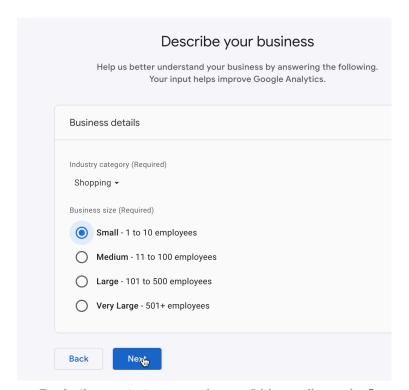
4. Make sure to check all boxes so your account gets all the potential data from Google.



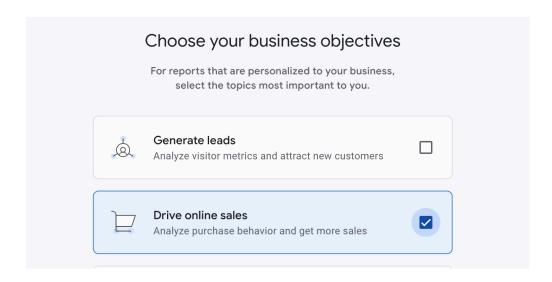
5. Implement the property name (same as the website name from the steps before) and make sure the reporting country, timezone, and currency are accurate.



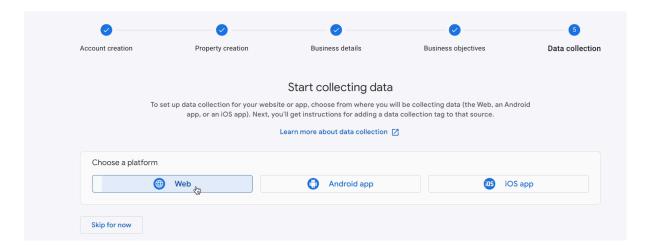
6. Here you just select the relevant category for you and your business size.



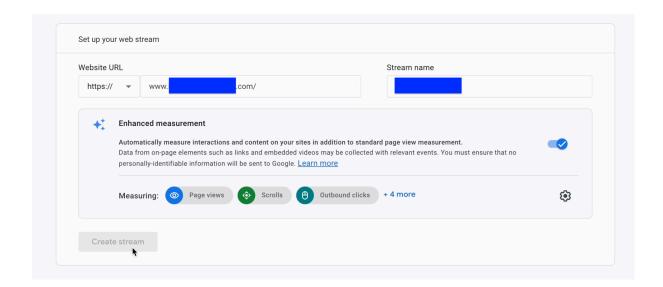
7. In the next step, you choose "drive online sales" as a business objective.



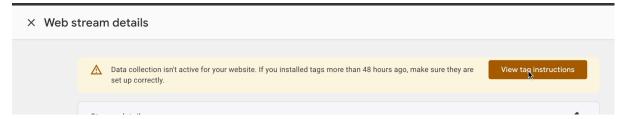
- 8. Now you just accept the terms and conditions for both fields and press continue.
- 9. On the data collection page, you select "web" since we are a website that needs tracking codes.



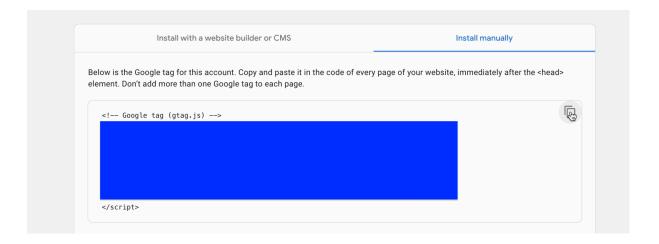
10. In the following step, we will set up a web stream by filling in your website URL and the stream name (again website name). Press "Create stream" to save this and continue.



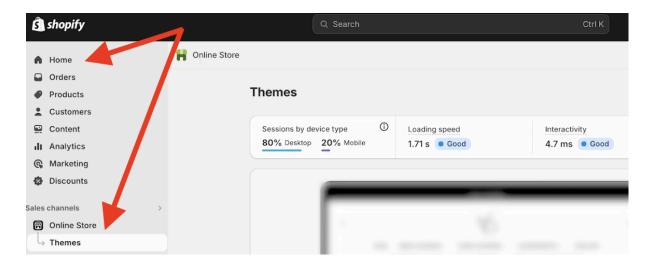
11. Now it opens up an interface where you can click on the tag instructions click on it to see the tracking code.



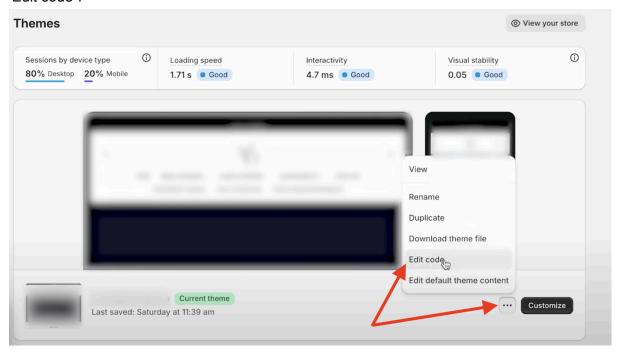
12. Now if you click the tab "install manually" we can see the tracking code and you need to copy it by clicking it.



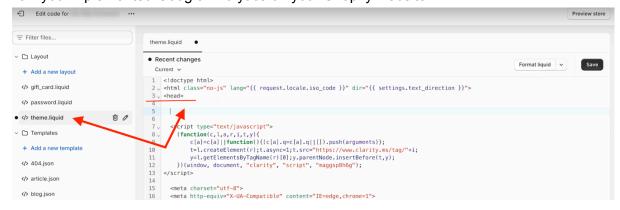
13. Go to your Shopify account. Find the Online Store under your Online channels. Click on "themes".



14. In your right bottom corner, you can find the three dots icon. Click on it and select "Edit code".



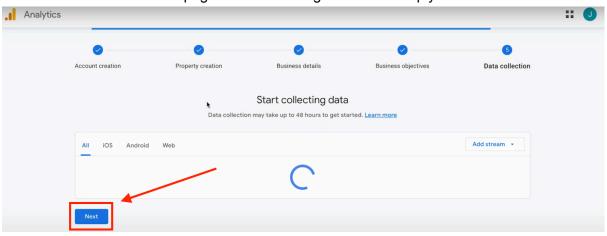
15. In the left menu bar, click on "theme.liquid" and paste the HTML code under the "<head>". Don't forget to hit "Enter" twice before pasting the code. Click "Save". And now you implemented Google Analytics on your Shopify website.



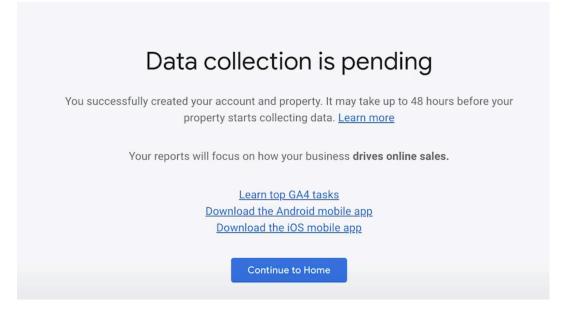
16. Go back to your Google Analytics window. Exit the Instruction menu and the Web Stream details by clicking on "X".



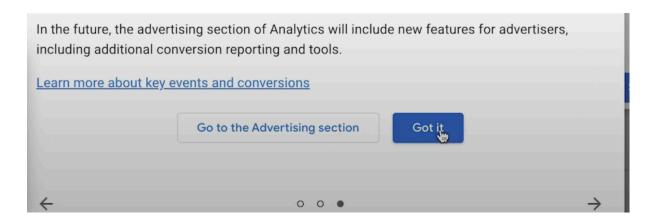
17. You will be forwarded to the page "Start collecting the data". Simply click "Next".



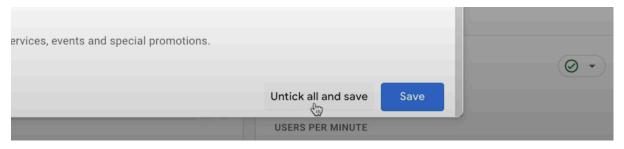
18. Now the Data collection is pending. It will take a few minutes.



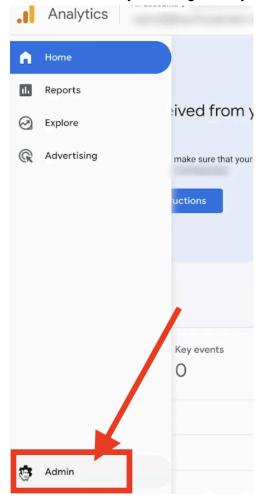
- 19. Time to select a few more settings to make your Google campaign more profitable by collecting relevant data and reusing it in our Google ads later on.
- 20. Skip all the tutorials from Google.



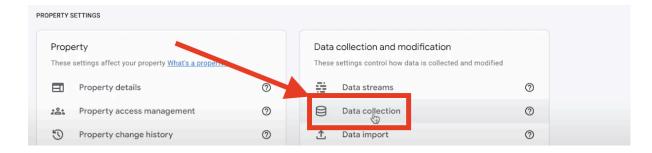
21. We don't need any Email Communications from Google Analytics. Click on "Untick all and save".



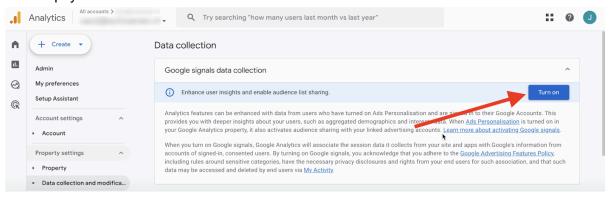
22. On the left side of your Google Analytics dashboard, go to "Admin" settings.



23. Press "Data collection".

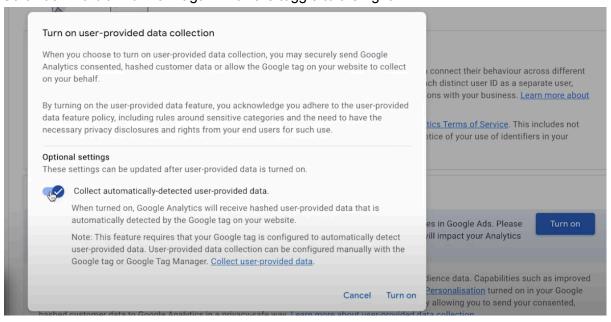


24. We need to agree with all the terms of service one more time to collect the data from our Shopify website. Press "Turn On"

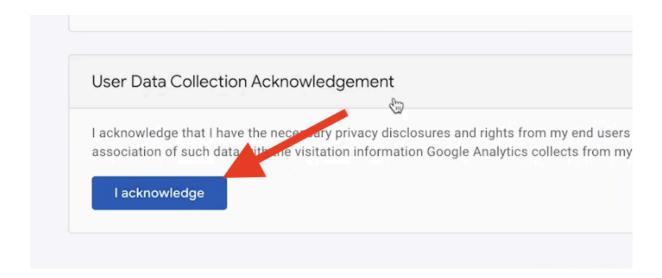


All these settings above mean that you allow Google to collect the data from your website visitors, but you won't see this data as a website owner on the Google Analytics site, but we can reuse it for the Ads Strategy.

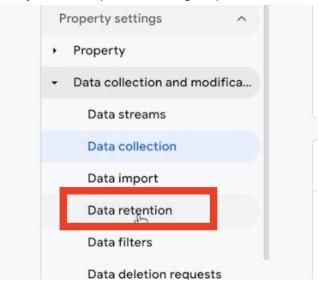
25. Scroll down a bit. "Turn on" again. Pull the toggle to the right.



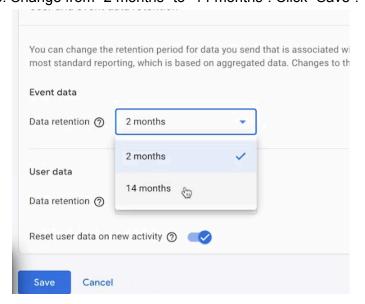
26. "I acknowledge"



27. In this step, we are going to select the right Data Retention settings for Google Analytics to keep data as long as possible to reuse it in the strategy.



28. Change from "2 months" to "14 months". Click "Save".

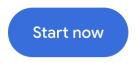


Congratulations! This was the creation of your first Google Analytics account!

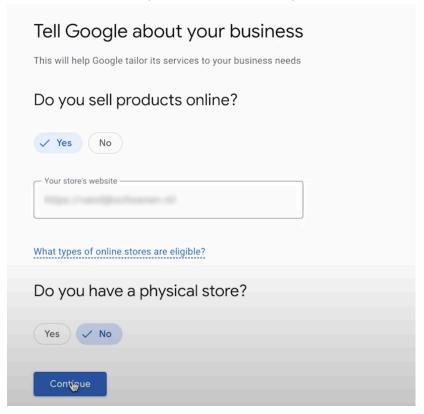
#### Step 3. Create a Google Merchant Center account

- 1. First, go to <a href="https://merchants.google.com/">https://merchants.google.com/</a>
- 2. Hit the "Start now" button

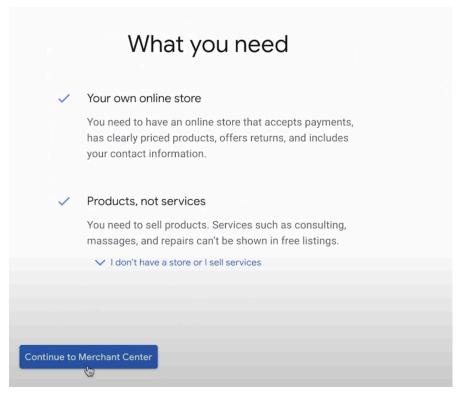
With Merchant Center you can easily manage and promote your business and products on Google.



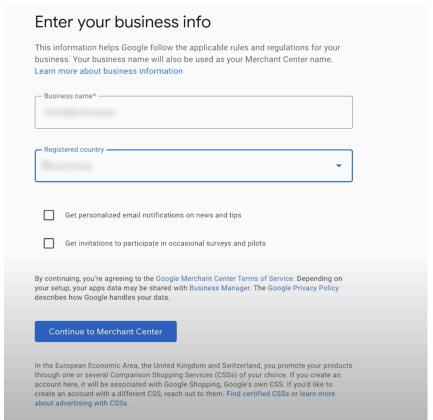
3. Depending on your business idea, fill out the fields accordingly: fill in your website address, and select if you have an actual physical store. Click "Continue".



4. You'll be forwarded to the next page. Scroll down a bit. Press "Continue to Merchant Center".

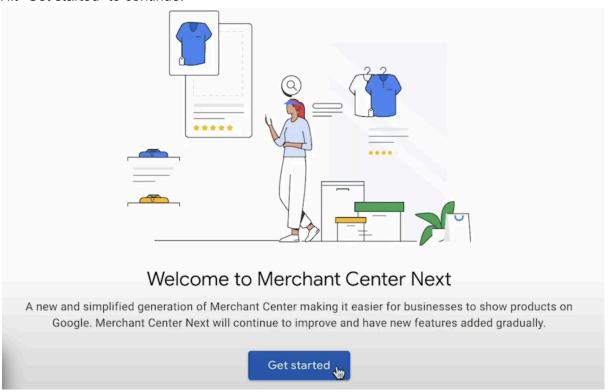


5. For the Business name I usually choose the name of the website. From the drop-down menu, select the country where you registered your business. We don't need to check the checkbox field, so we leave them open. Click on "Continue to Merchant Center" to continue.

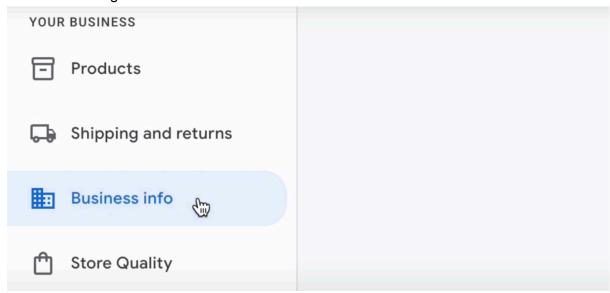


This was the creation of your Google Merchant Center account. Now we just need to move on with the few very important steps, that need to be collected the right way. So make sure you follow along.

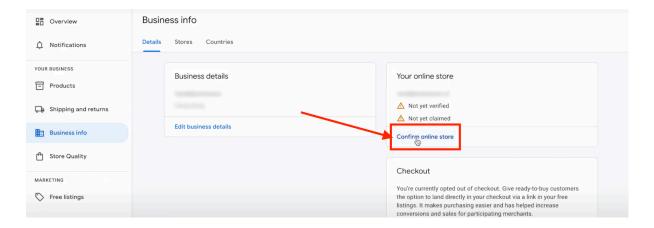
Hit "Get started" to continue.



6. Start with clicking on "Business info" on the left side menu bar.



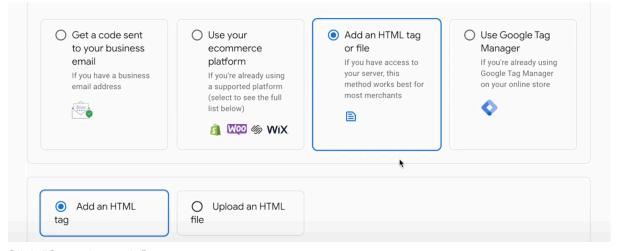
7. We are going to confirm your online store at first. Click on the button "Confirm online store".



8. It will automatically recognize your website link.



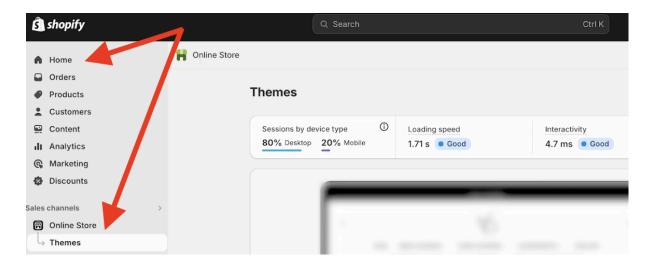
 We need to do a double-verification for the Merchant Center on your website. To do so, we scroll down a bit. I prefer selecting an HTML tag for the website verification because it's copy-paste work.



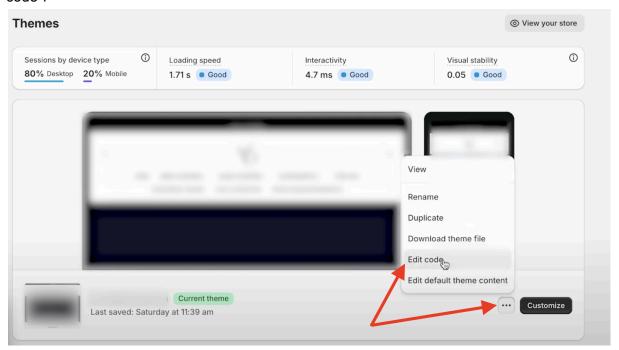
10. Click "Copy the code"



11. Now we are going back to our Shopify website. Find the Online Store under your Online channels. Click on "themes".



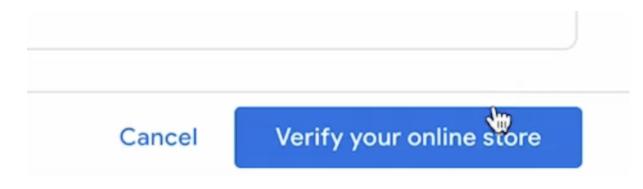
12. In your right bottom corner, you find the three dots icon. Click on it and select "Edit code".



13. In the left menu bar, click on "theme.liquid" and paste the HTML code under the Google tag we implemented above. Hit "Enter" twice before pasting the code. Paste the code you just copied from the website verification page. Click "Save".



14. We can go back to our Merchant Center now to finish the process. In your right bottom corner click on the "Verify your online store" button.



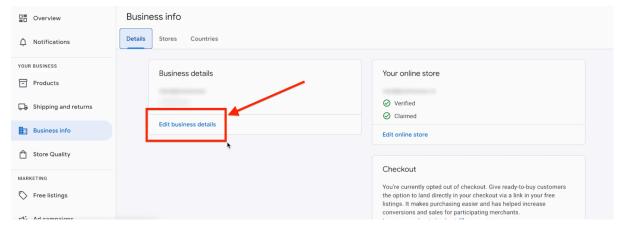
15. Tadah! Your website is Claimed in the Merchant Center.



16. Press "Continue".



17. Now we are moving to the next step - filling out your business information. Click on "Edit business details".



18. Your business name will be already pre-filled. Your job is to fill out the rest of the fields for the business address: street address in Address line 1, then City,

State/Province, and finally Zip code.



19. Press "Save".



20. Scroll down a little bit. We need to do a single phone SMS verification. Type down your phone number.



21. Click "Verify number"



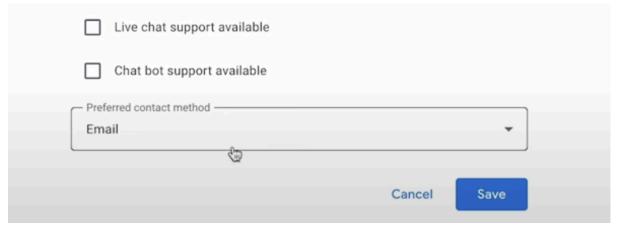
22. Now you see, that the phone number is verified.



23. Moving on to the customer service details. I copy the link from my website the Contact page URL. Paste it here. Then my customer-service email. And the phone number of your customer service, if applicable. It's optional to add your customer service phone number.

Customer service	https:////pages/contact	
	Email	
	Country code   Phone number	

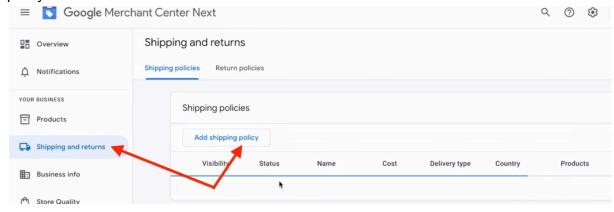
24. In the "Preferred contact method", I always select "Email". So all the visitors can reach out to customer service through email if they have any questions.



25. Click "Save".

That's it for this part. Now, we can exit the menu and move on to the next important steps.

26. Go to the left menu bar. Select "Shipping and returns". And click "Add shipping policy".

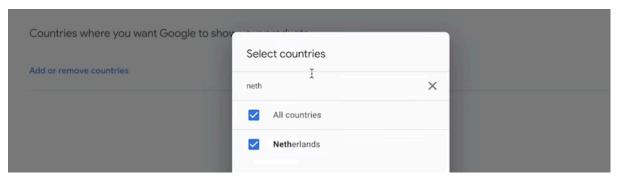


27. "Add the country"

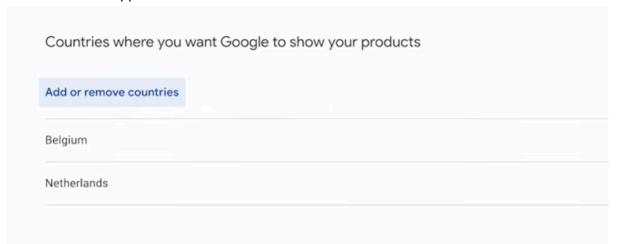
To begin adding shipping information select a single country or multiple countries that share shipping costs and delivery options.

Add country

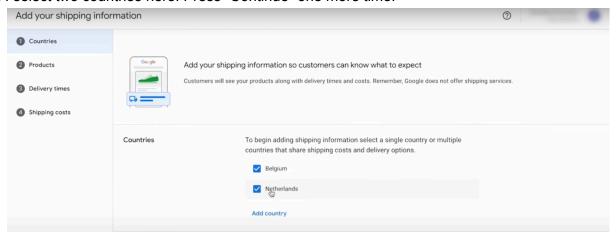
28. The website example is selling to the Netherlands and Belgium, so we select them from the list. Use your own list of countries for your policies.



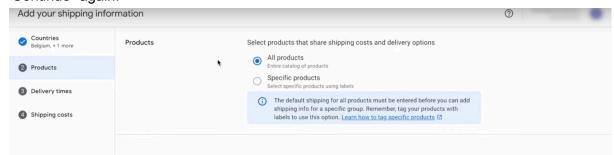
29. That's how it is supposed to look like. Click "Continue".



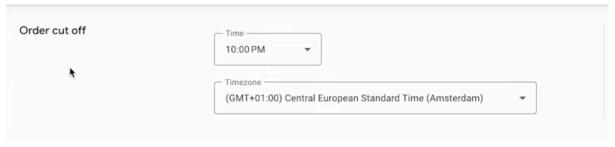
30. I select two countries here. Press "Continue" one more time.



31. Then we select that all products are implemented for this shipping policy. Press "Continue" again.



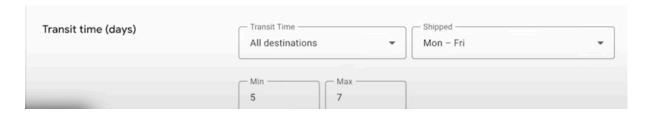
32. Now we are going to choose the time zone cut-off. It means that until that time people can order to get their parcel shipped on the same day. I always choose 10 pm of the time zone, where the business is registered. This example - Amsterdam time.



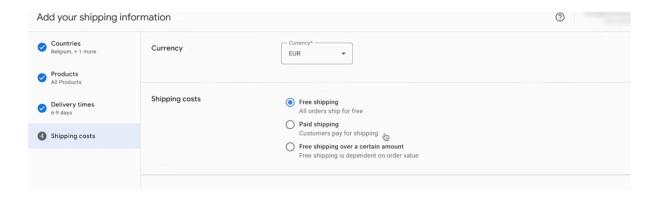
33. Then I choose 1 to 2 days for the fulfillment center to ship out products, from Monday to Friday.



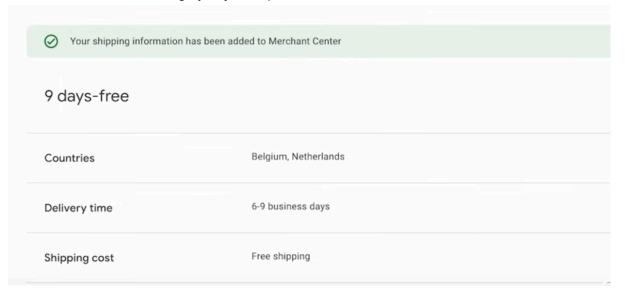
34. Then the transit time will take 5 to 7 days. So it will take around 5 to 7 days to ship the products to the customer. In total, it will take 6-9 business days to deliver the products. Make sure to implement the same data on the Shipping policy on your website.



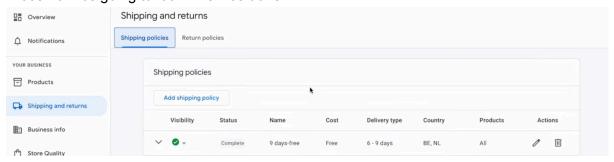
- 35. Make sure to implement this according to your shipping speed.
- 36. Now we are going to select what kind of cost people are going to spend on the shipping cost on your website. In this case, I select EUR currency. Choose a Free shipping option. If it's different for you, make sure to select the right setting for your case.



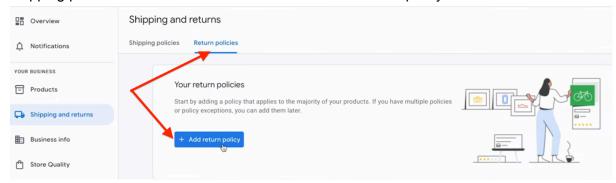
- 37. Click "Save".
- 38. Double-check all the settings you just implemented. Select "Done".



39. That's how it's going to look when it's done.



40. That leads us to the next step - implementing the Return policy in your Merchant Center. We are clicking on the "Return policies" button that is right next to the Shipping policies tab that we are on. Click on the "Add return policy" button.



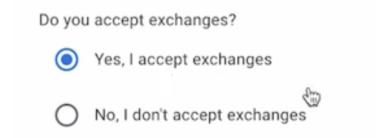
41. Paste the URL to your Return policy on the website, and select countries to which this policy applies.

Countries and policy			
<ul><li>2 Condition and window</li><li>3 Method and fees</li></ul>	Return policy URL  Enter the URL where your return policy can be read by customers	http:// https://> //policies/refund-policy For example, http://www.yourwebsite.com/return-policy	A return policy on your store's website is needed for Merchant Center verification
	Countries	To begin adding return information select a single country or multiple countries that share a return policy.  Belgium Netherlands  Add more countries	If several countries have the same return costs, you can select them all and enter the settings once.

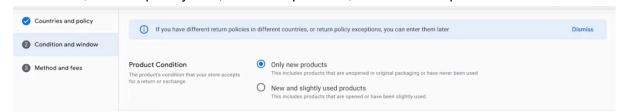
42. When we get to the "returns" part, select the one that would work best for your business. In this specific case, I choose the first option.



43. If you accept exchanges if the customer needs to replace the size or the color, choose the first option in the "Exchange" field a bit below.



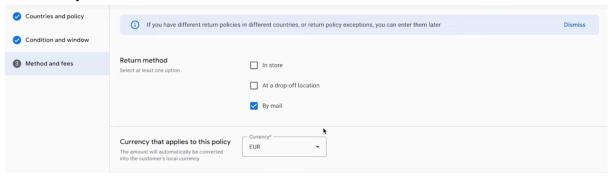
- 44. Press "next".
- 45. In our case, we accept only new, non-used products, so we select option 1.



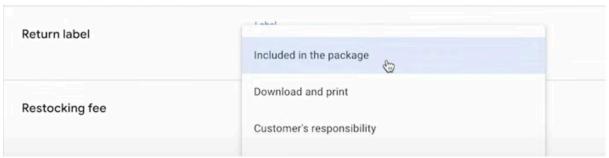
46. Very important to know that the Return Window starts from the day your customers receive a product at their delivery address. The usual return window is 14 days.

Return Window	0	Within a certain number of days
The amount of time a customer has to return a product?		14
	0	Lifetime

- 47. Click "Next".
- 48. For the Return Method, I choose "By mail" for this website, it is the only available option. The currency here is EUR, of course. Choose your own options that are relevant to your business.



49. As to the Return Label, it's up to you to decide. In this case, I choose "Included in the package".



50. We don't charge for the restocking, so I choose "No cost".



- 51. Below, you'll see the "Processing time" that's how many days it usually takes your business to issue the refund and for people to receive their money back after returning the product. It is important to mention your website in the Return Policy. Click "Next".
- 52. After we double-check all the settings we implemented before, we need to press the checkbox to confirm that the information matches the policies mentioned on the

#### website.

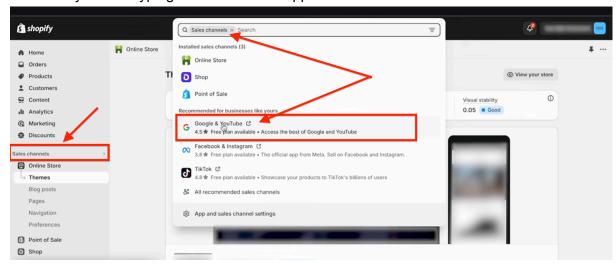
Method & Fees  Method By mail  Return label Included in the package, Free  Restocking fees No cost  Refund processing time 7 days  Edit		
Restocking fees No cost  Refund processing time 7 days	Method & Fees	
No cost  Refund processing time 7 days		
7 days		
Edit		
	Return policy revi	ew

53. Click "Save".

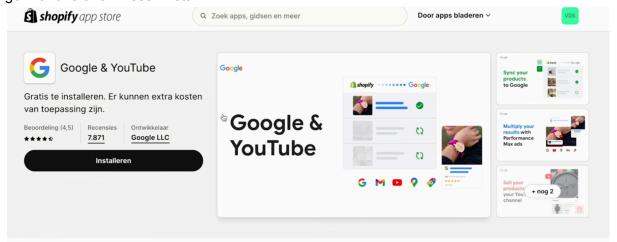
So, we implemented all the things for the Merchant Center in order to connect your Shopify to your Merchant Center. Now, Google will compare data on the Merchant Center and your website to verify your store. And from there we can send the product data to Google Ads to advertise for them. Now we are going to connect your Shopify to your Google Merchant Center.

### Connect your Shopify to your Google Merchant Center

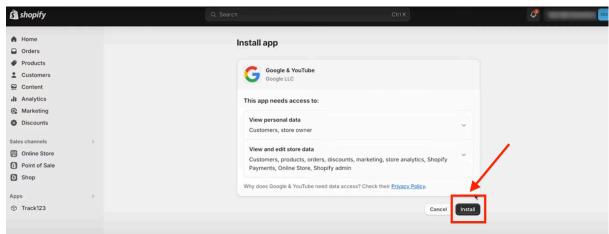
1. Go back to your Shopify website. Click on "Sales Channels". We are going to choose "Google & YouTube", select it and click on it. Otherwise, you can find it in the search box when you start typing the name of the app.



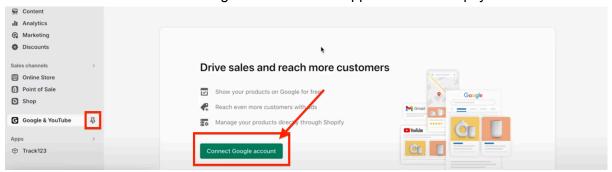
2. Now we install the "Google & YouTube" App, which is the free way to connect your Shopify to your Merchant Center. There are also paid alternatives, but for now, we'll go with this one. Press "Install".



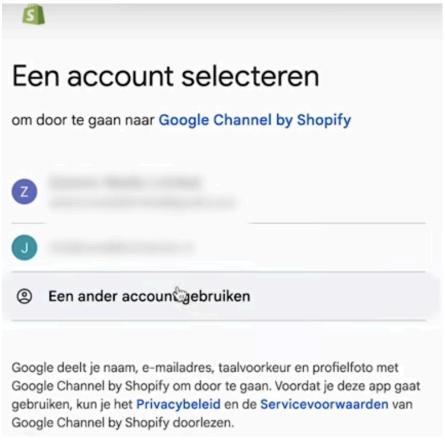
3. Click "Install" one more time:



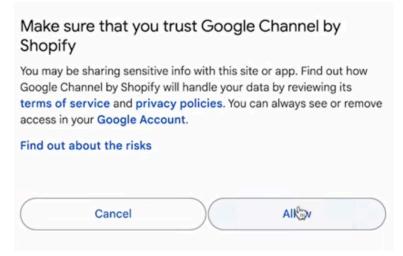
4. Now we need to connect our Google account to this application on Shopify.



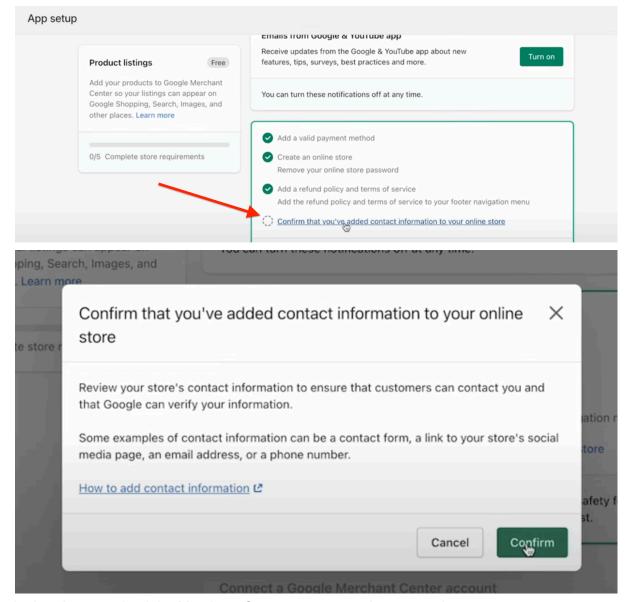
5. Select the right Google account.



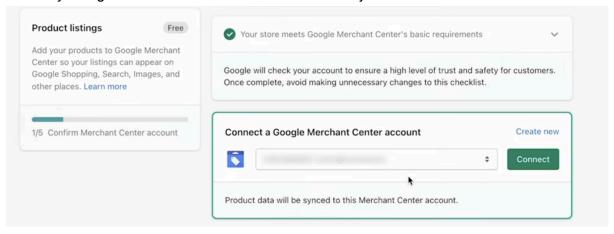
6. Click "Continue" and "Allow".



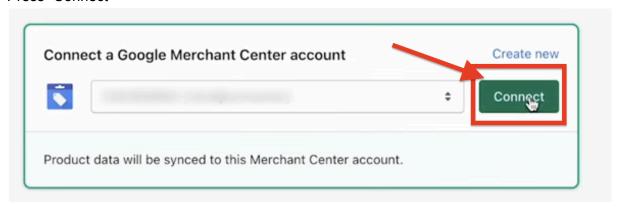
7. I connected my Gmail account and my phone number to the Google & YouTube application on Shopify. Now, I just need to confirm my information right here:



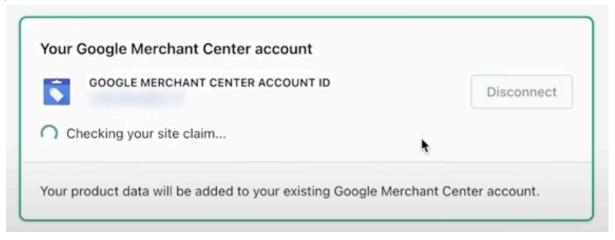
8. It already recognized the Merchant Center account we just created.



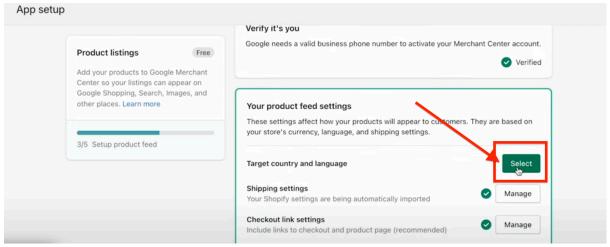
9. Press "Connect"



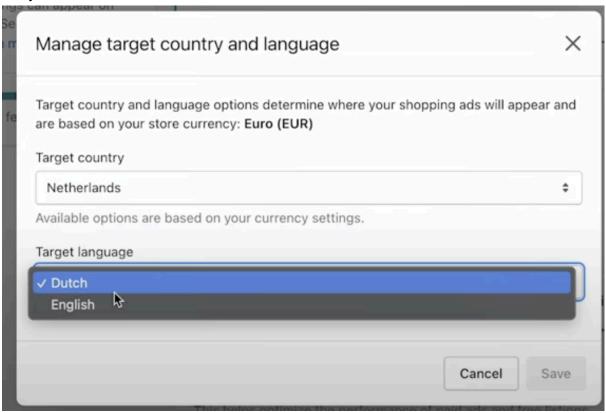
It will send all your Shopify products directly to the Merchant Center to verify the products. We need to wait a moment for the Merchant Center to check everything on your website:



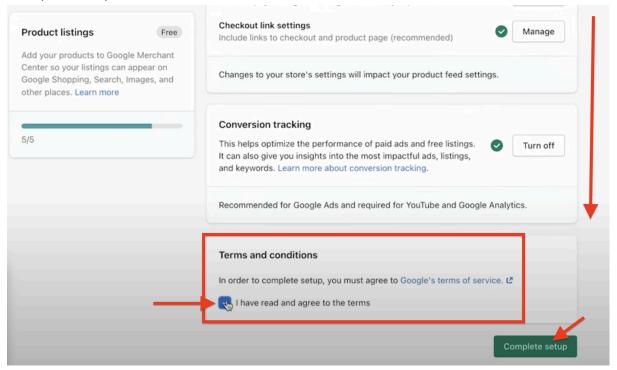
10. Now we need to implement a few Feed settings right here. Click "Select" to select the target country and language.



11. In my case, it's the Netherlands and Dutch.



- 12. Click "Save".
- 13. Scroll all the way down. Click on the checkbox that you agree with the terms. Hit "Complete setup".

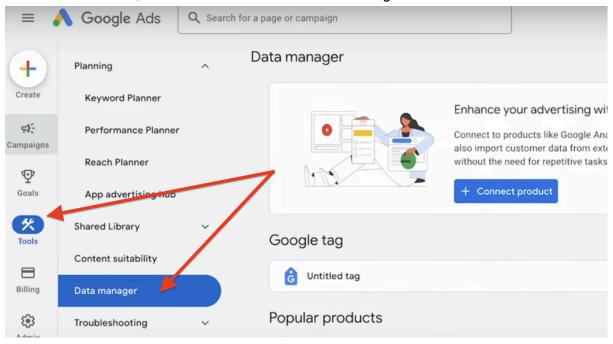


Now, we wait a few minutes while Google checks all your products on the website and then we continue with Step 4, where we connect all the accounts we just created together.

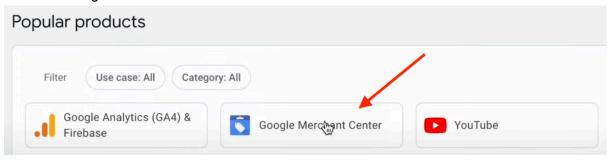
#### Step 4. Connect the Accounts

First, we want to connect the Google merchant center with all your products with the Google Ads account.

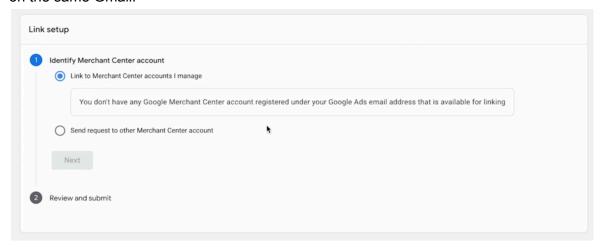
- 1. Go to the Google Ads account.
- 2. On the left menu bar, click on "Tools" and then "Data Manager".



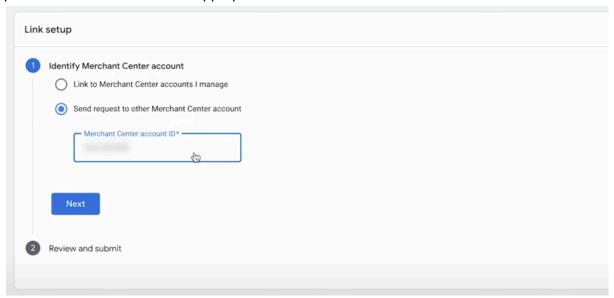
3. Click on "Google merchant center":



4. Your Google Merchant Center will show up right here if you create all your accounts on the same Gmail.

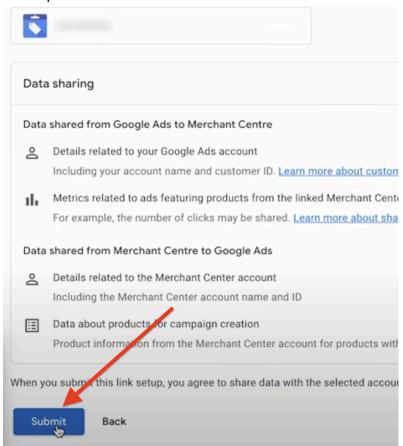


5. Otherwise, you can select right here "Request to other Merchant Center account" and paste the account ID into the appropriate field:

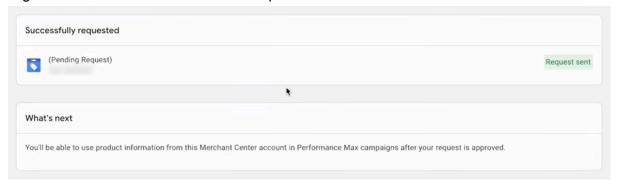


6. Press "Next".

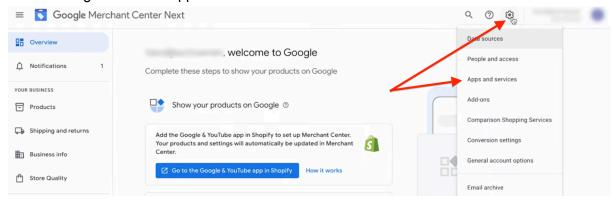
7. Then I press "Submit"



8. And not it sent a request to your Google Merchant Center account so we would need to go to the Merchant Center account to prove this.



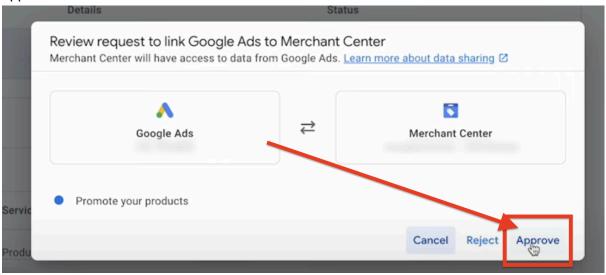
- 9. Refresh the Google Merchant Center page to catch the update.
- 10. Go to Settings. Click on "Apps and services"



11. Now we see one open request. We "Review the request".



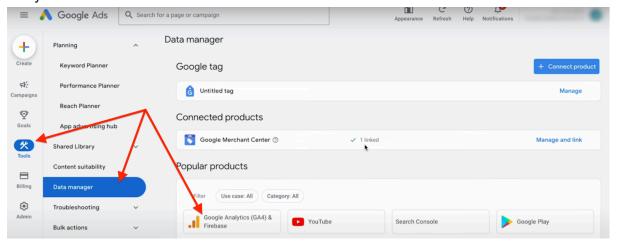
12. Approve it here:



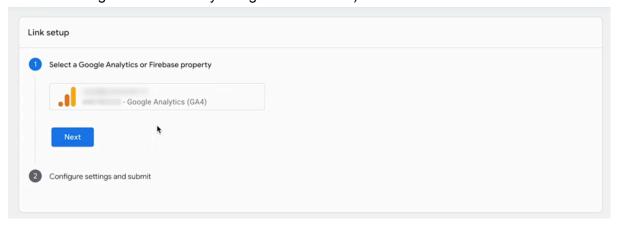
Now all products from the Merchant Center go to the Google Ads account.

The next step is to connect the Google Ads account with Google Analytics to collect all the necessary data for your campaigns:

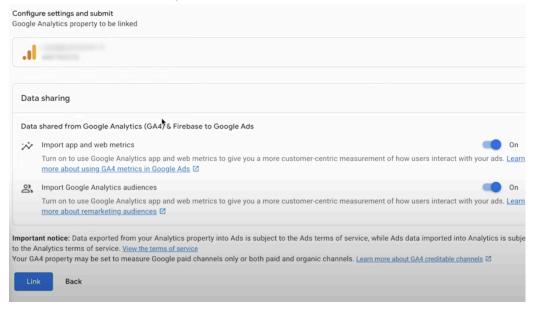
 Go to your Google Ads account. Click again on "Tools" -> "Data Manager" -> Google Analytics



2. As you can see, they already connected Our Google Analytics account (created on the same Google address as my Google Ads account). Click "Next".

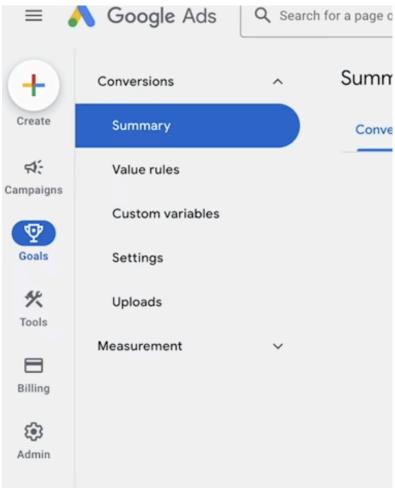


3. Scroll a bit down. Make sure both check marks are on to import all the app and web metrics. Click on "Link" in your left bottom corner. Click on "Done" one more time.

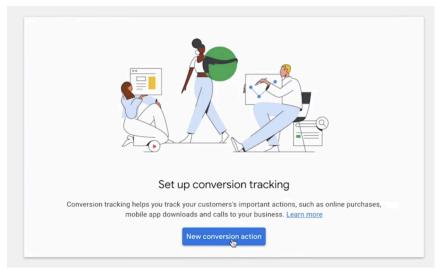


Now we implement the tracking code from Google Analytics to Google Ads.

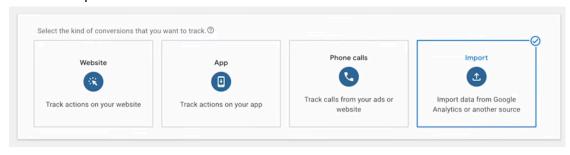
4. Click on the left menu bar "Goals" button. Then, click "Summary".



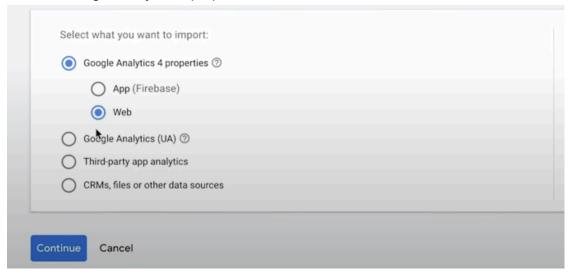
5. Click on "New conversion action"



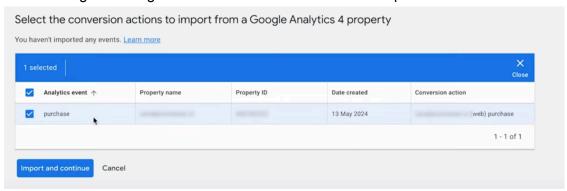
6. Click on "Import".



7. Choose "Google Analytics 4 properties" -> "Web". Press "Continue".



8. Select the right tracking code which is "Purchase". Press "Import and Continue".



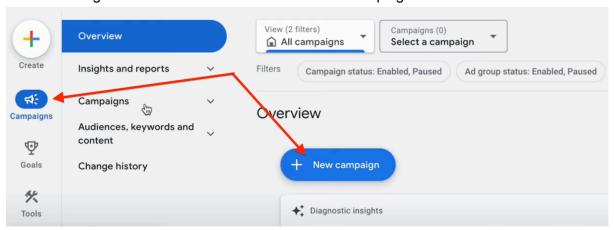
9. And that's "done".



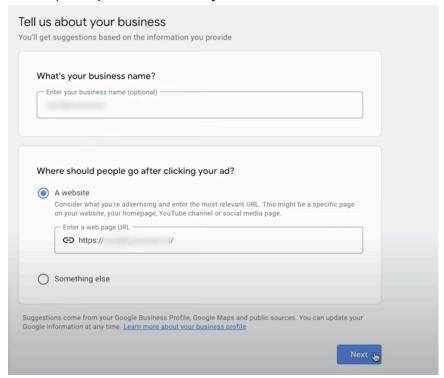
Now, Google Ads knows exactly when someone purchased something from your website due to the tracking code that we implemented previously with Google Analytics.

#### Step 5. First Google Campaign

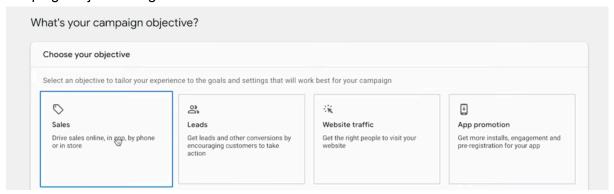
1. On the Google Ads dashboard, go to the left menu bar. Click on "Campaign" and then on the big blue button on the main screen "New campaign".



2. Type down your business name (I prefer using the same name as we have it on the website), and paste the URL to your website. Click "Next".

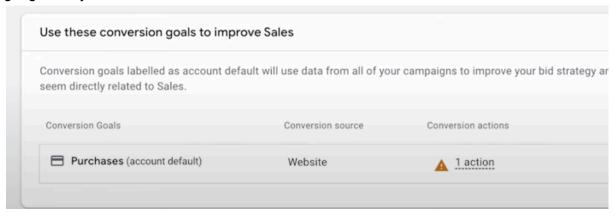


3. Since we are only an e-commerce website, all we want is to generate sales. So the campaign objective is gonna be "Sales".

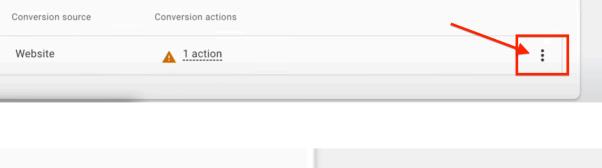


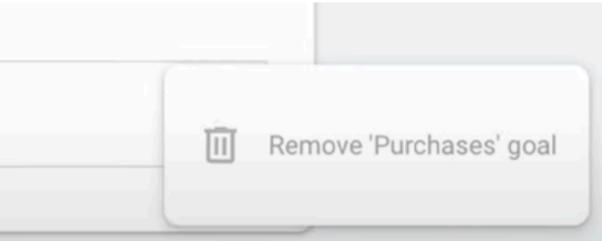
As you can see, our conversion goals that were previously implemented from the

google analytics.



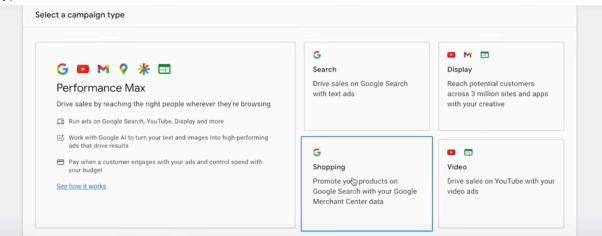
If you have any conversion tracking implemented here, that is not "Purchases", click on the three dots icon and remove them from here:



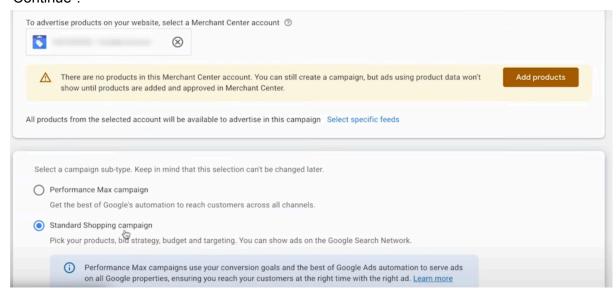


Press "Continue".

4. To generate sales faster, I highly recommend choosing the "Shopping" campaign type. Press "Continue".



5. Clicking one more time that we want a Standart Shopping campaign. Press "Continue".

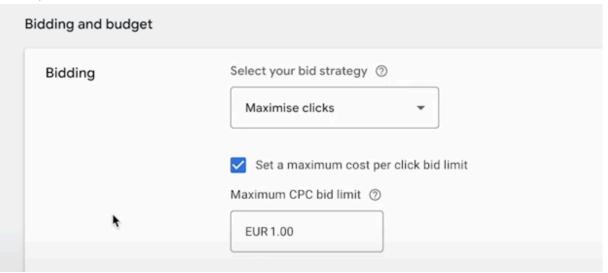


6. For the campaign name, it's important to have a good clear overview to avoid confusion when you have many of them.

You can use my template: {my name initials} - {campaign type} - {targetted area} - {campaign type} - {date}

Type: Shopping – Standard	Merchant:	Feeds: All products from all feeds	
Campaign name	RT - Shopping - NL + Be	- CLmax	^

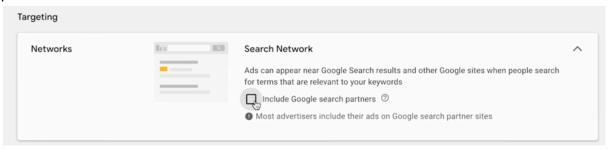
7. For now, we are going with the bitting strategy "Maximise clicks" - it will help Google boost your site and convert clicks into sales in the future.



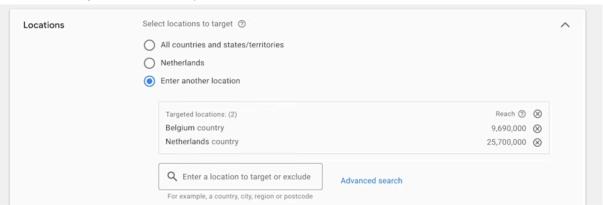
8. Now we'll set up a daily budget. I recommend setting between 30 and 50 EUR/day, but if you are only at the beginning of your path, 10 EUR would also be OK. \*daily budget is an average number from the 30-day time for Google. So at the end of the month, you won't spend more than 300 Eur.



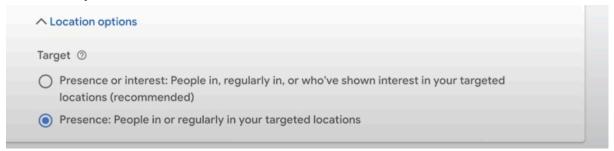
9. Untake the box "Search partners". - we don't want to be found on irrelevant platforms.



10. Choose the right locations for you. Enter the names of the countries.



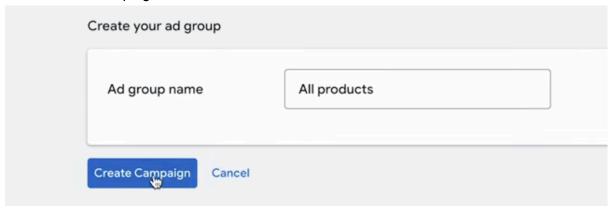
11. We want to target people that live in those countries, and not traveling through - because they are not our customers. So click "Presence" here:



12. For the Ad group name, just choose "All products" for now.



13. Click "Create Campaign".



**Congratulations! You created your first Google Ads Campaign!** 

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