



Google Ads

Google Ads Tutorial

A-Z Playbook



Step 1. Create a Google Ads account

1. Go to www.ads.google.com
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? 

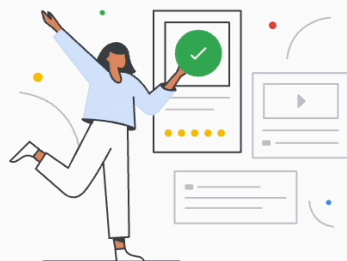
☐ Yes ☒ No

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

☒ Yes ☐ No

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



You're all set!

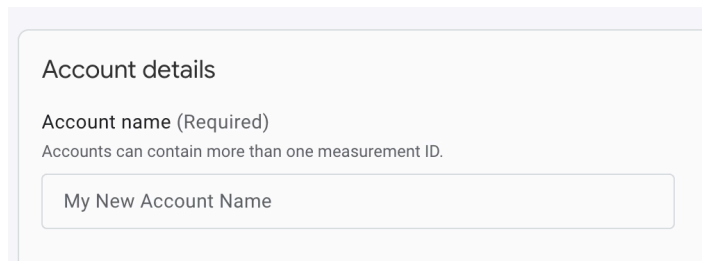
You can create your first campaign on the next page

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)

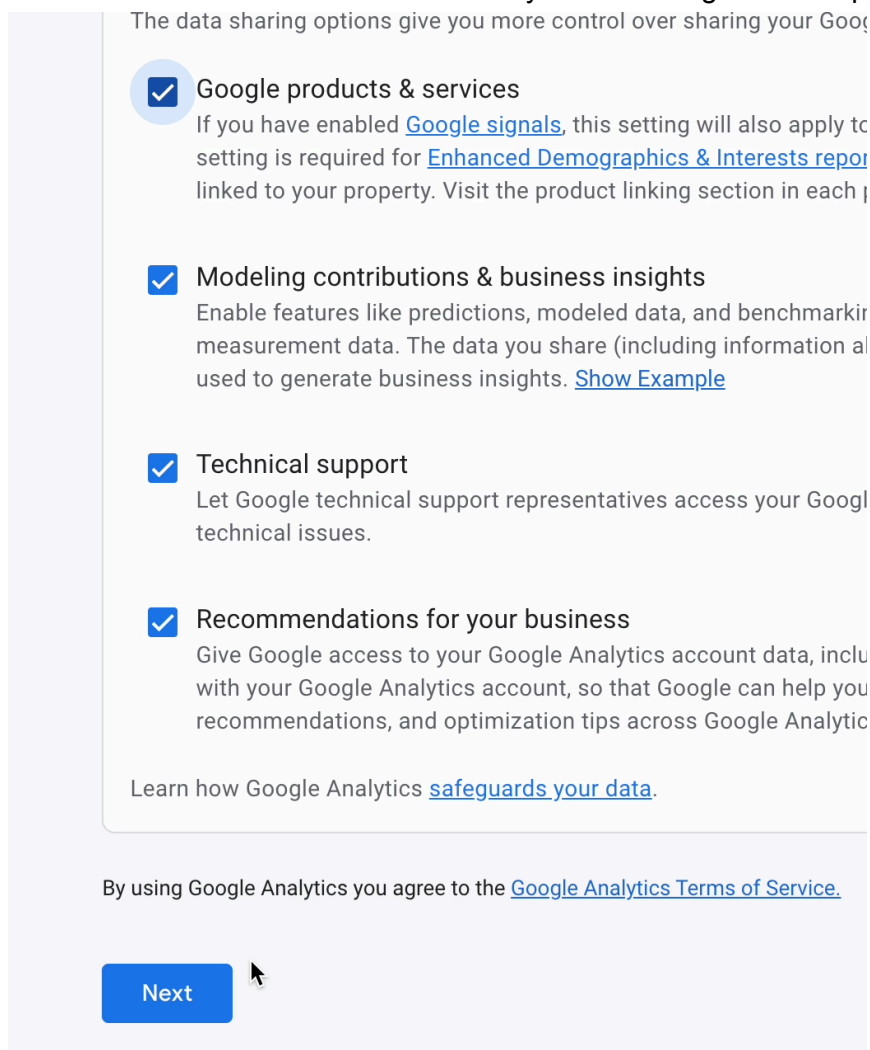


Account details

Account name (Required)
Accounts can contain more than one measurement ID.

My New Account Name

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



The data sharing options give you more control over sharing your Google Analytics data.

- ☒ **Google products & services**
If you have enabled [Google signals](#), this setting will also apply to [Google Ads](#). This setting is required for [Enhanced Demographics & Interests reports](#) linked to your property. Visit the product linking section in each product.
- ☒ **Modeling contributions & business insights**
Enable features like predictions, modeled data, and benchmarking against industry measurement data. The data you share (including information about your business) is used to generate business insights. [Show Example](#)
- ☒ **Technical support**
Let Google technical support representatives access your Google Analytics account to help with technical issues.
- ☒ **Recommendations for your business**
Give Google access to your Google Analytics account data, including your Google Analytics account, so that Google can help you with recommendations, and optimization tips across Google Analytics.

Learn how Google Analytics [safeguards your data](#).

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

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.

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Reporting time zone ⓘ
Netherlands ▾ (GMT+02:00) Netherlands Time ▾

Currency
Euro (€) ▾

You can edit these property details later in Admin

[Back](#) [Next](#)

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

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Shopping ▾

Business size (Required)
☒ Small - 1 to 10 employees
☐ Medium - 11 to 100 employees
☐ Large - 101 to 500 employees
☐ Very Large - 501+ employees

[Back](#) [Next](#)

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

Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

**Generate leads**
Analyze visitor metrics and attract new customers

☐

**Drive online sales**
Analyze purchase behavior and get more sales

☒

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

✓ Account creation

✓ Property creation

✓ Business details

✓ Business objectives

5 Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

☒ Web

☐ Android app

☐ iOS app

[Skip for now](#)

- 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.

Set up your web stream

Website URL Stream name

https:// www. [redacted] .com/ [redacted]

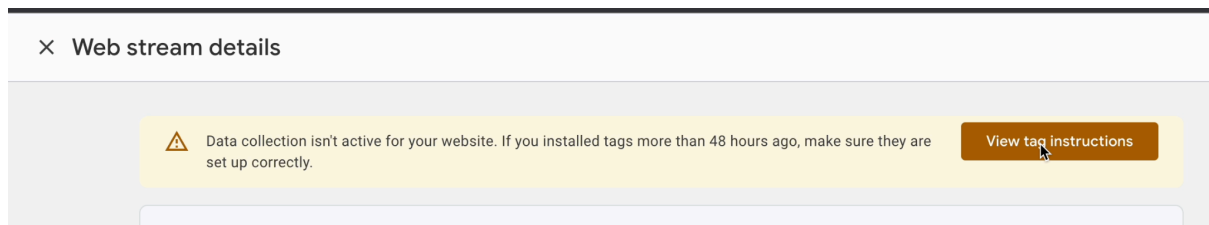
Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

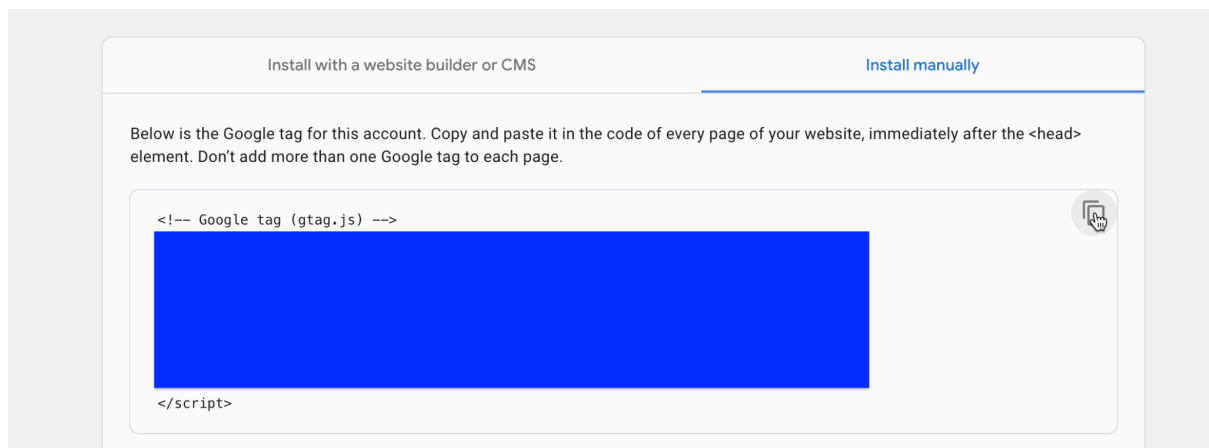
Measuring: Page views Scrolls Outbound clicks + 4 more

Create stream

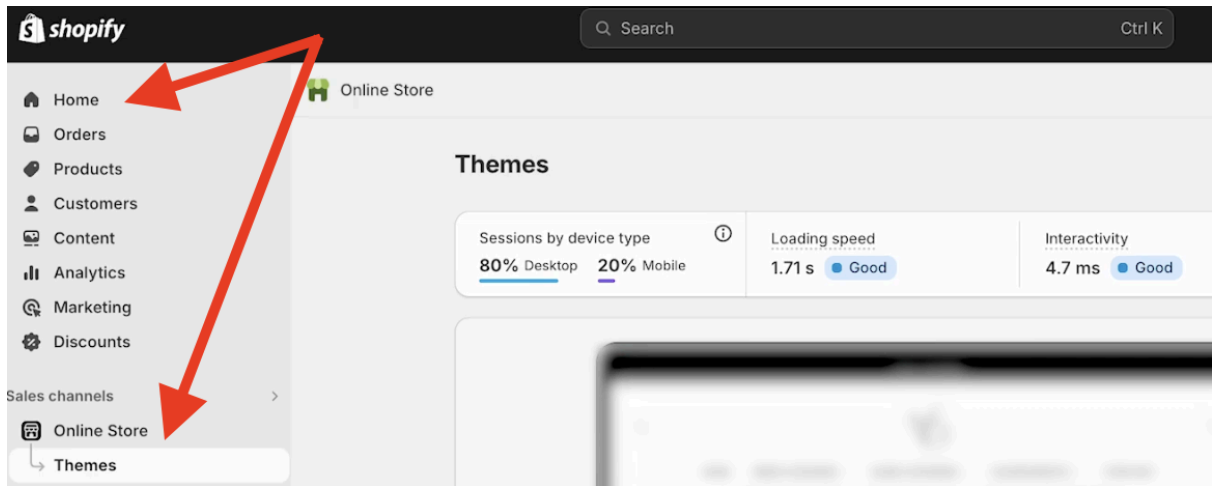
11. Now it opens up an interface where you can click on the tag instructions click on it to see the tracking code.



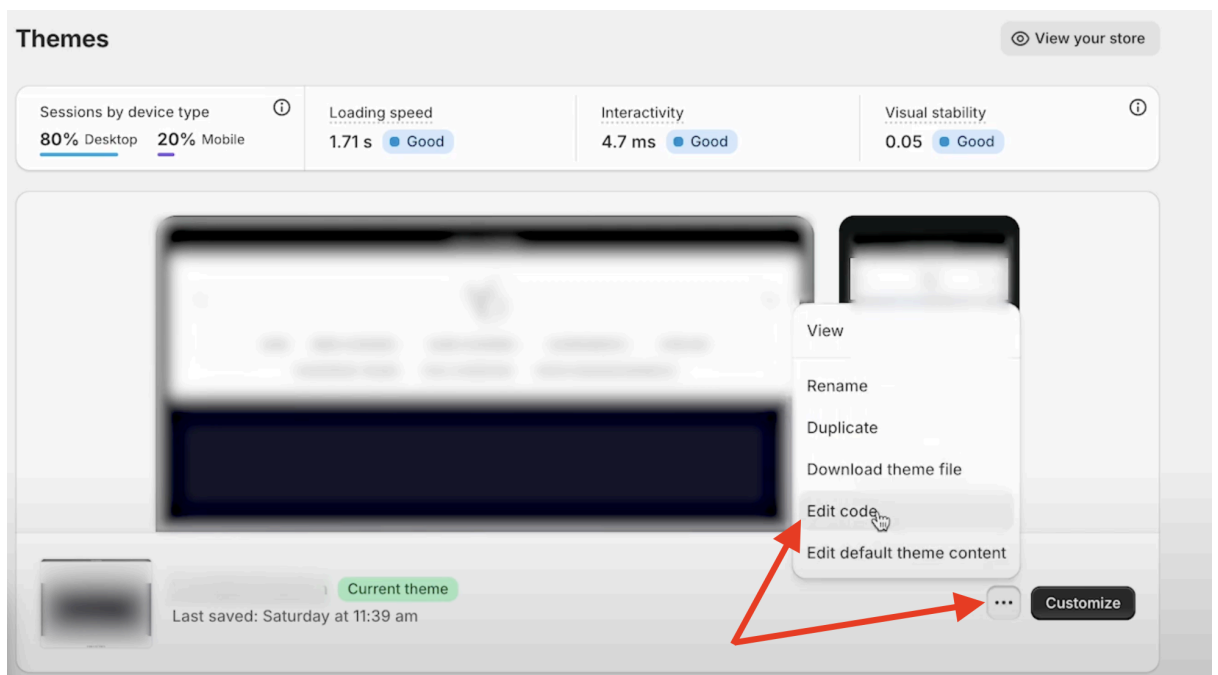
12. Now if you click the tab “install manually” we can see the tracking code and you need to copy it by clicking it.



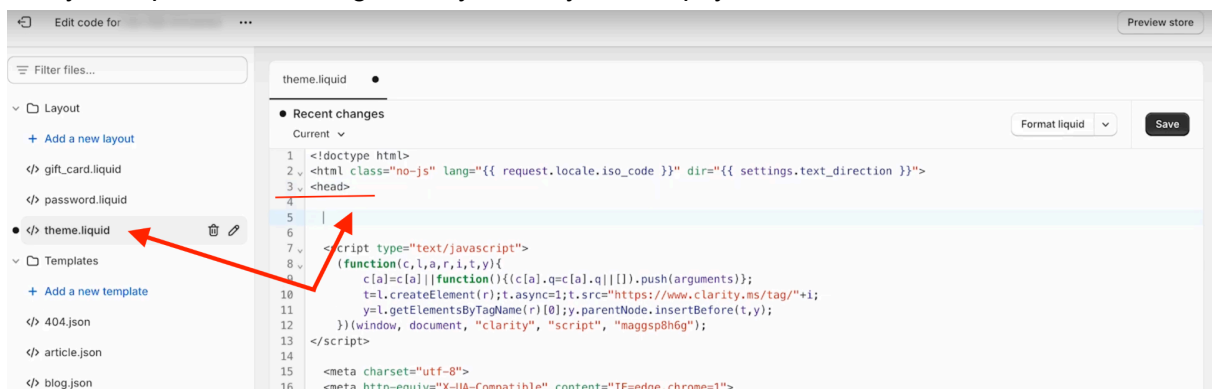
13. Go to your Shopify account. Find the Online Store under your Online channels. Click on “themes”.



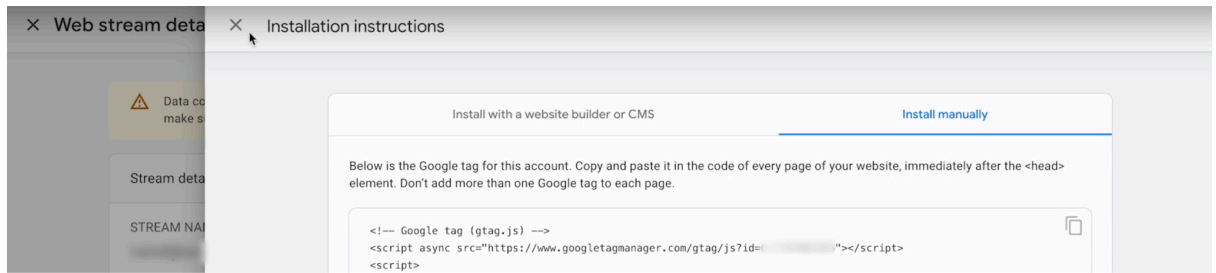
14. In your right bottom corner, you can find the three dots icon. Click on it and select “Edit code”.



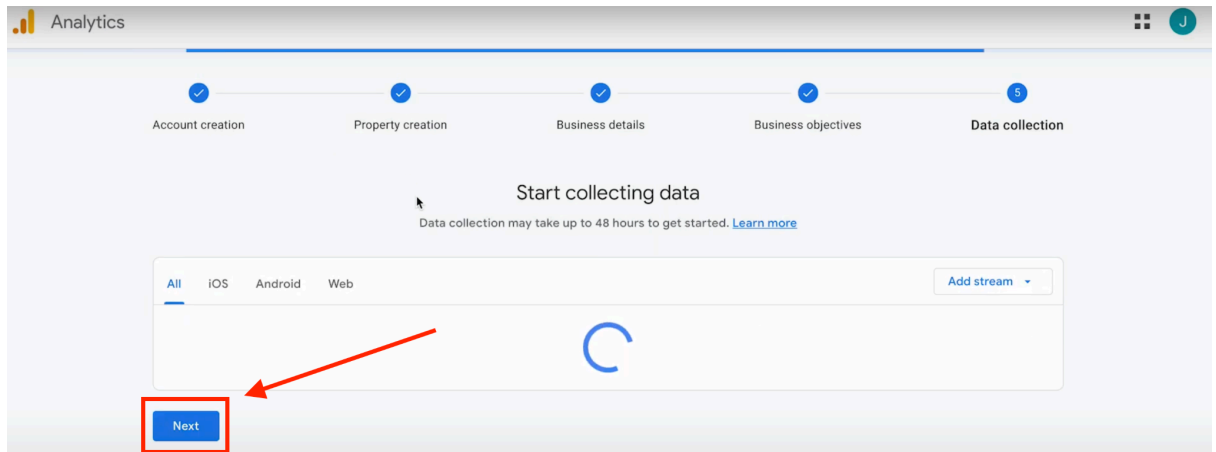
15. In the left menu bar, click on “theme.liquid” and paste the HTML code under the “<head>”. Don’t forget to hit “Enter” twice before pasting the code. Click “Save”. And now you implemented Google Analytics on your Shopify website.



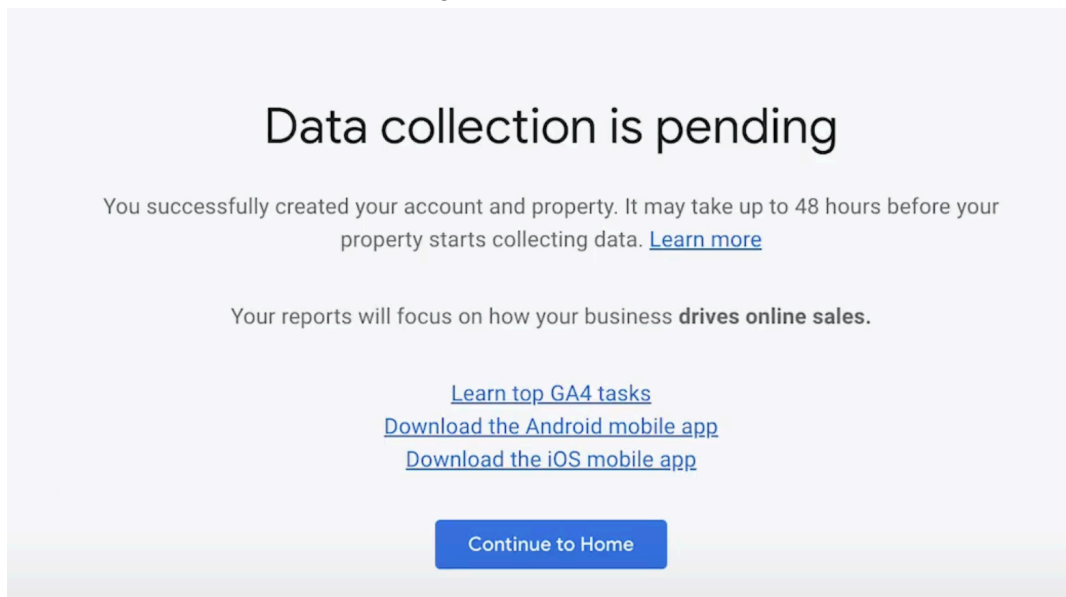
16. Go back to your Google Analytics window. Exit the Instruction menu and the Web Stream details by clicking on “X”.



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

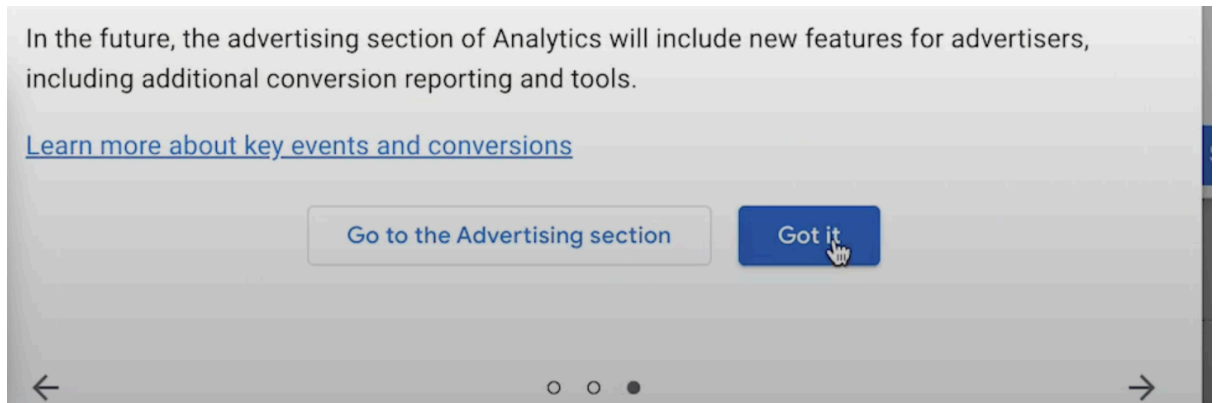


18. Now the Data collection is pending. It will take a few minutes.

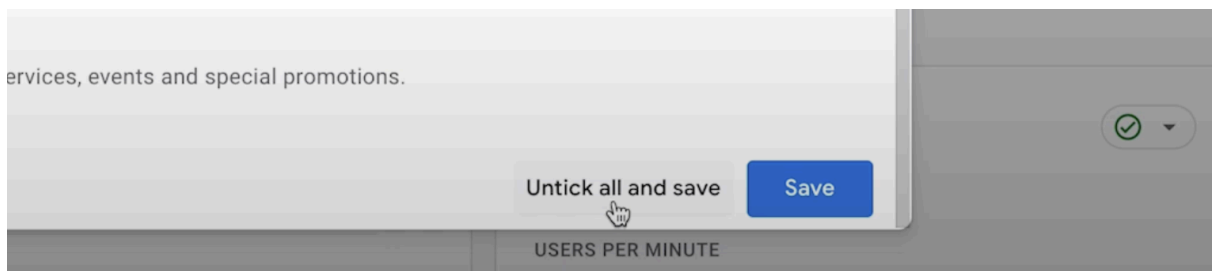


19. Time to select a few more settings to make your Google campaign more profitable by collecting relevant data and reusing it in our Google ads later on.

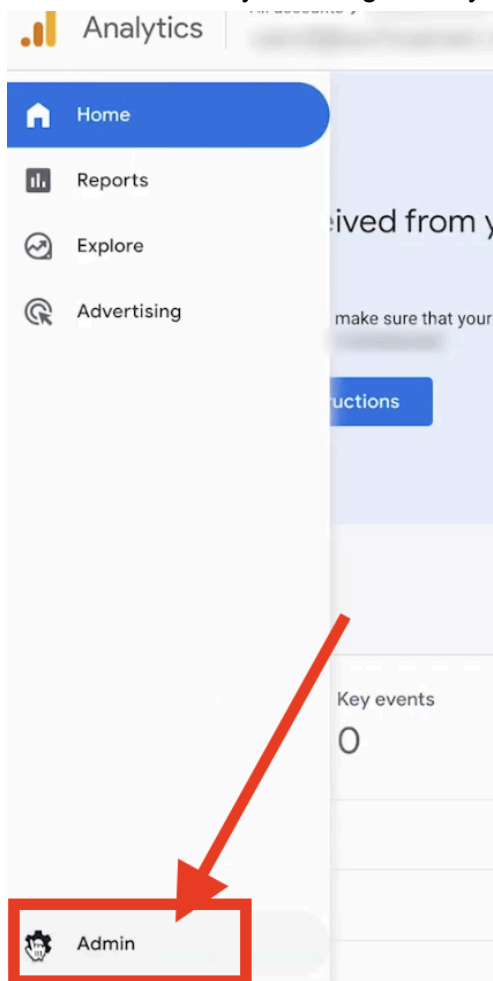
20. Skip all the tutorials from Google.



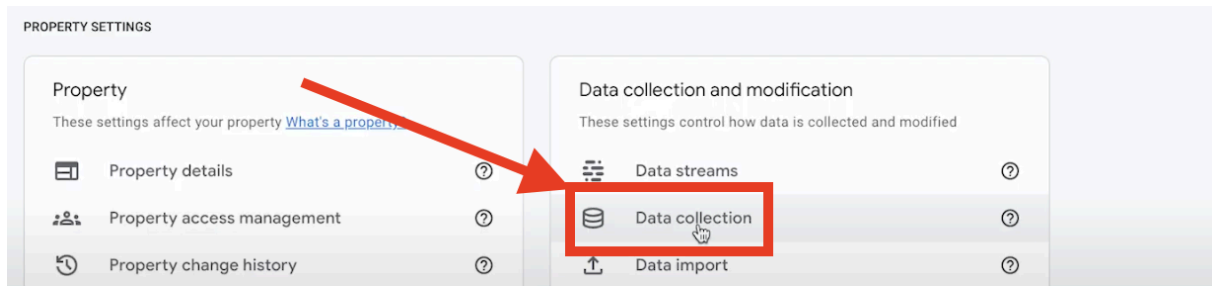
21. We don't need any Email Communications from Google Analytics. Click on "Untick all and save".



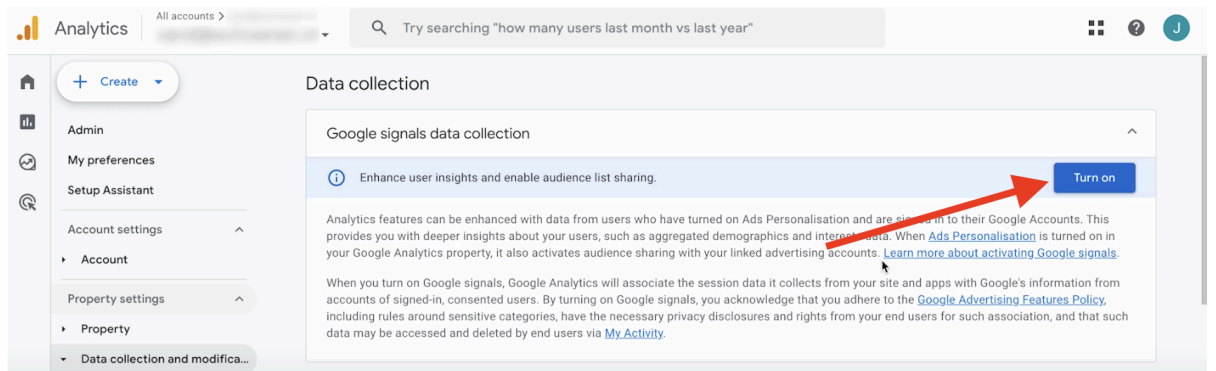
22. On the left side of your Google Analytics dashboard, go to "Admin" settings.



23. Press "Data collection".

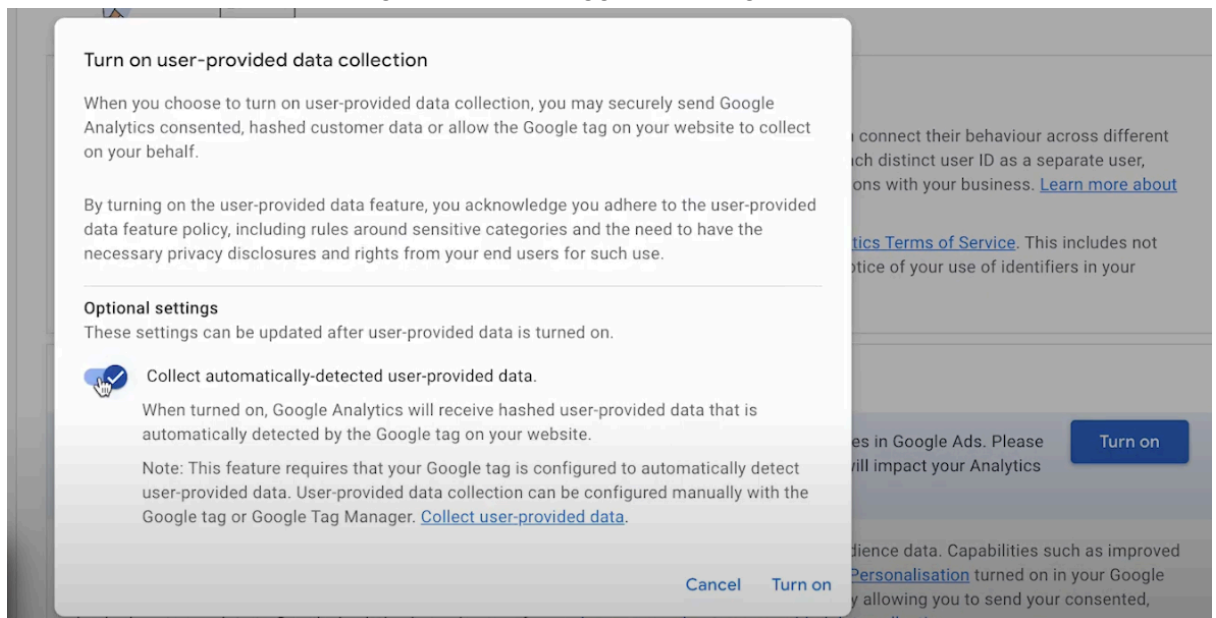


24. We need to agree with all the terms of service one more time to collect the data from our Shopify website. Press “Turn On”



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.



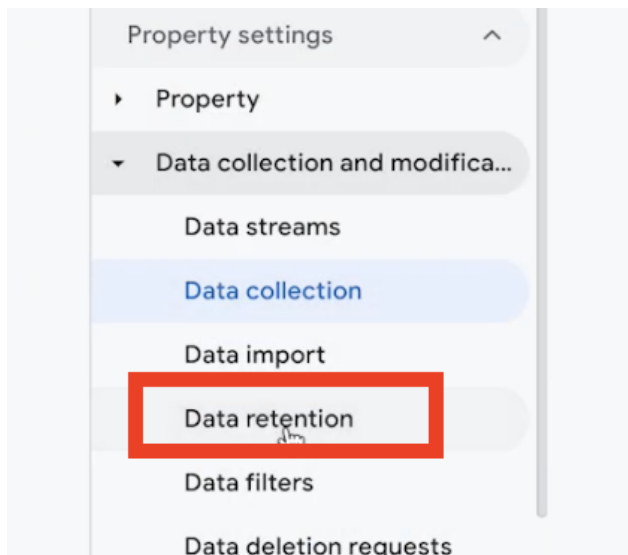
26. “I acknowledge”

User Data Collection Acknowledgement

I acknowledge that I have the necessary privacy disclosures and rights from my end users association of such data with the visitation information Google Analytics collects from my

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”.

You can change the retention period for data you send that is associated with most standard reporting, which is based on aggregated data. Changes to the

Event data

Data retention ⓘ 2 months

User data

Data retention ⓘ 2 months 14 months

Reset user data on new activity ⓘ ☒

Save Cancel

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

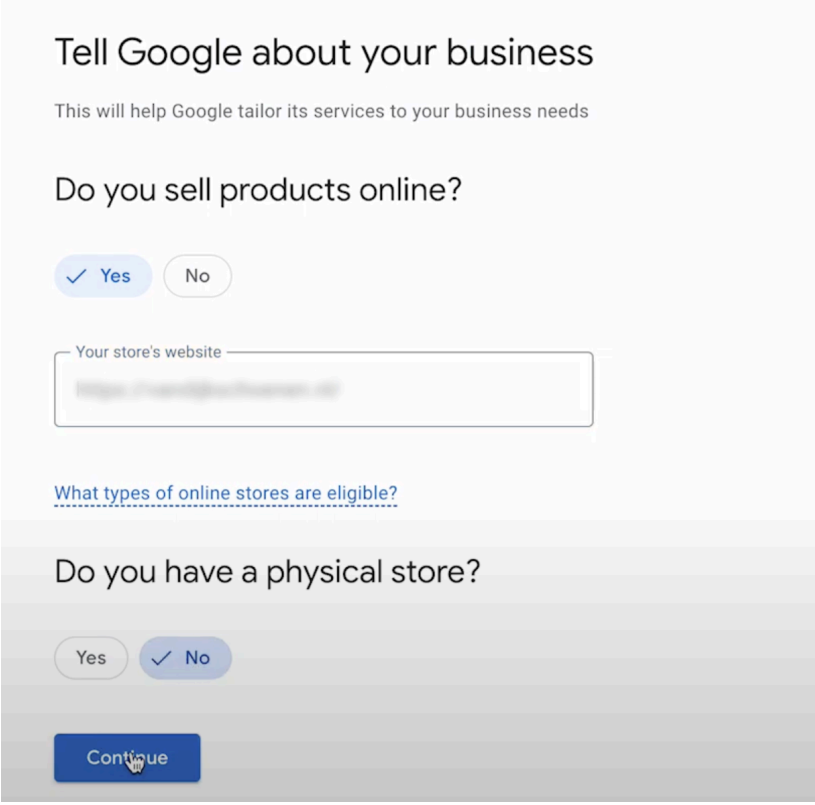
Step 3. Create a Google Merchant Center account

1. First, go to <https://merchants.google.com/>
2. Hit the “Start now” button

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

Start now

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”.



The screenshot shows a Google form titled "Tell Google about your business". Below the title is a subtitle: "This will help Google tailor its services to your business needs". The first question is "Do you sell products online?". It has two radio button options: "Yes" (which is selected with a blue checkmark) and "No". Below this is a text input field labeled "Your store's website" with a placeholder URL "https://example.com". A link "What types of online stores are eligible?" is positioned below the website field. The second question is "Do you have a physical store?". It has two radio button options: "Yes" and "No" (which is selected with a blue checkmark). At the bottom of the form is a blue "Continue" button with a mouse cursor hovering over it.

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

What you need

- ✓ Your own online store
You need to have an online store that accepts payments, has clearly priced products, offers returns, and includes your contact information.
- ✓ Products, not services
You need to sell products. Services such as consulting, massages, and repairs can't be shown in free listings.
- ✓ [I don't have a store or I sell services](#)

[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.

Enter your business info

This information helps Google follow the applicable rules and regulations for your business. Your business name will also be used as your Merchant Center name.
[Learn more about business information](#)

Business name*

Registered country

☐ Get personalized email notifications on news and tips

☐ Get invitations to participate in occasional surveys and pilots

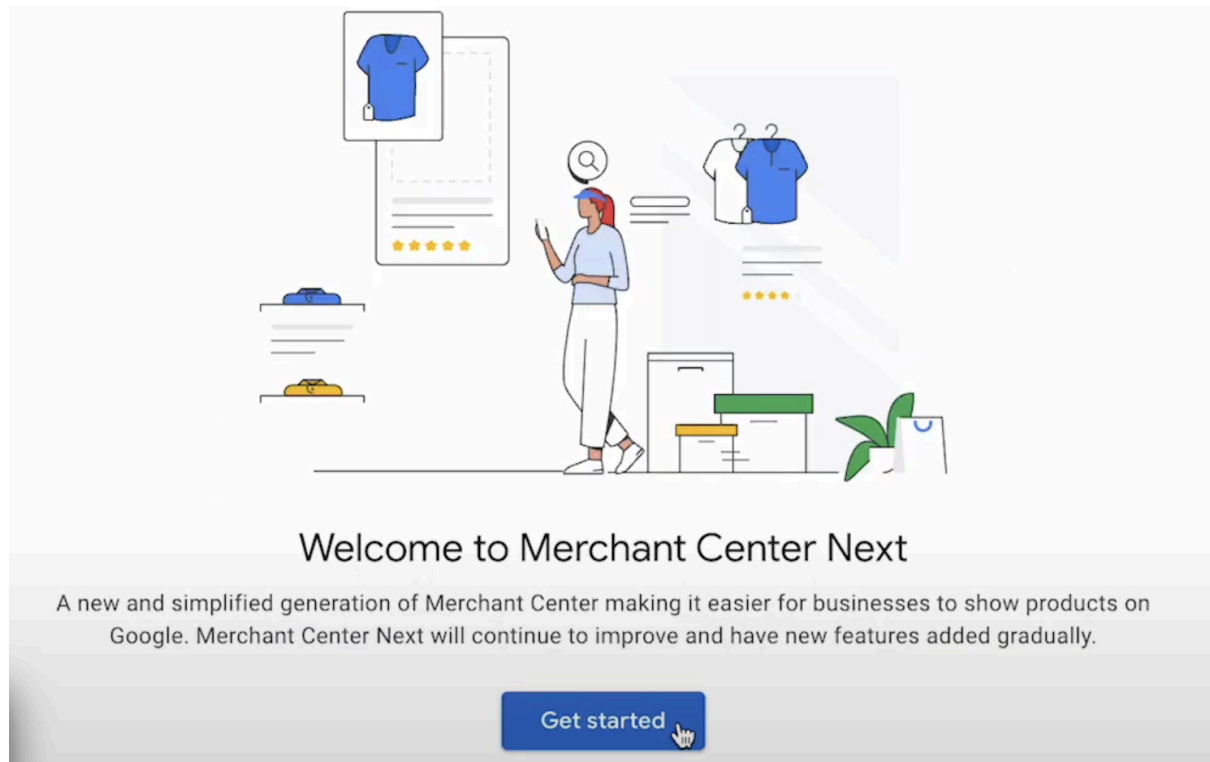
By continuing, you're agreeing to the [Google Merchant Center Terms of Service](#). Depending on your setup, your apps data may be shared with [Business Manager](#). The [Google Privacy Policy](#) describes how Google handles your data.

[Continue to Merchant Center](#)

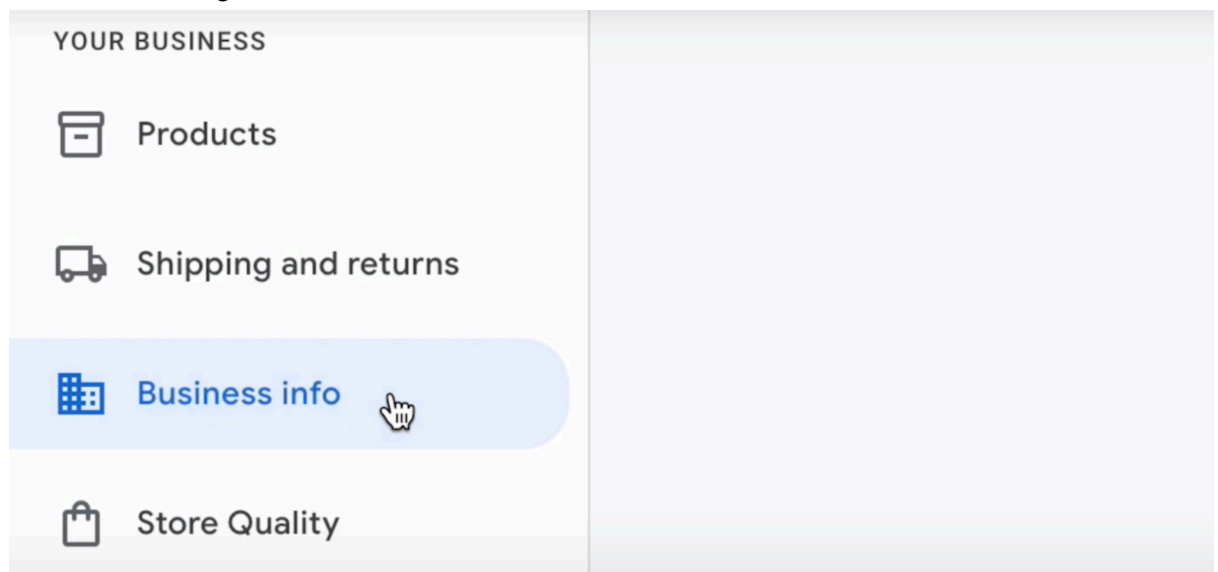
In the European Economic Area, the United Kingdom and Switzerland, you promote your products through one or several Comparison Shopping Services (CSSs) of your choice. If you create an account here, it will be associated with Google Shopping, Google's own CSS. If you'd like to create an account with a different CSS, reach out to them. [Find certified CSSs](#) or [learn more about advertising with CSSs](#).

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.

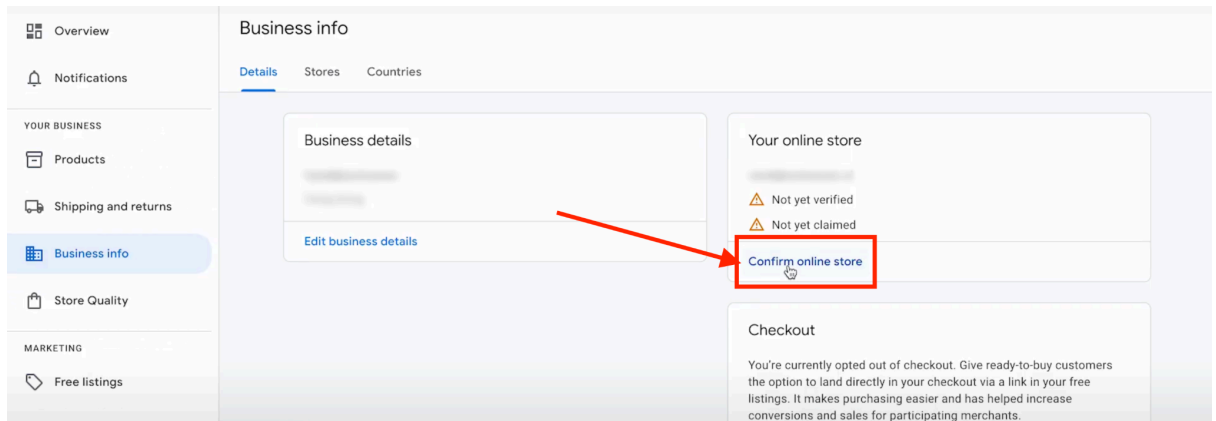
Hit “Get started” to continue.



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.

This is a form titled 'Enter your online store URL'. It features a text input field with a placeholder URL. Below the field, an example URL is provided: 'Example: https://www.store.example.com'. At the bottom of the form, there are two status indicators: 'Not yet verified' and 'Not yet claimed', each accompanied by a warning icon and a help link.

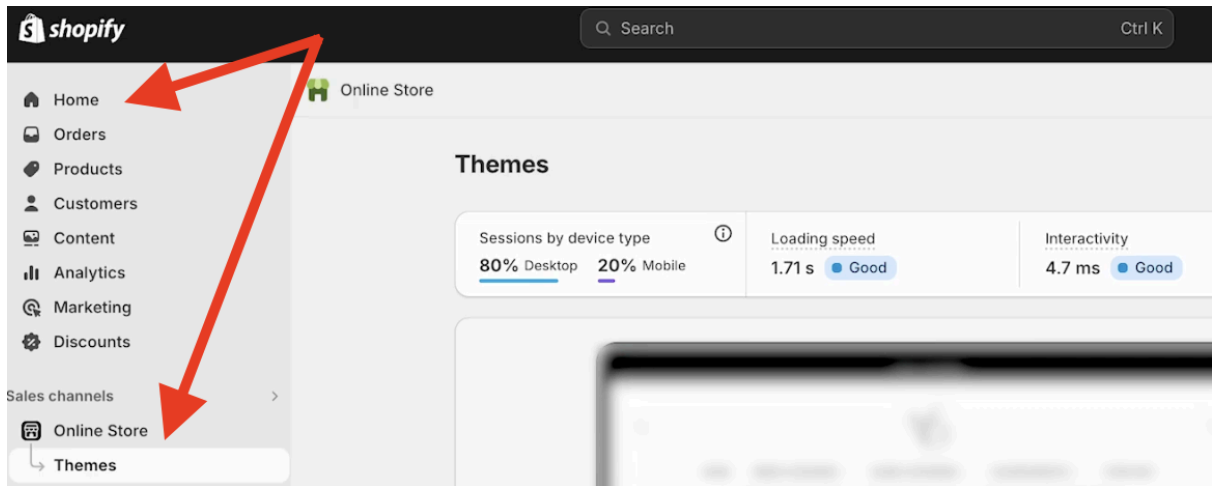
9. We need to do a double-verification for the Merchant Center on your website. To do so, we scroll down a bit. I prefer selecting an HTML tag for the website verification because it's copy-paste work.

The screenshot displays four verification methods: 'Get a code sent to your business email', 'Use your ecommerce platform', 'Add an HTML tag or file', and 'Use Google Tag Manager'. The 'Add an HTML tag or file' option is selected with a radio button and highlighted by a blue border. Below these options, there are two sub-options: 'Add an HTML tag' (selected) and 'Upload an HTML file'.

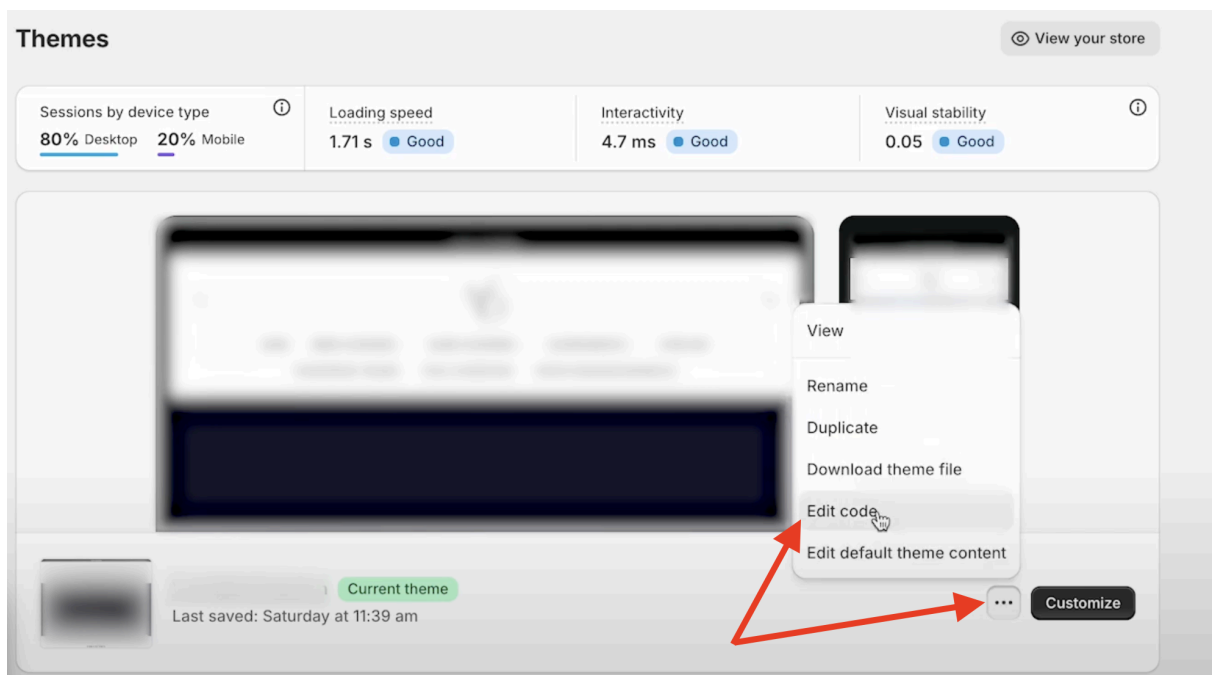
10. Click "Copy the code"

This screenshot shows the instructions for verifying the online store by adding an HTML tag. It includes a list of steps, with the first step being 'Copy this HTML tag generated for your online store:'. A red box highlights the 'Copy the code' button, which is indicated by a red arrow. To the right, there is a note advising not to remove the HTML tag from the online store.

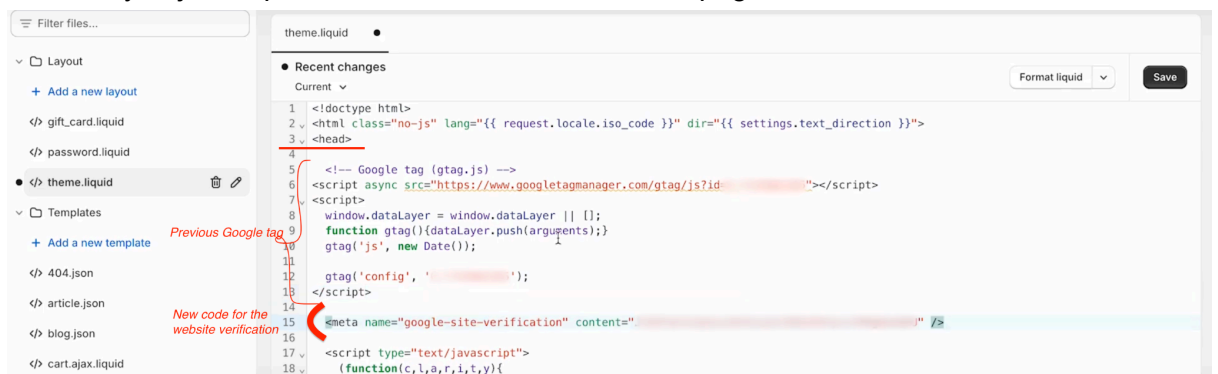
11. Now we are going back to our Shopify website. Find the Online Store under your Online channels. Click on "themes".



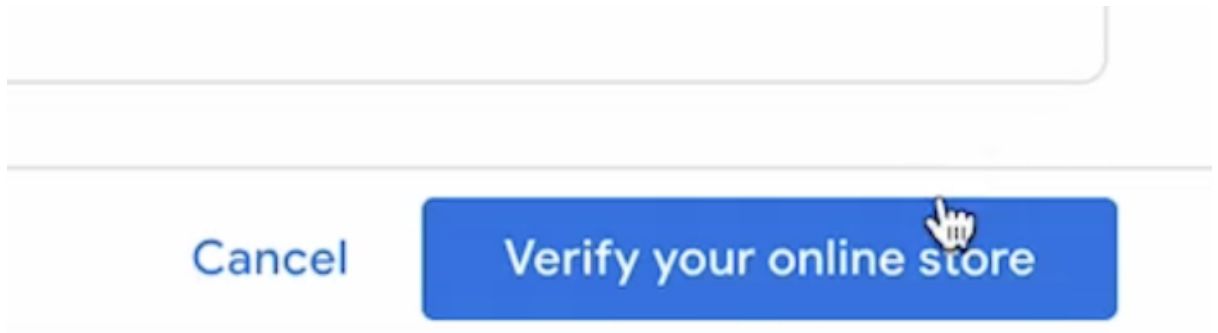
12. In your right bottom corner, you find the three dots icon. Click on it and select “Edit code”.



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”.



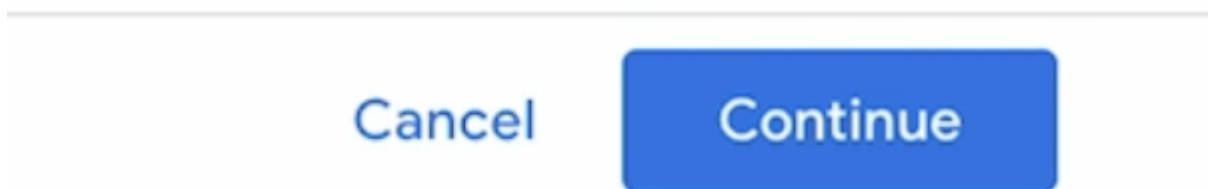
14. We can go back to our Merchant Center now to finish the process. In your right bottom corner click on the “Verify your online store” button.



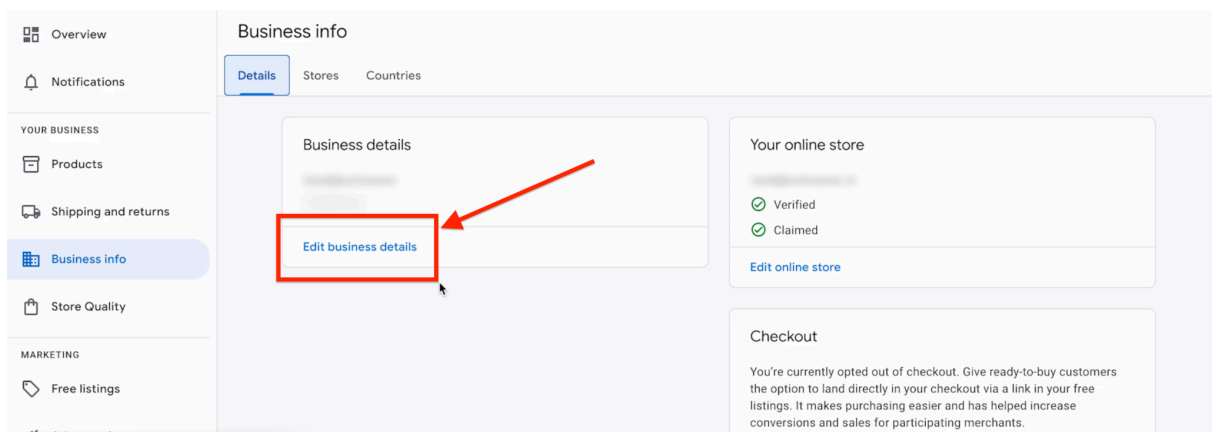
15. Tadah! Your website is Claimed in the Merchant Center.

A screenshot of a form titled 'Enter your online store URL'. It features a text input field with a placeholder 'Your online store URL' and an example URL 'https://www.store.example.com'. Below the input field, there are two status indicators: a green checkmark followed by the word 'Verified' and a question mark icon, and another green checkmark followed by the word 'Claimed' and a question mark icon.

16. Press “Continue”.

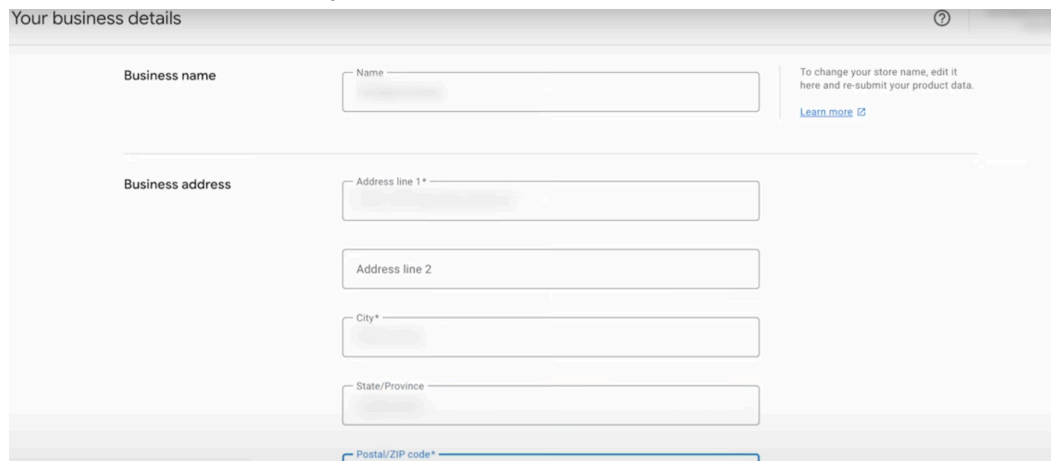


17. Now we are moving to the next step - filling out your business information. Click on “Edit business details”.



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.

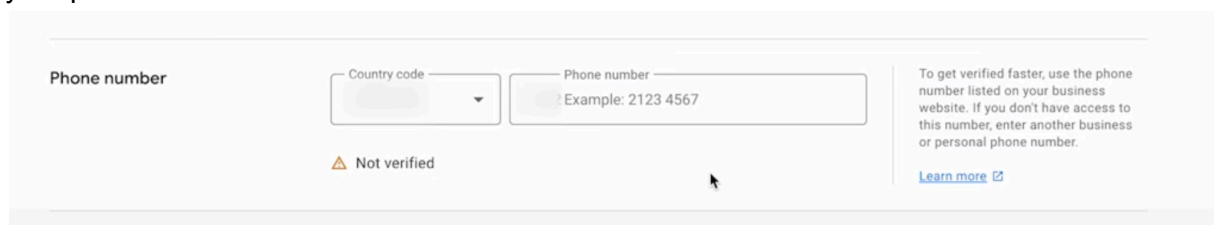


The screenshot shows a form titled "Your business details" with a help icon in the top right. The form is divided into two main sections: "Business name" and "Business address". The "Business name" section has a single input field labeled "Name". The "Business address" section has four input fields: "Address line 1*", "Address line 2", "City*", and "State/Province". Below these is a partially visible "Postal/ZIP code*" field. To the right of the "Business name" field, there is a note: "To change your store name, edit it here and re-submit your product data." with a "Learn more" link.

19. Press "Save".



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

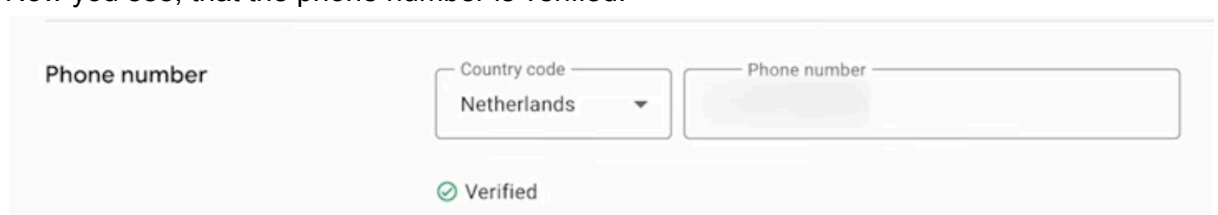


The screenshot shows a section for "Phone number" verification. It includes a "Country code" dropdown menu and a "Phone number" input field. Below the input field, there is a warning icon (a triangle with an exclamation mark) and the text "Not verified". To the right of the input field, there is a note: "To get verified faster, use the phone number listed on your business website. If you don't have access to this number, enter another business or personal phone number." with a "Learn more" link.

21. Click "Verify number"

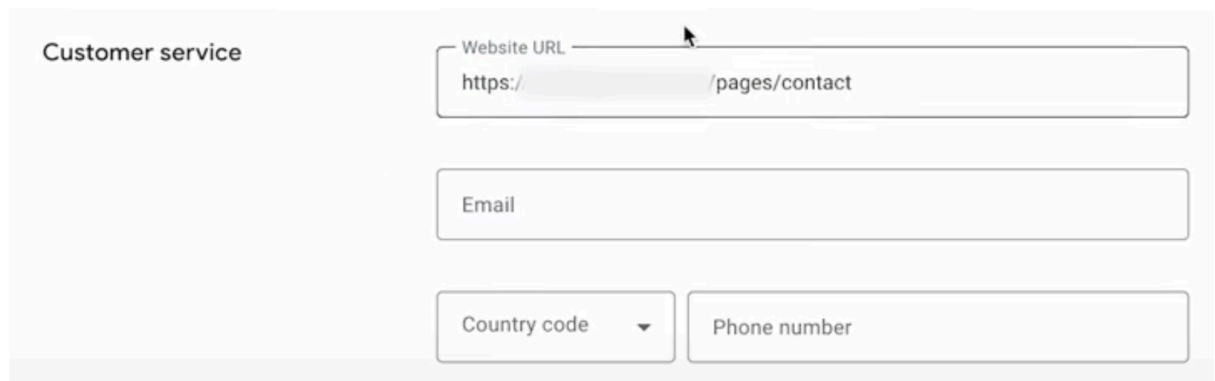


22. Now you see, that the phone number is verified.



The screenshot shows the same "Phone number" verification section as before, but now the status has changed. The "Country code" dropdown menu is set to "Netherlands". Below the input field, there is a green checkmark icon and the text "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.



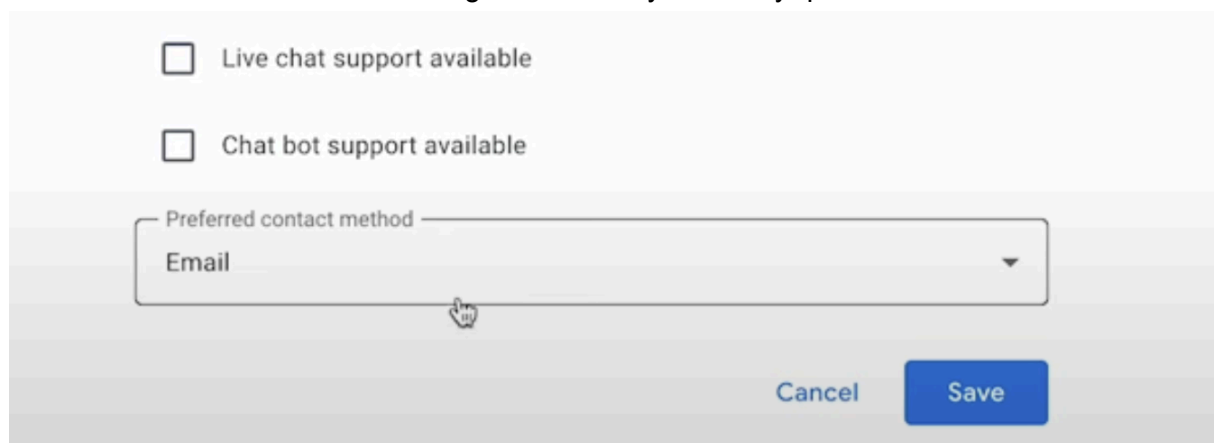
Customer service

Website URL
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.



☐ Live chat support available

☐ Chat bot support available

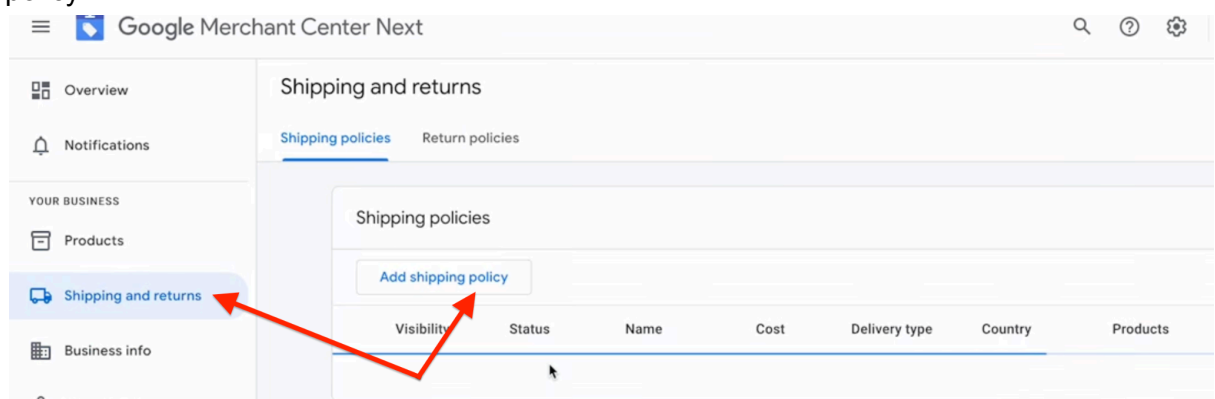
Preferred contact method
Email

Cancel Save

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”.



Google Merchant Center Next

Overview Notifications

YOUR BUSINESS

Products

Shipping and returns

Business info

Store Quality

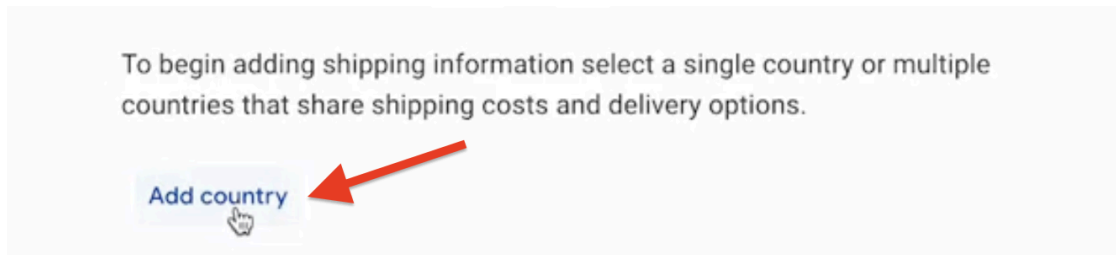
Shipping and returns

Shipping policies Return policies

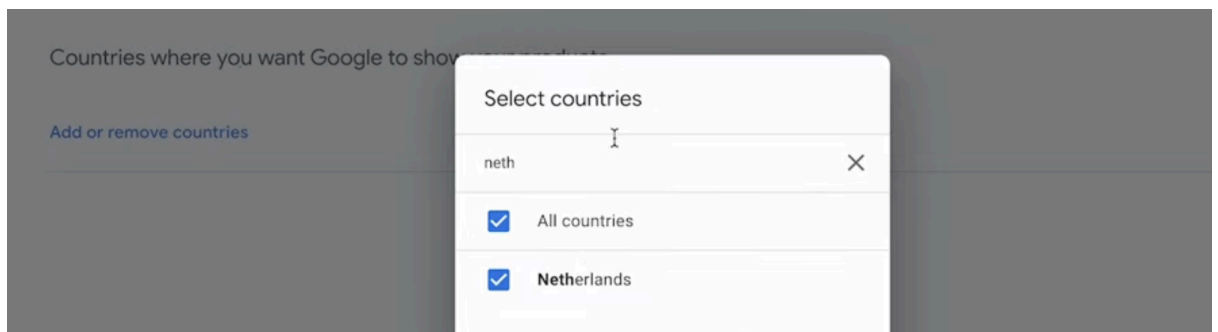
Add shipping policy

Visibility	Status	Name	Cost	Delivery type	Country	Products
------------	--------	------	------	---------------	---------	----------

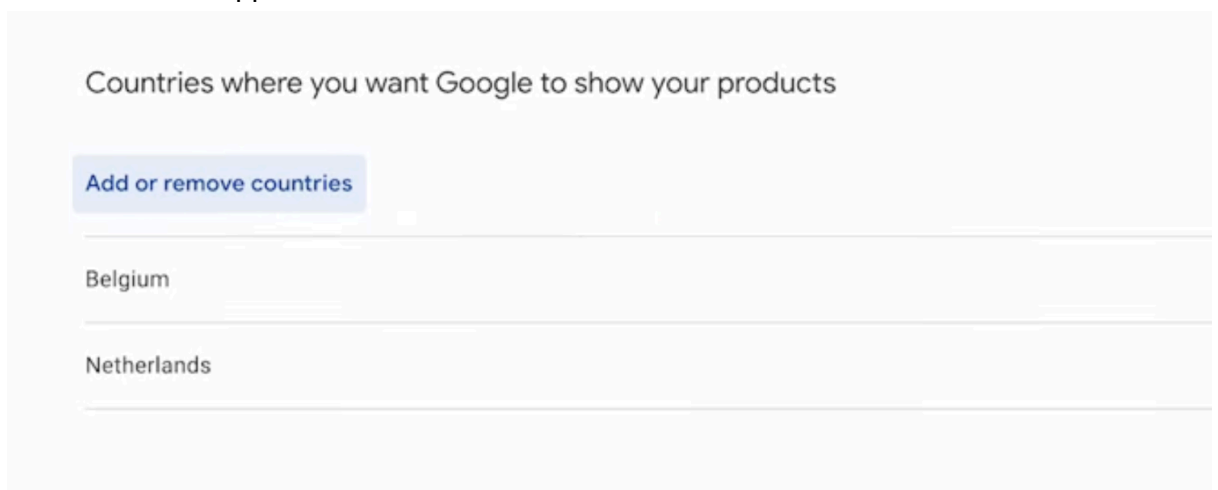
27. “Add the country”



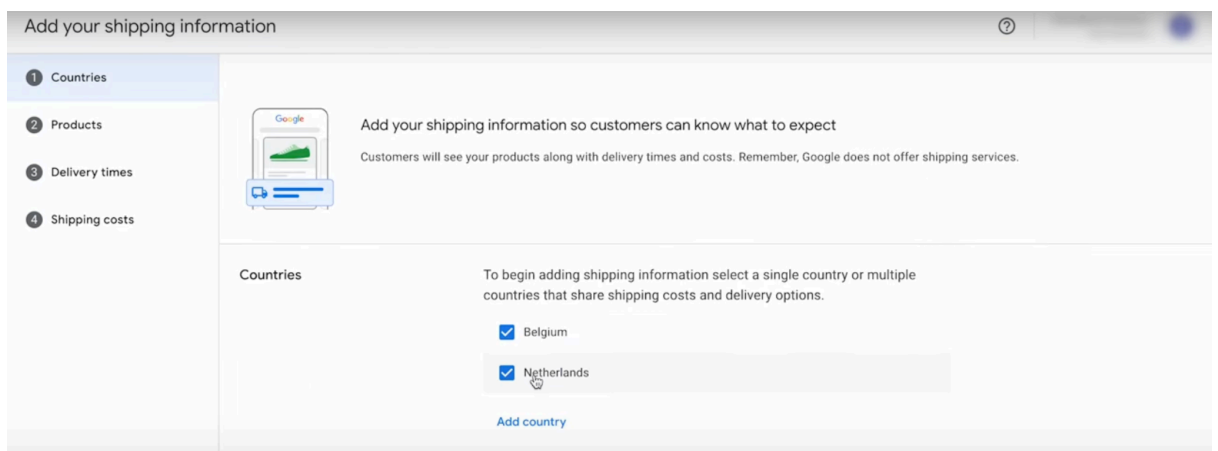
28. The website example is selling to the Netherlands and Belgium, so we select them from the list. Use your own list of countries for your policies.



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.

Add your shipping information

Countries
Belgium, + 1 more

Products

Delivery times

Shipping costs

Products

Select products that share shipping costs and delivery options

☒ All products
Entire catalog of products

☐ Specific products
Select specific products using labels

The default shipping for all products must be entered before you can add shipping info for a specific group. Remember, tag your products with labels to use this option. [Learn how to tag specific products](#)

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.

Order cut off

Time
10:00 PM

Timezone
(GMT+01:00) Central European Standard Time (Amsterdam)

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

Handling time (days)

Min
1

Max
2

Fulfilled
Mon - Fri

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.

Transit time (days)

Transit Time
All destinations

Shipped
Mon - Fri

Min
5

Max
7

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.

Add your shipping information ?

☒ Countries
Belgium, + 1 more

☒ Products
All Products

☒ Delivery times
6-9 days

☒ Shipping costs

Currency Currency*
EUR

Shipping costs

☒ Free shipping
All orders ship for free

☐ Paid shipping
Customers pay for shipping

☐ Free shipping over a certain amount
Free shipping is dependent on order value

37. Click “Save”.

38. Double-check all the settings you just implemented. Select “Done”.

✓ Your shipping information has been added to Merchant Center

9 days-free

Countries	Belgium, Netherlands
Delivery time	6-9 business days
Shipping cost	Free shipping

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

Overview
Notifications
YOUR BUSINESS
Products
Shipping and returns
Business info
Store Quality

Shipping and returns

Shipping policies Return policies

Add shipping policy

Visibility	Status	Name	Cost	Delivery type	Country	Products	Actions
✓	Complete	9 days-free	Free	6 - 9 days	BE, NL	All	

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.

Overview
Notifications
YOUR BUSINESS
Products
Shipping and returns
Business info
Store Quality

Shipping and returns

Shipping policies Return policies

Your return policies

Start by adding a policy that applies to the majority of your products. If you have multiple policies or policy exceptions, you can add them later.

+ Add return policy

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

The screenshot shows a three-step wizard. Step 1, 'Countries and policy', is active. It contains a 'Return policy URL' field with a placeholder 'https://.../policies/refund-policy' and a note 'A return policy on your store's website is needed for Merchant Center verification'. Below this is a 'Countries' section with a note 'To begin adding return information select a single country or multiple countries that share a return policy.' and two checkboxes: 'Belgium' (selected) and 'Netherlands'. An 'Add more countries' link is at the bottom.

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.

The screenshot shows the 'Returns' section. The question 'Do you accept returns?' has three radio button options: 'Yes, I accept returns for defective and non-defective products' (selected), 'I accept returns for defective products only', and 'No, I don't accept returns'.

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.

The screenshot shows the 'Do you accept exchanges?' section. It has two radio button options: 'Yes, I accept exchanges' (selected) and 'No, I don't accept exchanges'.

44. Press “next”.

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

The screenshot shows the 'Product Condition' section. It has two radio button options: 'Only new products' (selected) and 'New and slightly used products'. A blue information bar at the top says 'If you have different return policies in different countries, or return policy exceptions, you can enter them later' with a 'Dismiss' button.

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.

The screenshot shows the 'Return Window' section. It has two radio button options: 'Within a certain number of days' (selected) and 'Lifetime'. A text input field next to the first option contains the number '14'. A note below the options says 'The amount of time a customer has to return a product?'.

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.

The screenshot shows a configuration interface for return policies. On the left, a sidebar lists three steps: 'Countries and policy', 'Condition and window', and 'Method and fees', with the third step being the active one. The main content area has a header with an information icon and text: 'If you have different return policies in different countries, or return policy exceptions, you can enter them later', followed by a 'Dismiss' link. Below this, the 'Return method' section is titled 'Select at least one option' and contains three checkboxes: 'In store', 'At a drop-off location', and 'By mail', with the third option selected. At the bottom, the 'Currency that applies to this policy' section includes a note: 'The amount will automatically be converted into the customer's local currency', and a dropdown menu currently set to 'EUR'.

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

This screenshot shows a dropdown menu for the 'Return label' field. The menu is open, displaying three options: 'Included in the package' (which is highlighted with a blue background and a mouse cursor), 'Download and print', and 'Customer's responsibility'. The background shows parts of the 'Return label' and 'Restocking fee' form fields.

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

The screenshot displays the 'Restocking fee' section of the form. It features three radio button options: 'No cost' (which is selected), 'Fixed cost', and 'Percentage of product price'.

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

Return policy review

The return policy information you entered will be reviewed to make sure it matches the return policy on your website. This may take up to 10 days.

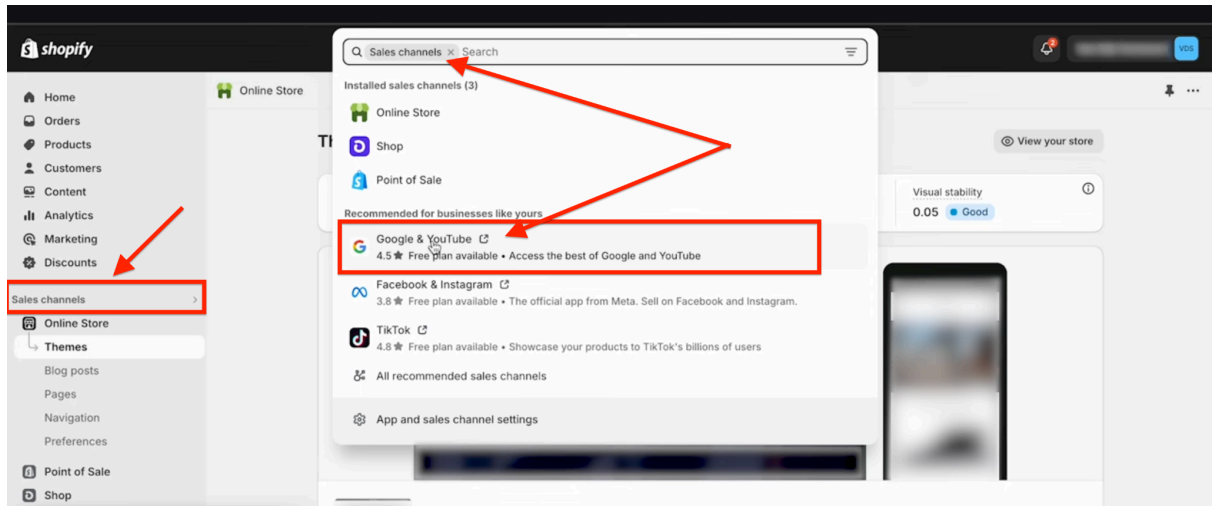
 I confirm the information I entered matches the return policy on my website

53. Click “Save”.

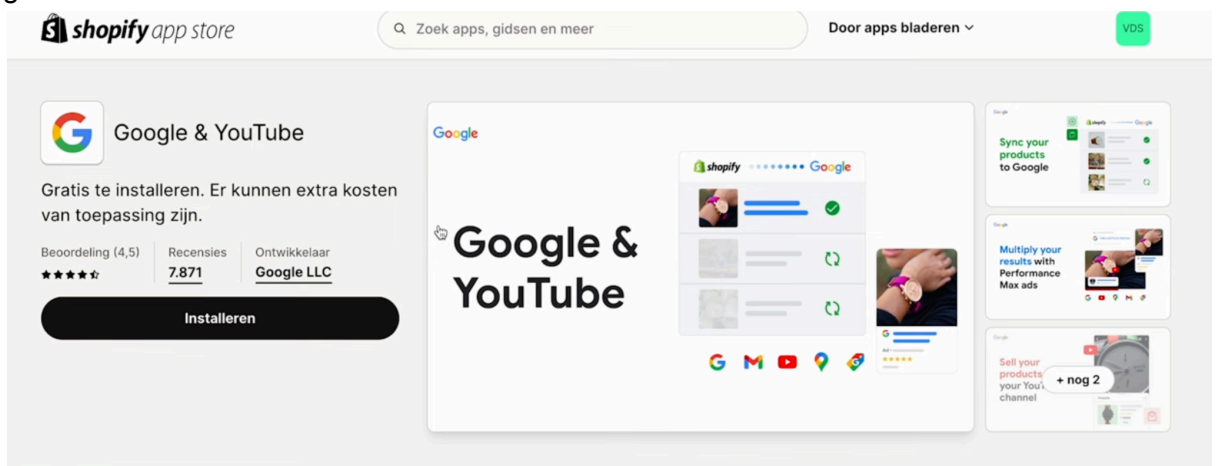
So, we implemented all the things for the Merchant Center in order to connect your Shopify to your Merchant Center. Now, Google will compare data on the Merchant Center and your website to verify your store. And from there we can send the product data to Google Ads to advertise for them. Now we are going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

Connect your Shopify to your Google Merchant Center

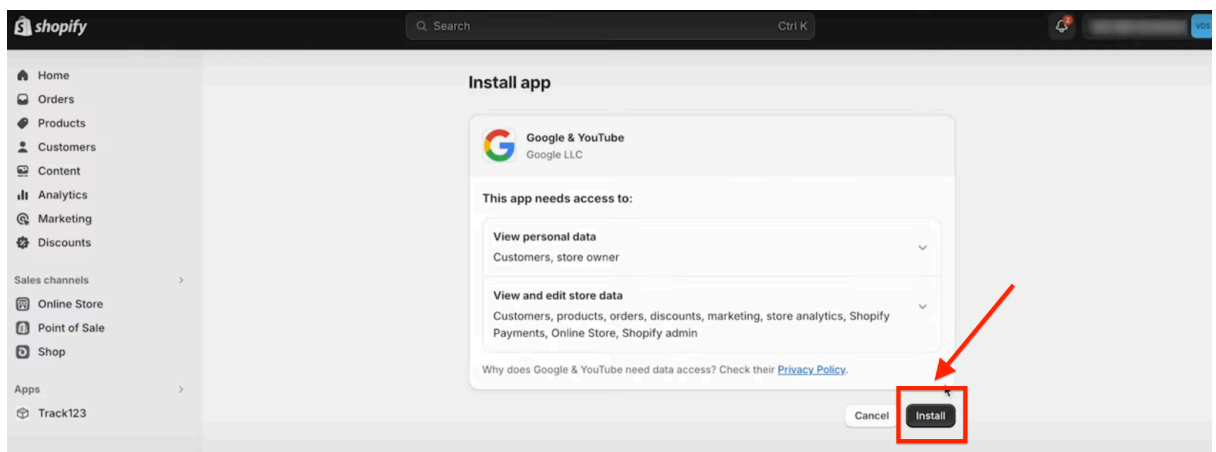
1. Go back to your Shopify website. Click on “Sales Channels”. We are going to choose “Google & YouTube”, select it and click on it. Otherwise, you can find it in the search box when you start typing the name of the app.



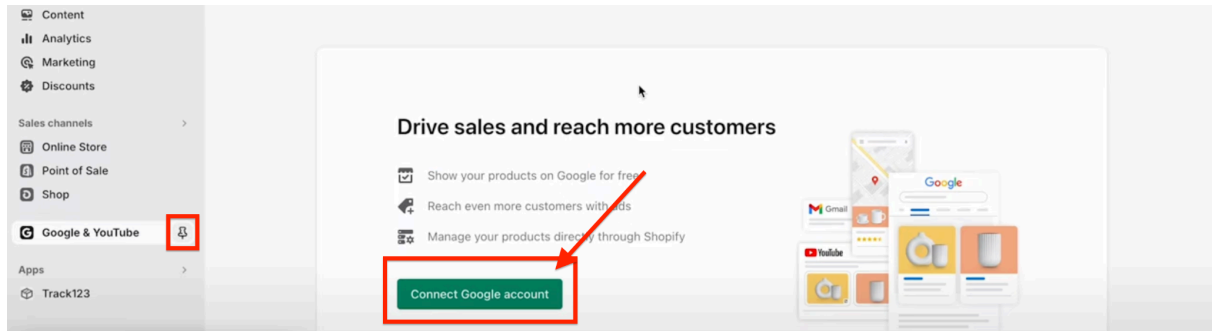
2. Now we install the “Google & YouTube” App, which is the free way to connect your Shopify to your Merchant Center. There are also paid alternatives, but for now, we’ll go with this one. Press “Install”.



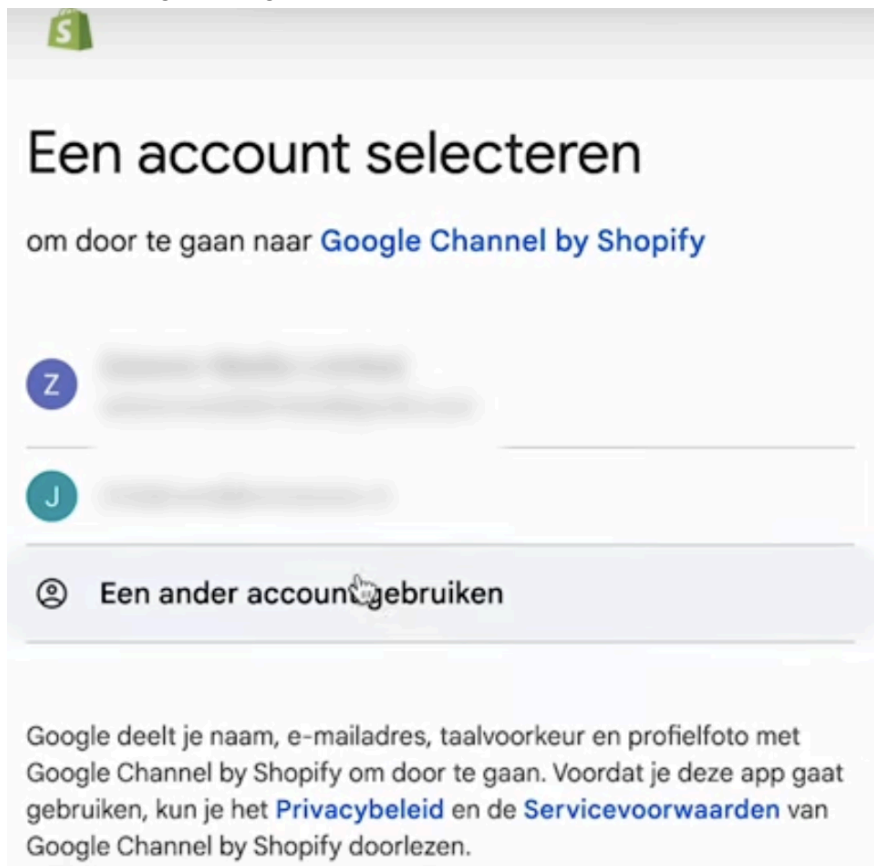
3. Click “Install” one more time:



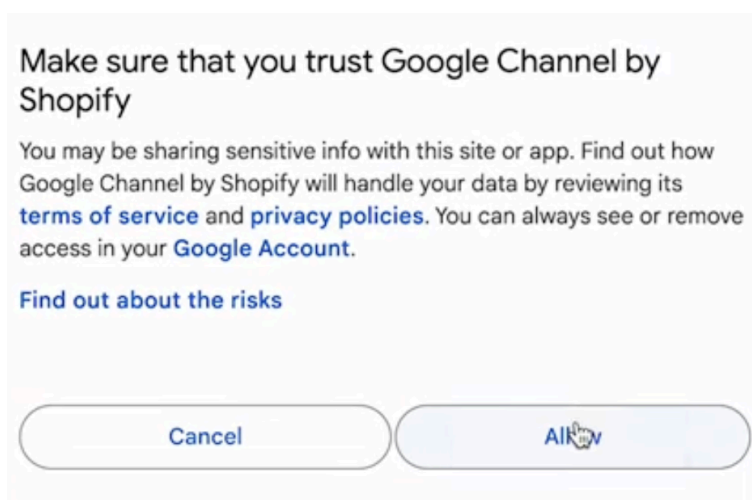
4. Now we need to connect our Google account to this application on Shopify.



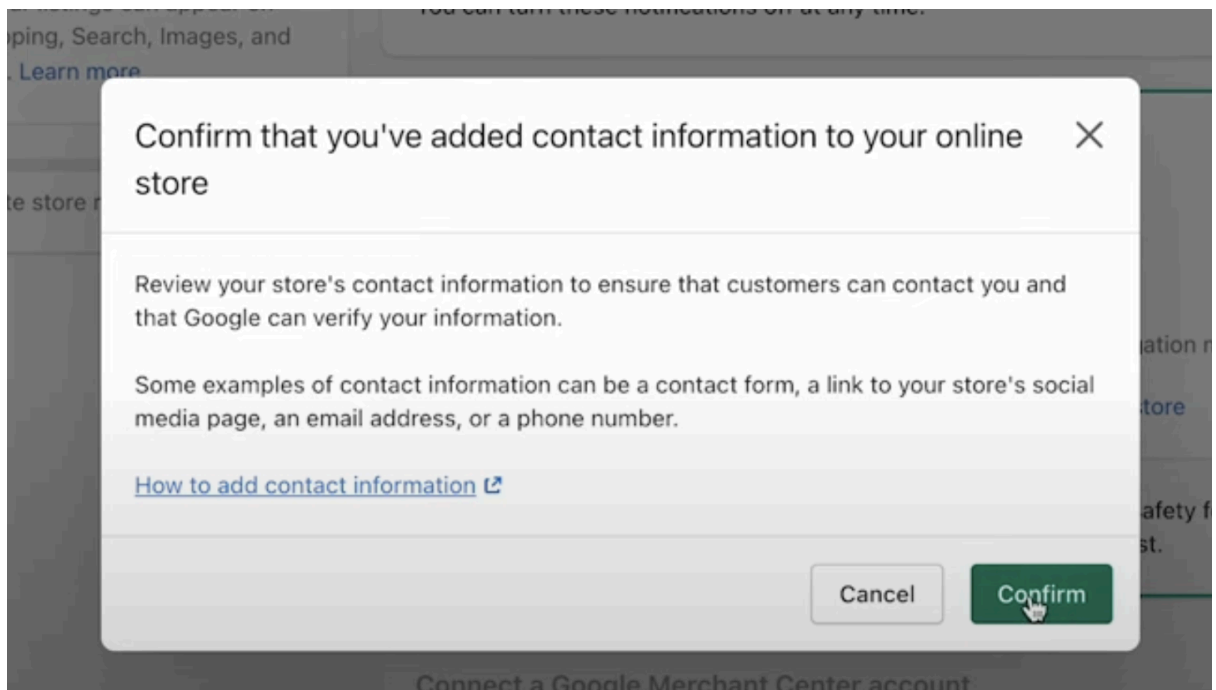
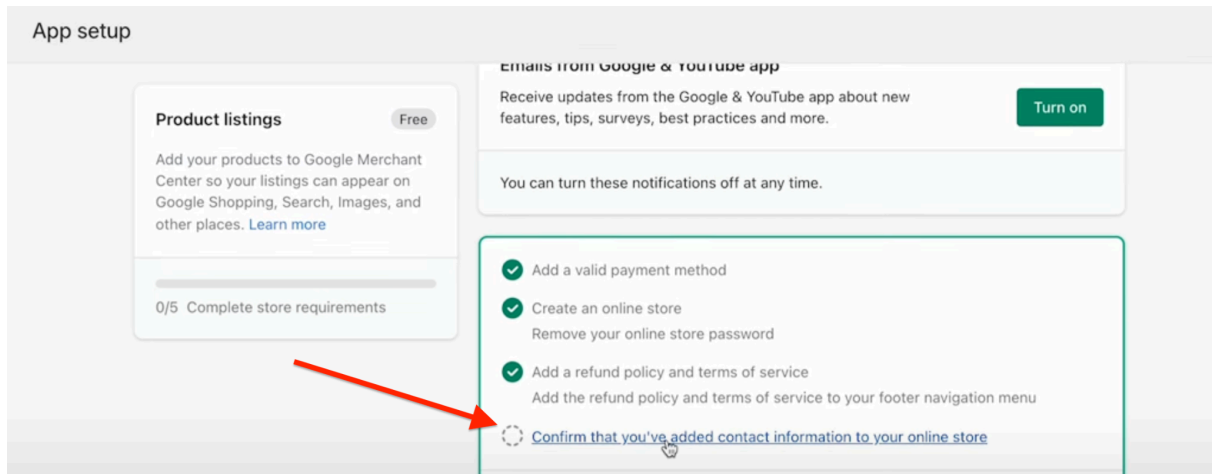
5. Select the right Google account.



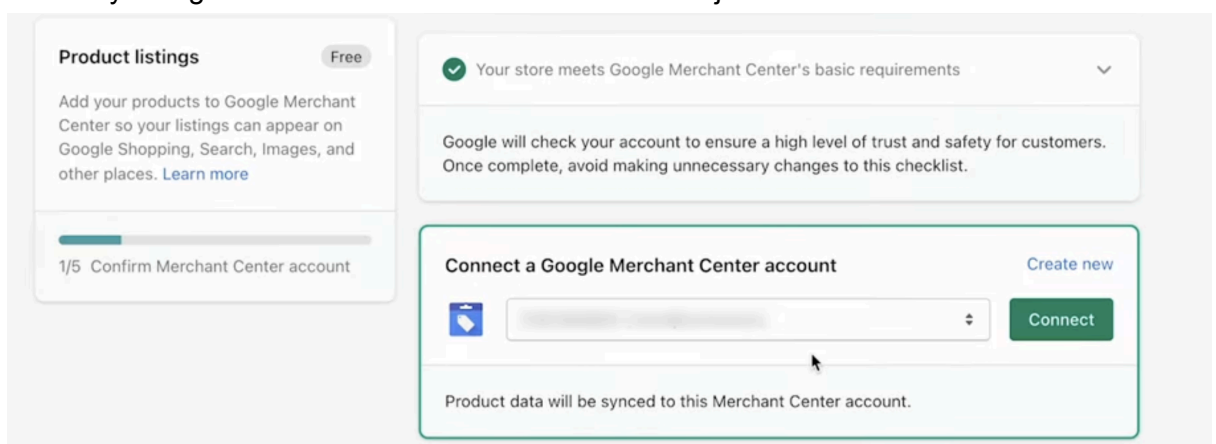
6. Click "Continue" and "Allow".



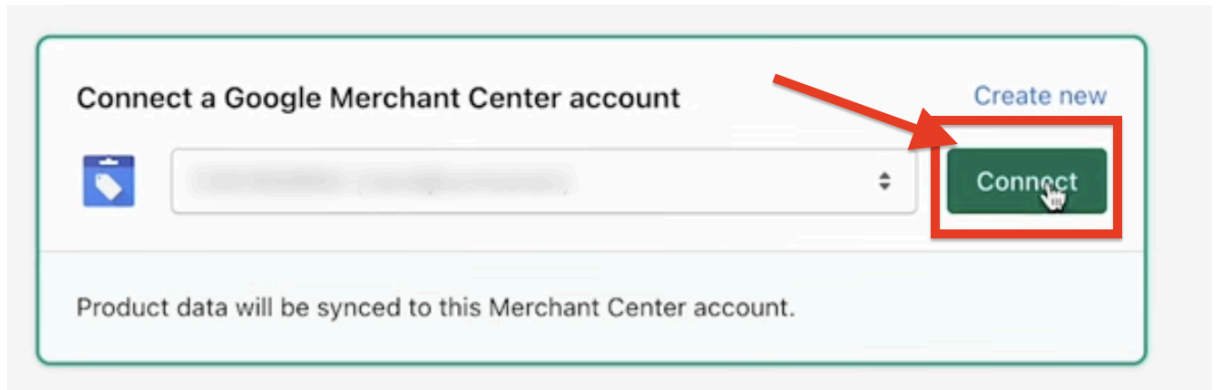
7. I connected my Gmail account and my phone number to the Google & YouTube application on Shopify. Now, I just need to confirm my information right here:



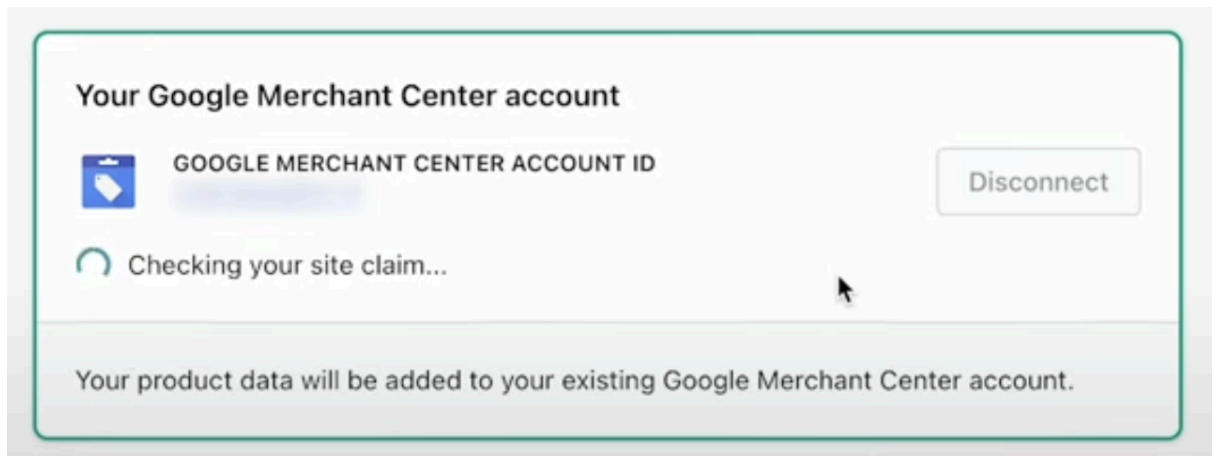
8. It already recognized the Merchant Center account we just created.



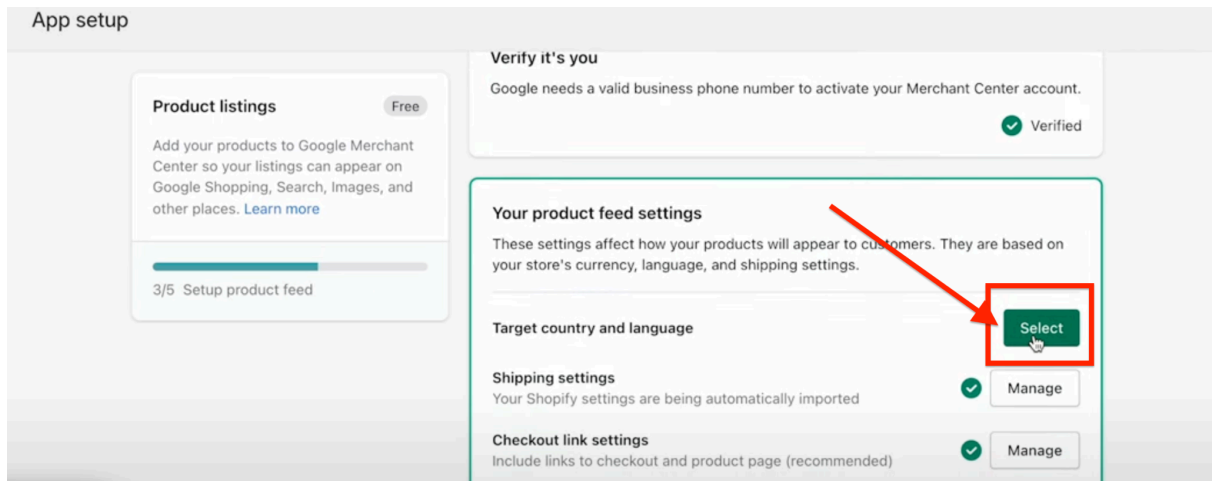
9. Press “Connect”



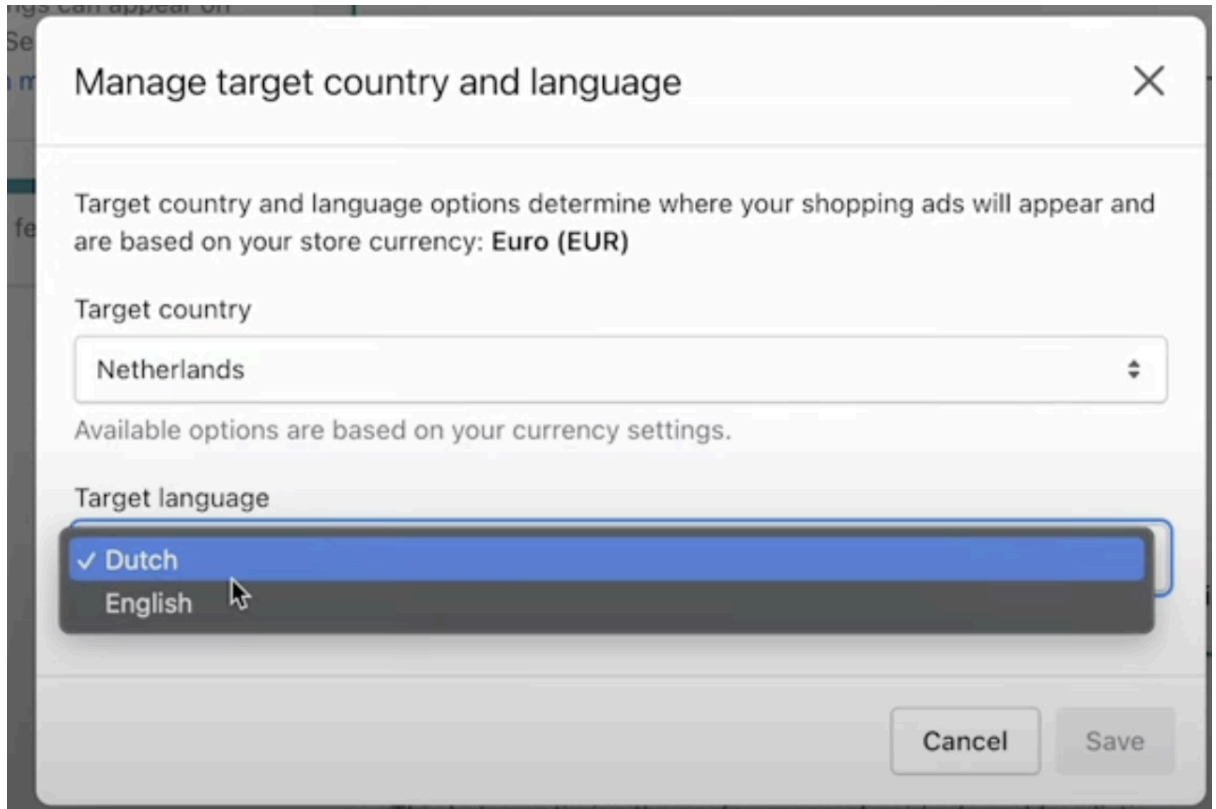
It will send all your Shopify products directly to the Merchant Center to verify the products. We need to wait a moment for the Merchant Center to check everything on your website:



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

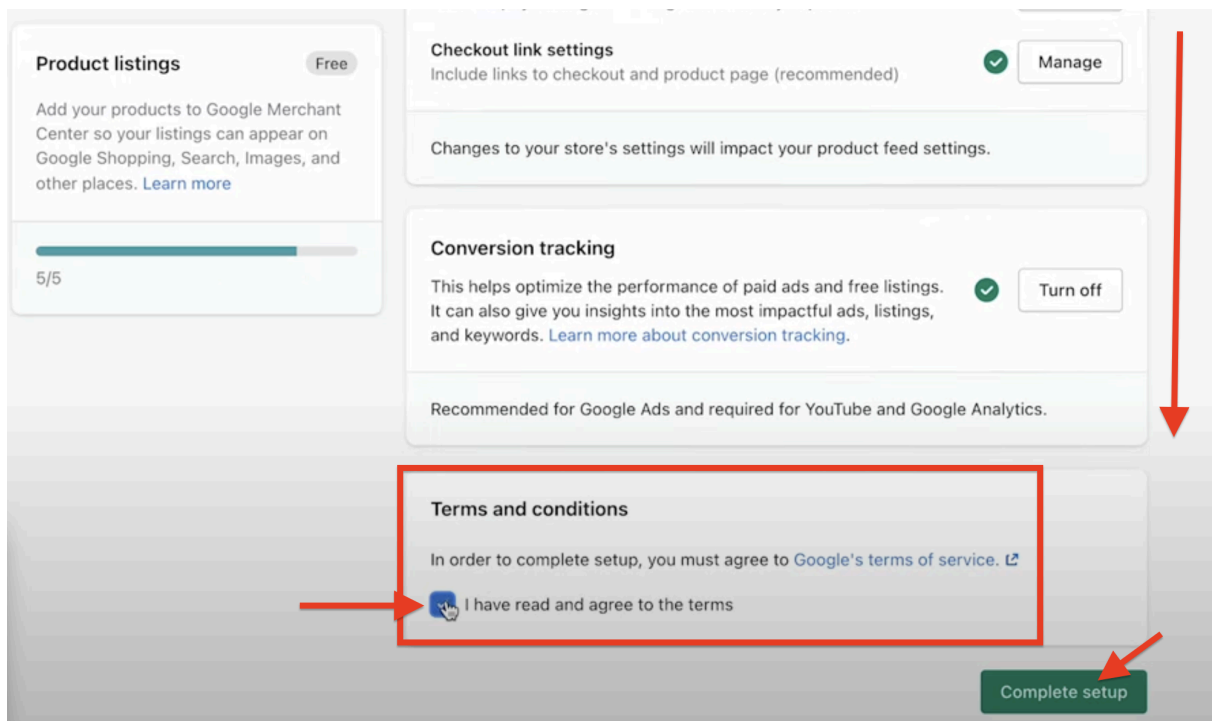


11. In my case, it's the Netherlands and Dutch.



12. Click "Save".

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

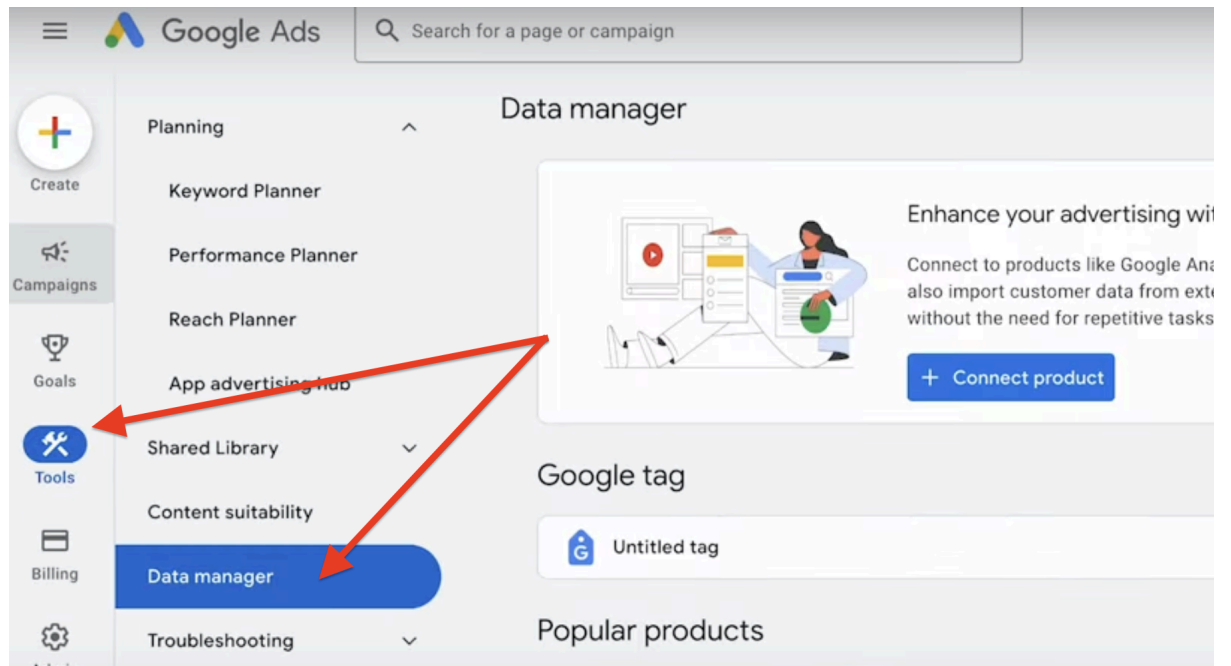


Now, we wait a few minutes while Google checks all your products on the website and then we continue with Step 4, where we connect all the accounts we just created together.

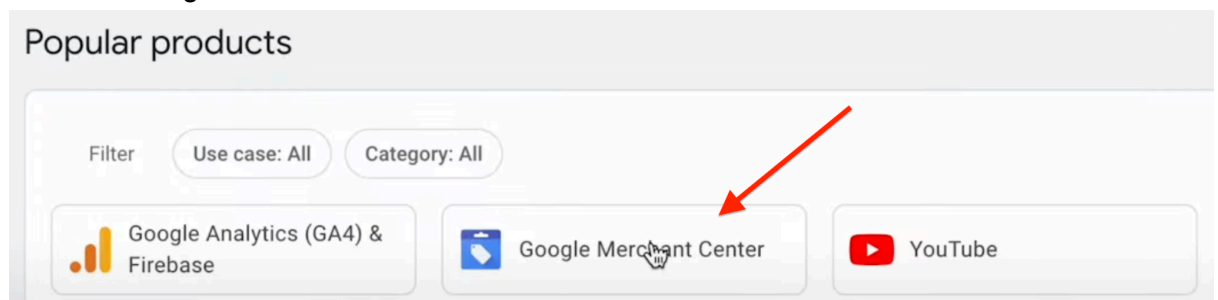
Step 4. Connect the Accounts

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.

Link setup

1 Identify Merchant Center account

☒ Link to Merchant Center accounts I manage

You don't have any Google Merchant Center account registered under your Google Ads email address that is available for linking

☐ Send request to other Merchant Center account

Next

2 Review and submit

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

Link setup

1 Identify Merchant Center account

☐ Link to Merchant Center accounts I manage

☒ Send request to other Merchant Center account

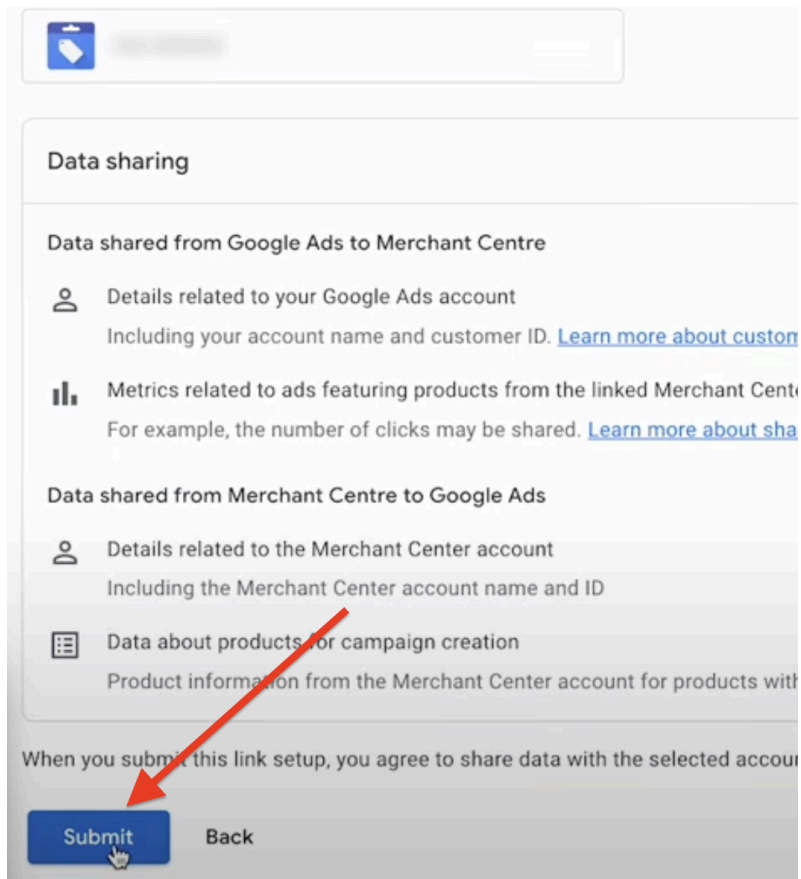
Merchant Center account ID*

Next

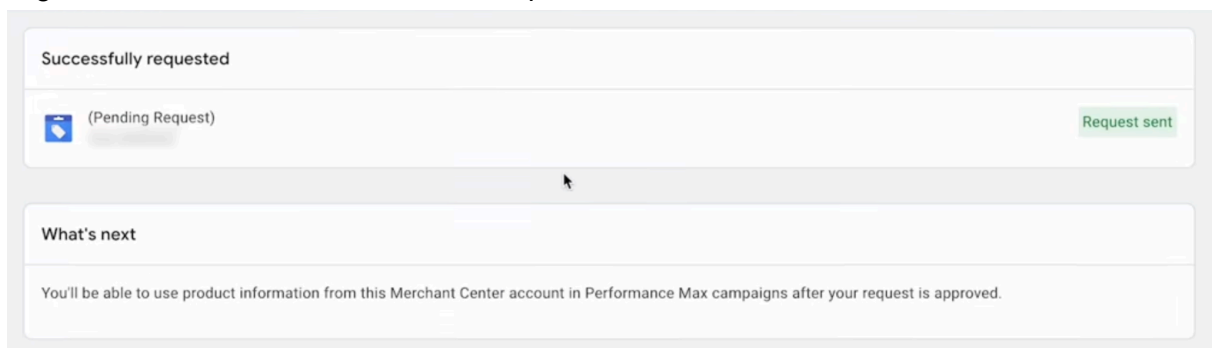
2 Review and submit

6. Press “Next”.

7. Then I press "Submit"

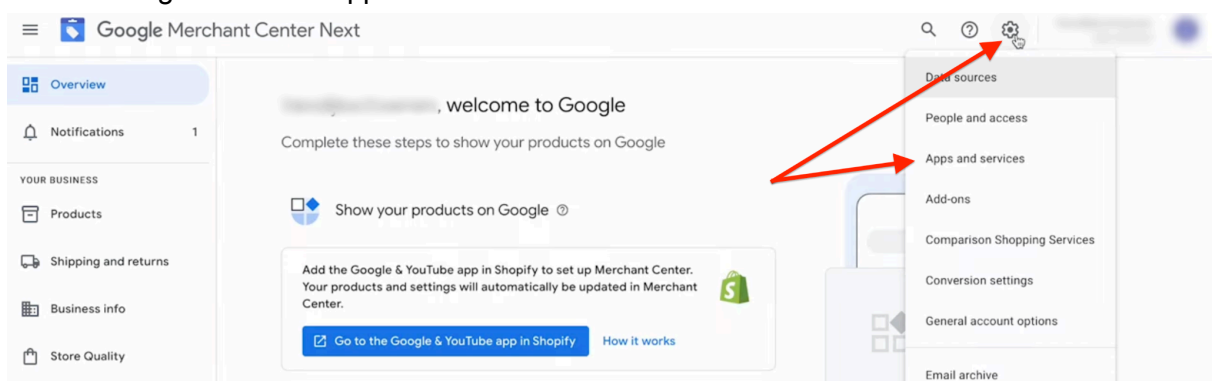


8. And not it sent a request to your Google Merchant Center account so we would need to go to the Merchant Center account to prove this.

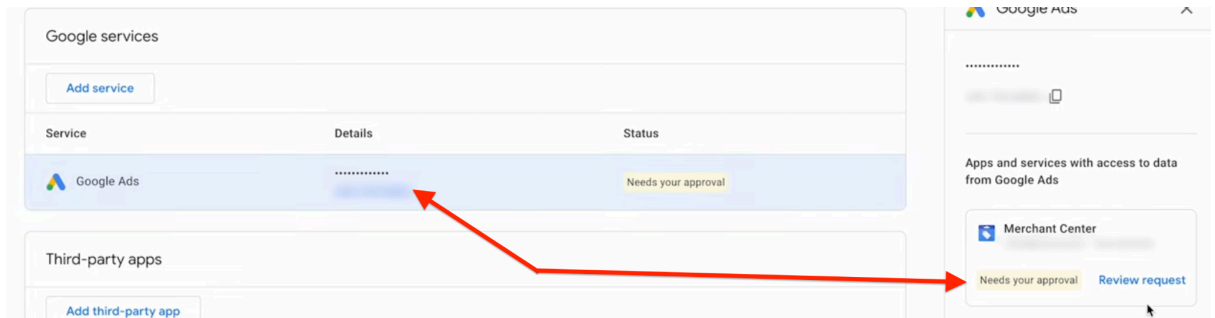


9. Refresh the Google Merchant Center page to catch the update.

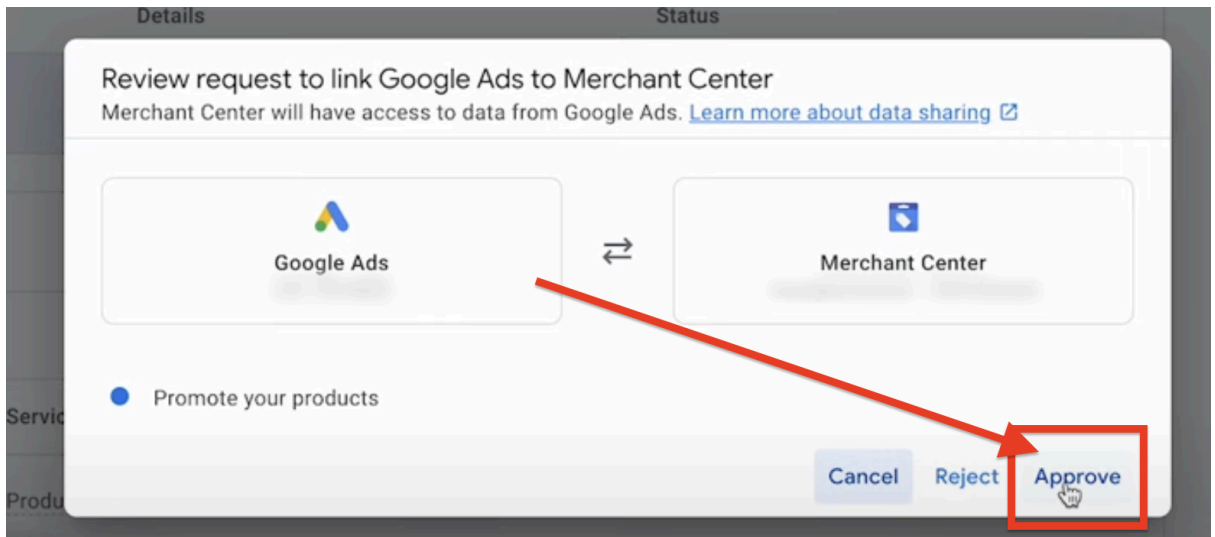
10. Go to Settings. Click on "Apps and services"



11. Now we see one open request. We “Review the request”.



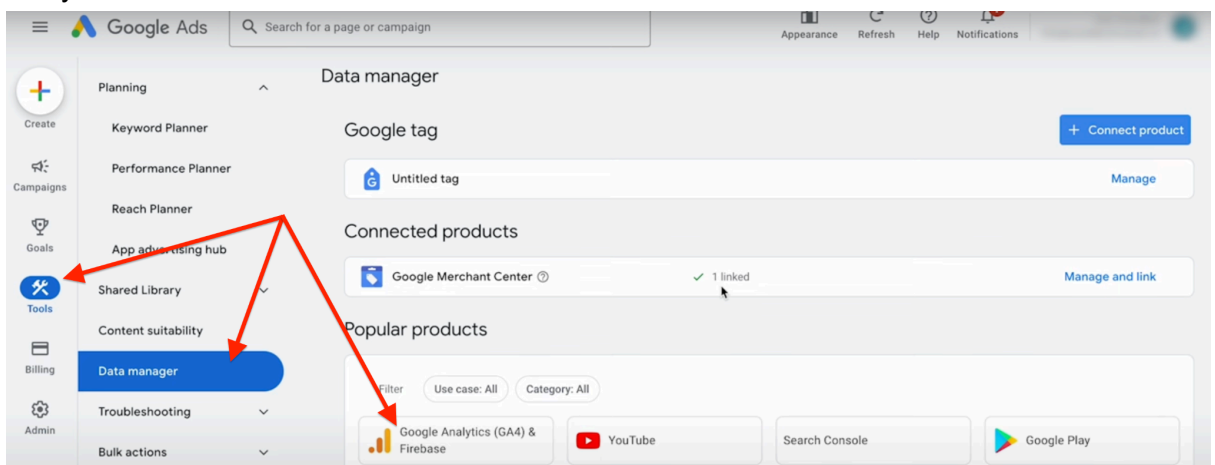
12. Approve it here:



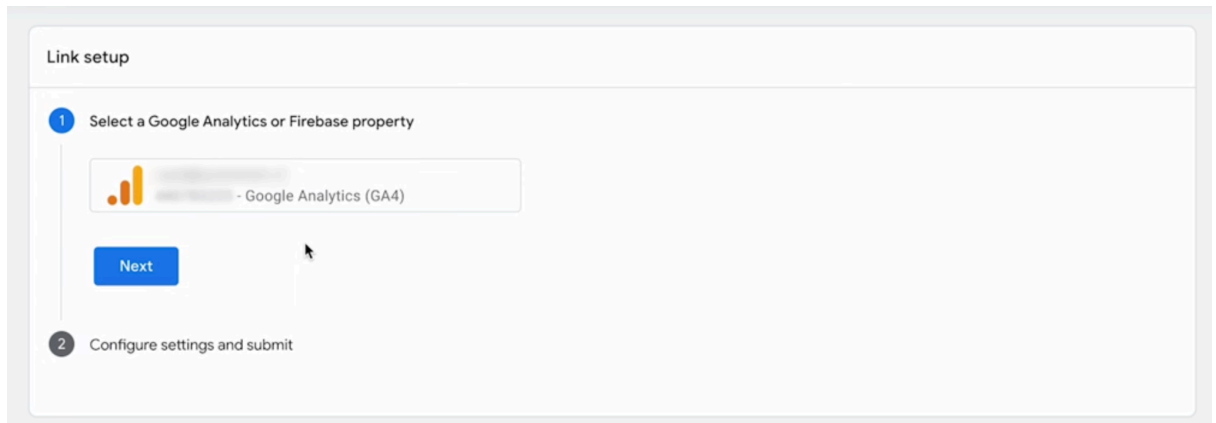
Now all products from the Merchant Center go to the Google Ads account.

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

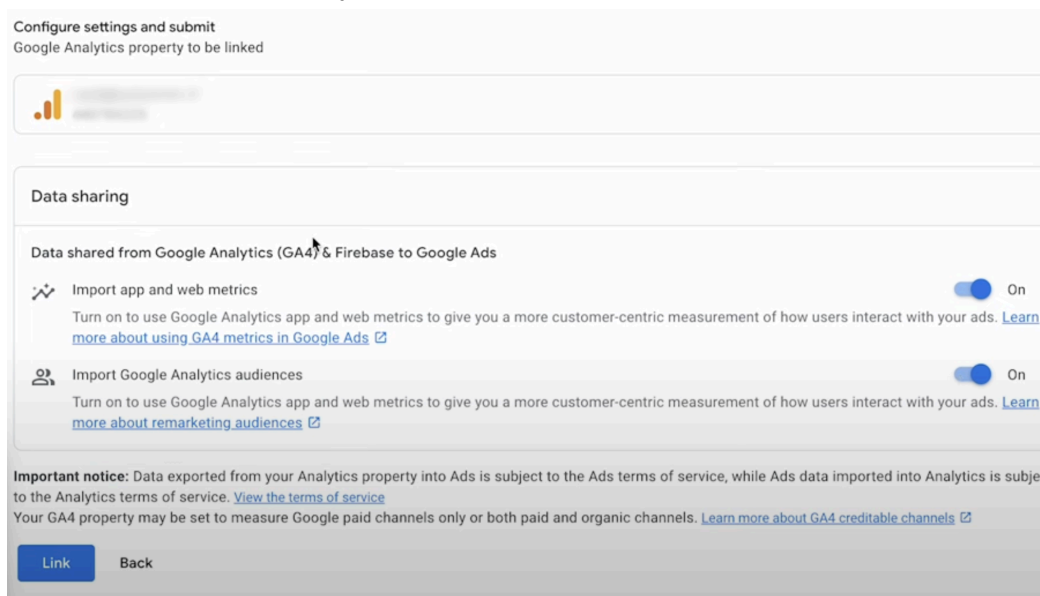
1. Go to your Google Ads account. Click again on “Tools” -> “Data Manager” -> Google Analytics



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”.

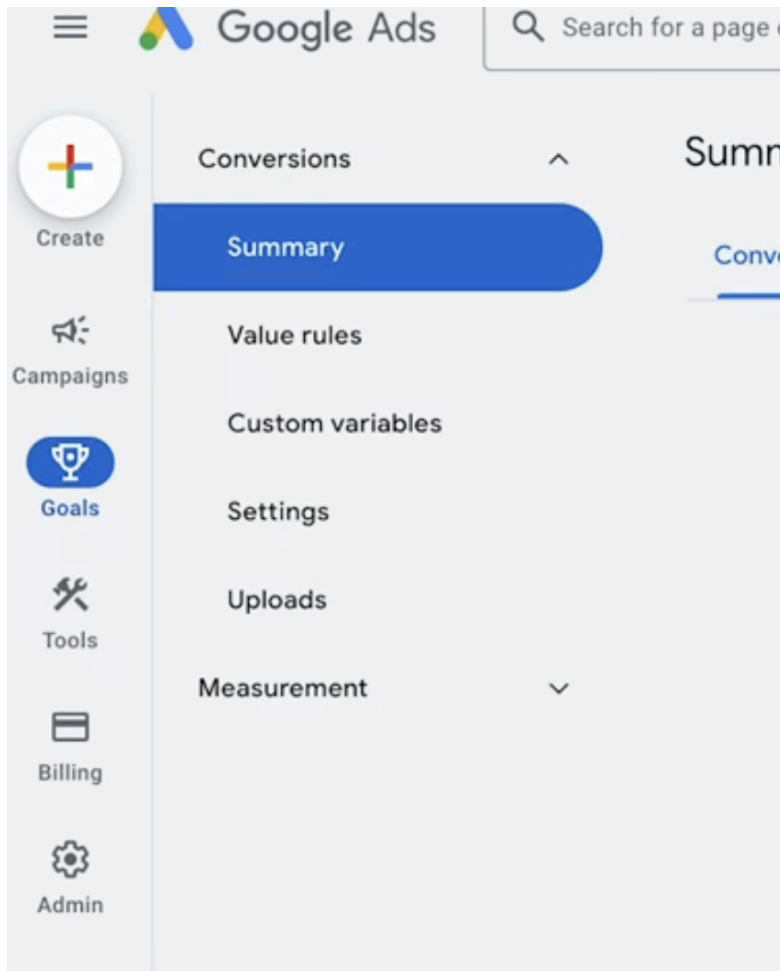


3. Scroll a bit down. Make sure both check marks are on to import all the app and web metrics. Click on “Link” in your left bottom corner. Click on “Done” one more time.

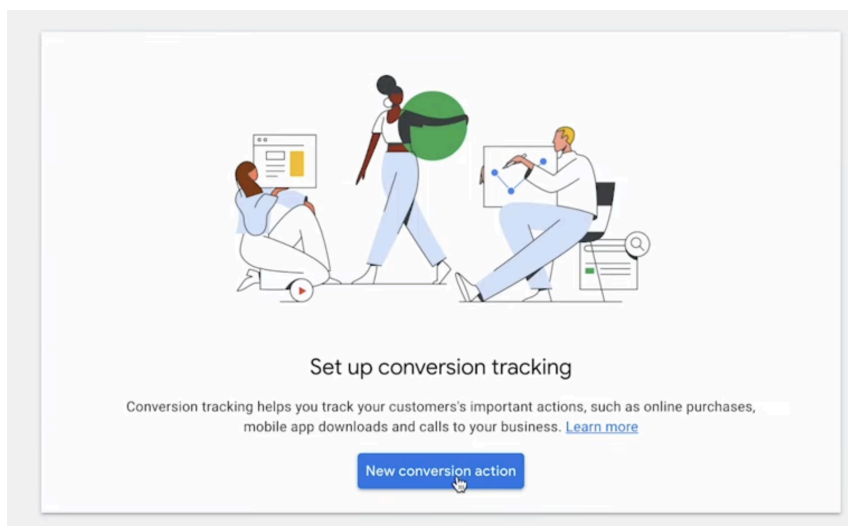


Now we implement the tracking code from Google Analytics to Google Ads.

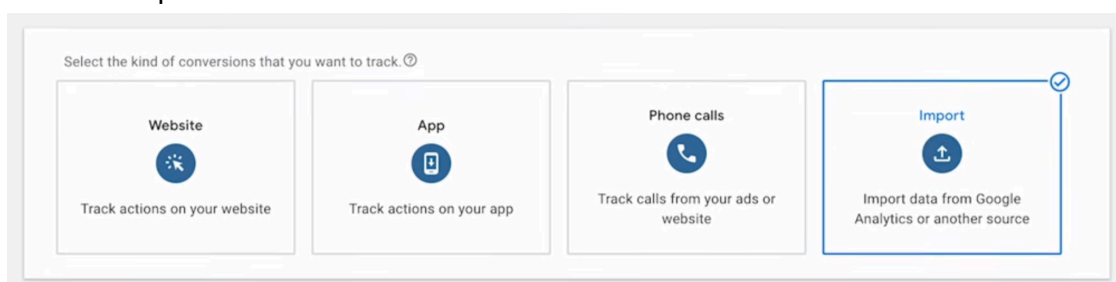
4. Click on the left menu bar “Goals” button. Then, click “Summary”.



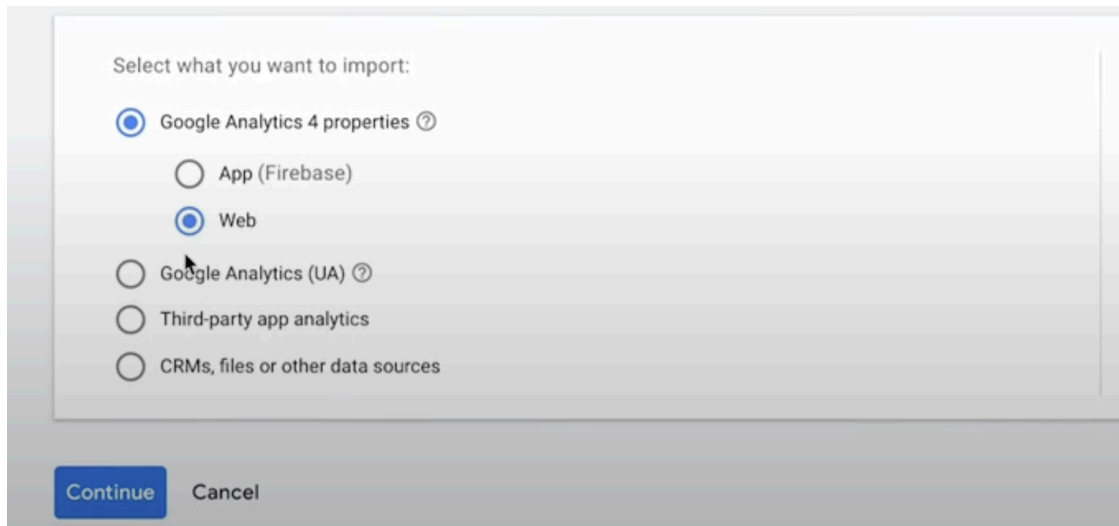
5. Click on “New conversion action”



6. Click on “Import”.



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

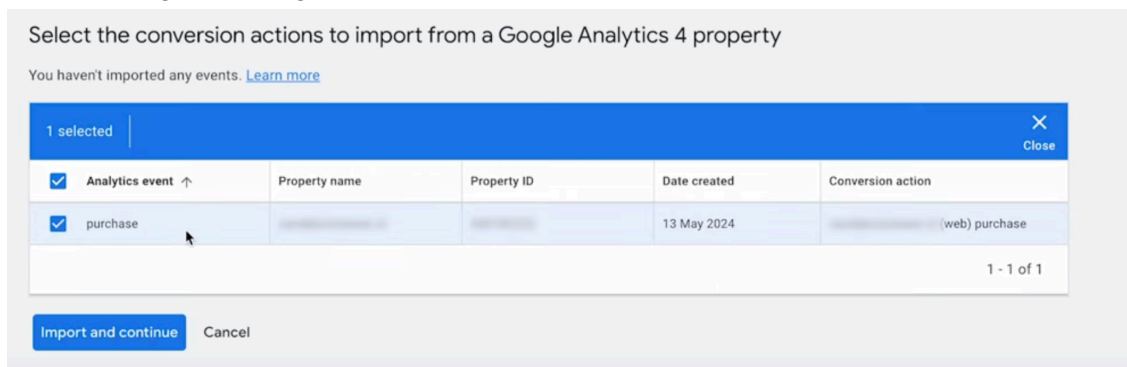


Select what you want to import:

- ☒ Google Analytics 4 properties ?
 - ☐ App (Firebase)
 - ☒ Web
- ☐ Google Analytics (UA) ?
- ☐ Third-party app analytics
- ☐ CRMs, files or other data sources

Continue Cancel

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



Select the conversion actions to import from a Google Analytics 4 property

You haven't imported any events. [Learn more](#)

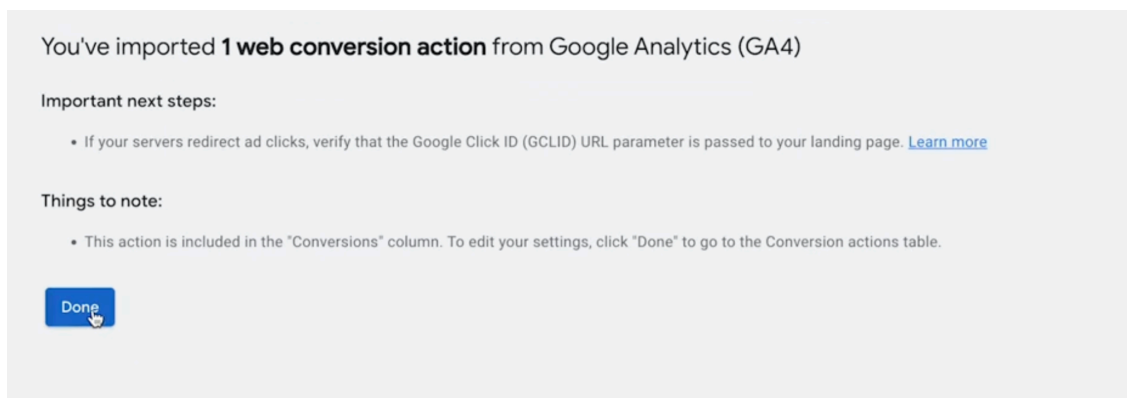
1 selected Close

☒ Analytics event ↑	Property name	Property ID	Date created	Conversion action
☒ purchase			13 May 2024	(web) purchase

1 - 1 of 1

Import and continue Cancel

9. And that's “done”.



You've imported **1 web conversion action** from Google Analytics (GA4)

Important next steps:

- If your servers redirect ad clicks, verify that the Google Click ID (GCLID) URL parameter is passed to your landing page. [Learn more](#)

Things to note:

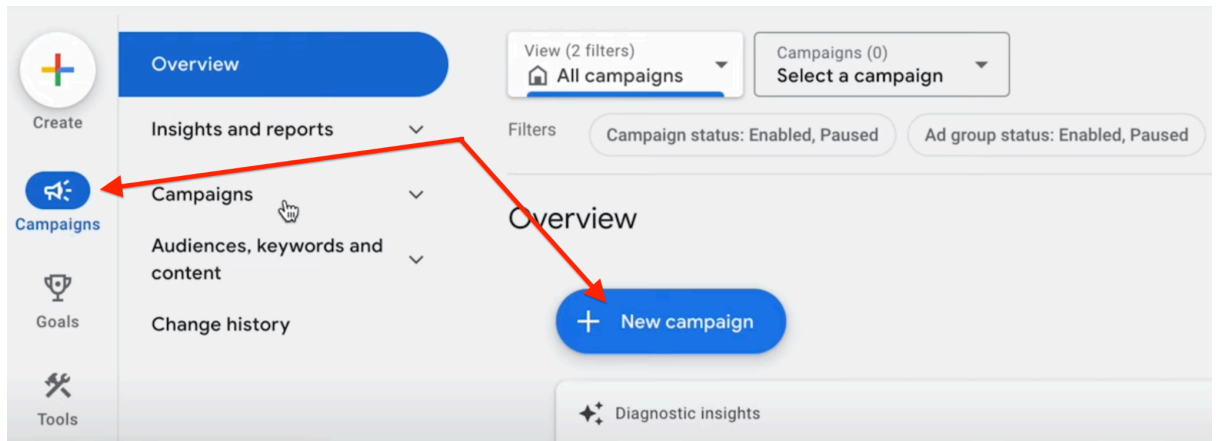
- This action is included in the "Conversions" column. To edit your settings, click "Done" to go to the Conversion actions table.

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”.

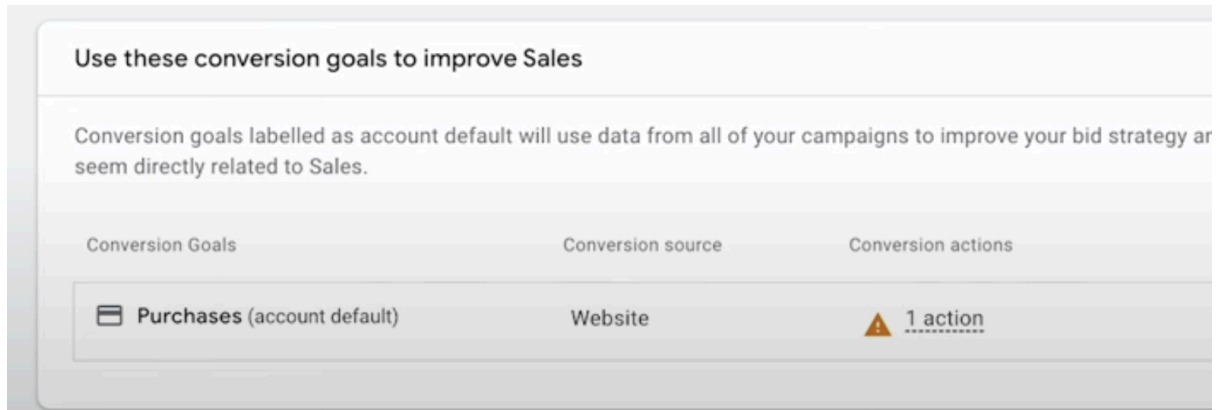
The image shows the 'Tell us about your business' form. The title is 'Tell us about your business' with a subtitle 'You'll get suggestions based on the information you provide'. The first section is 'What's your business name?' with a text input field labeled 'Enter your business name (optional)'. The second section is 'Where should people go after clicking your ad?'. It has two radio button options: 'A website' (selected) and 'Something else'. Below the 'A website' option, there is a text input field labeled 'Enter a web page URL' with a placeholder 'https://'. At the bottom right, there is a blue 'Next' button. A link 'Learn more about your business profile' is also visible.

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

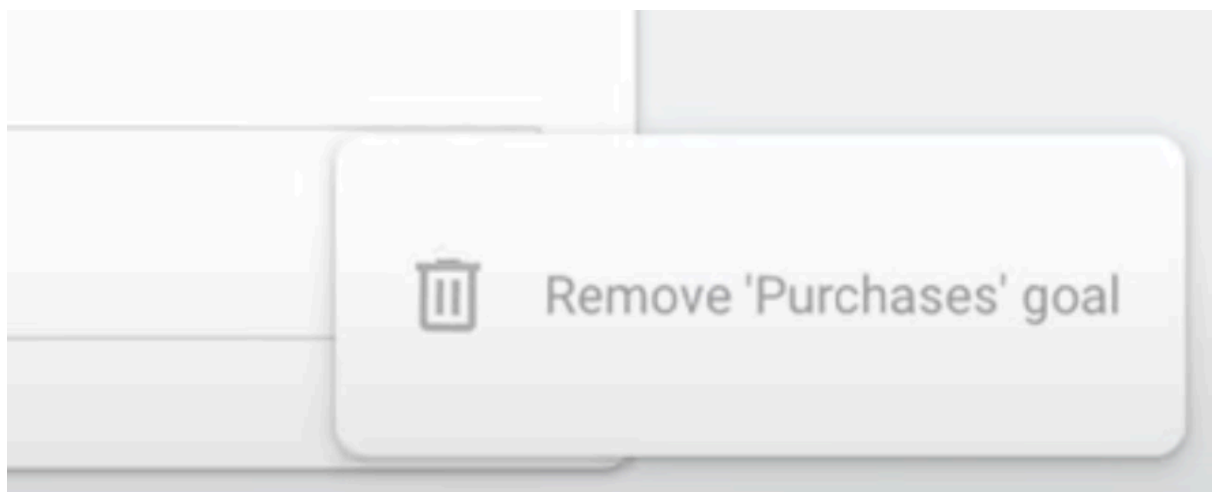
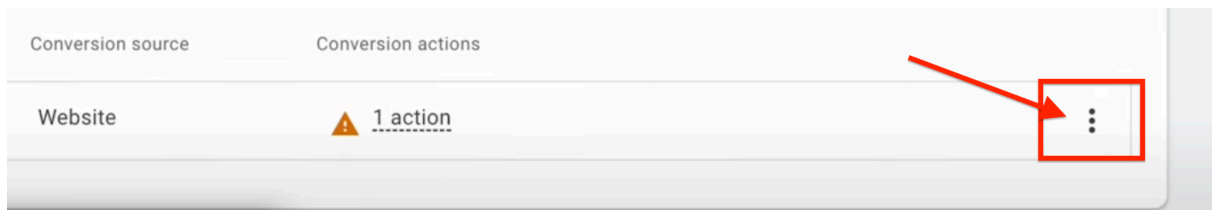
The image shows the 'What's your campaign objective?' form. The title is 'What's your campaign objective?'. Below it is a section 'Choose your objective' with the instruction 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are four selectable options, each with an icon and a description: 'Sales' (highlighted with a blue border), 'Leads', 'Website traffic', and 'App promotion'. The 'Sales' option description is 'Drive sales online, in app, by phone or in store'. The 'Leads' option description is 'Get leads and other conversions by encouraging customers to take action'. The 'Website traffic' option description is 'Get the right people to visit your website'. The 'App promotion' option description is 'Get more installs, engagement and pre-registration for your app'.

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

google analytics.

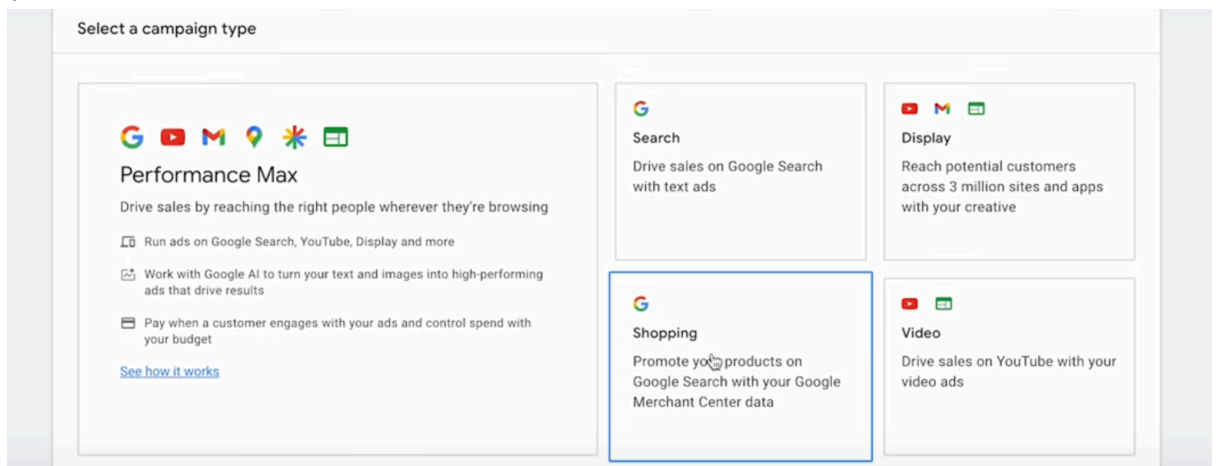


If you have any conversion tracking implemented here, that is not “Purchases”, click on the three dots icon and remove them from here:



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 Standard 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}

7. For now, we are going with the bidding 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.

Budget Set your average daily budget for this campaign

EUR 10

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget and on others you might spend up to twice as much. [Learn more](#)

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

Targeting

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners

Most advertisers include their ads on Google search partner sites

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

Locations Select locations to target

☐ All countries and states/territories

☐ Netherlands

☒ Enter another location

Targeted locations: (2)

Belgium country	Reach	9,690,000
Netherlands country	Reach	25,700,000

Enter a location to target or exclude

Advanced search

For example, a country, city, region or postcode

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:

Location options

Target

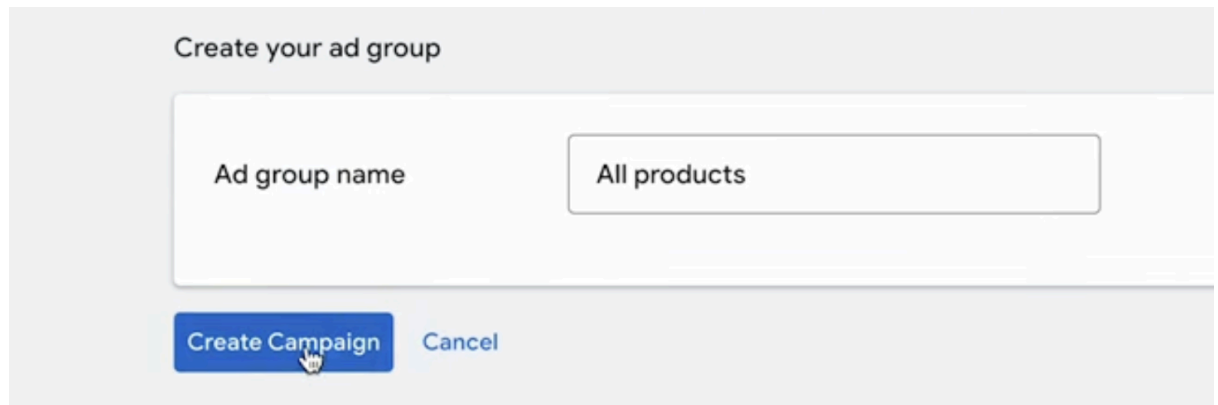
☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

☒ Presence: People in or regularly in your targeted locations

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

All products

13. Click “Create Campaign”.



The screenshot shows a dialog box titled "Create your ad group". Inside the dialog, there is a label "Ad group name" followed by a text input field containing the text "All products". At the bottom of the dialog, there are two buttons: a blue button labeled "Create Campaign" with a mouse cursor hovering over it, and a blue link labeled "Cancel".

Congratulations! You created your first Google Ads Campaign!

Ready to scale your e-com business?

Book your introduction call
with **Robtronic Media** here

[Book your introduction call](#)

