



Introduction to Google Ads - 2019

Outline

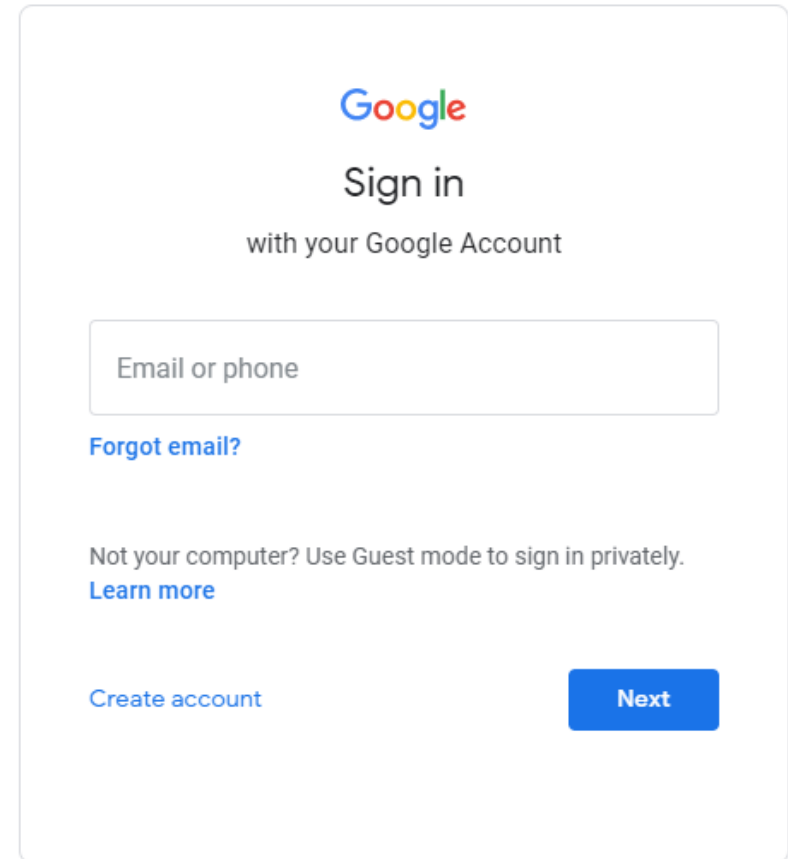
- 1) Todos before creating Your Google Ads account
 - a) Get management access to your Google My Business
 - b) Create a Google Analytics account
 - c) Add your Google Analytics Tracking ID to UnBound
 - d) Get \$100 Google Ads credit code
- 2) Steps to creating Google Ads Account
 - a) Select your business services
 - b) Create your ad copy
 - c) Add some images
 - d) Set your budget
 - e) Add your payment information
 - f) Start your ad
- 3) Post-setup
 - a) Connect your Google Analytics to your Google Ads

Google Account

In order to run Google Ads you **need a Google account**. You most likely already have a Google account that you use with **YouTube**, to manage your **Google My Business** listing or for a **Gmail** account. Google accounts are tied to email accounts and most Google accounts are Gmail email addresses.

If you do not have a Google account you can sign up for one here:

<https://accounts.google.com/signup/v2/webcreateaccount>



Google

Sign in
with your Google Account

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.
[Learn more](#)

[Create account](#) [Next](#)

English (United States) ▼

[Help](#)

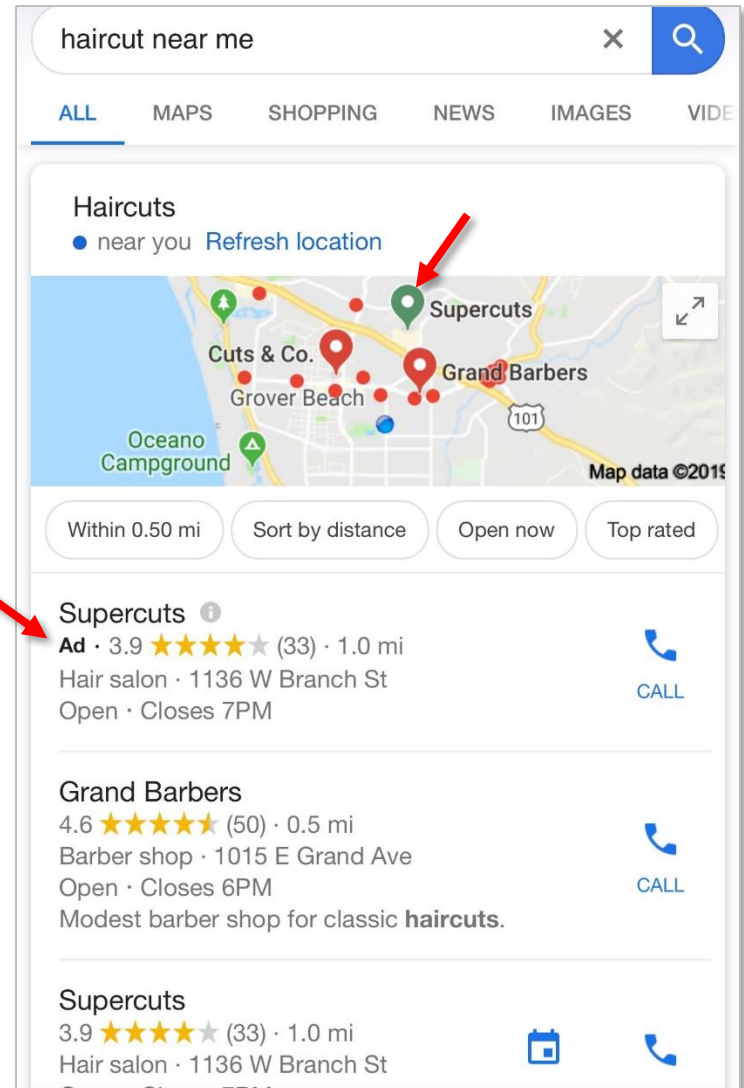
[Privacy](#)

[Terms](#)

Google My Business

The next thing you will need to do is get access to manage your **Google My Business** locations. You need to manage your Google My Business locations in order to have your **Google Ads** appear in map results like you can see in the image on the right.

Having a paid search ad appear in maps is the only way to guarantee the top spot in map results.



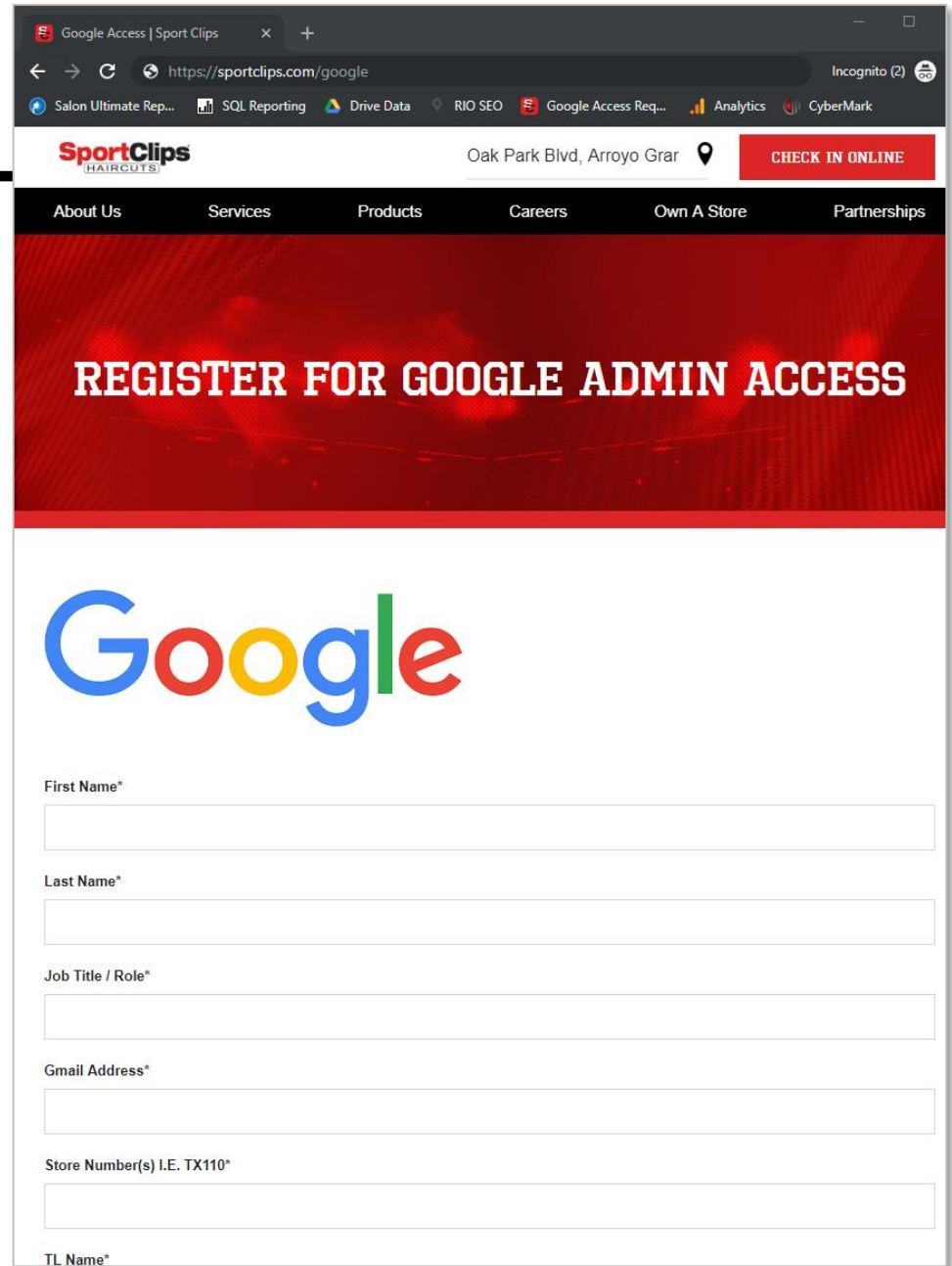
Google My Business

To get access to your Google My Business profile if you do not already have it, go to:

<https://sportclips.com/google>

Once there, you just need to fill in this form and the Sport Clips Digital Team will get you access to your stores Google My Business Account.

You will need to use the same Google Account that manages your Google My Business to manage your Google Ads.



The screenshot shows a web browser window displaying the SportClips website. The browser's address bar shows the URL <https://sportclips.com/google>. The website header includes the SportClips logo, a location pin for "Oak Park Blvd, Arroyo Grar", and a "CHECK IN ONLINE" button. The navigation menu contains links for "About Us", "Services", "Products", "Careers", "Own A Store", and "Partnerships". A large red banner with white text reads "REGISTER FOR GOOGLE ADMIN ACCESS". Below the banner is the Google logo. The registration form consists of several input fields, each with an asterisk indicating it is required:

- First Name*
- Last Name*
- Job Title / Role*
- Gmail Address*
- Store Number(s) I.E. TX110*
- TL Name*

Google My Business

Please **wait** until you receive an email to your Google Account inviting you to **manage your** Sport Clips' location information in **Google My Business** before going forward.

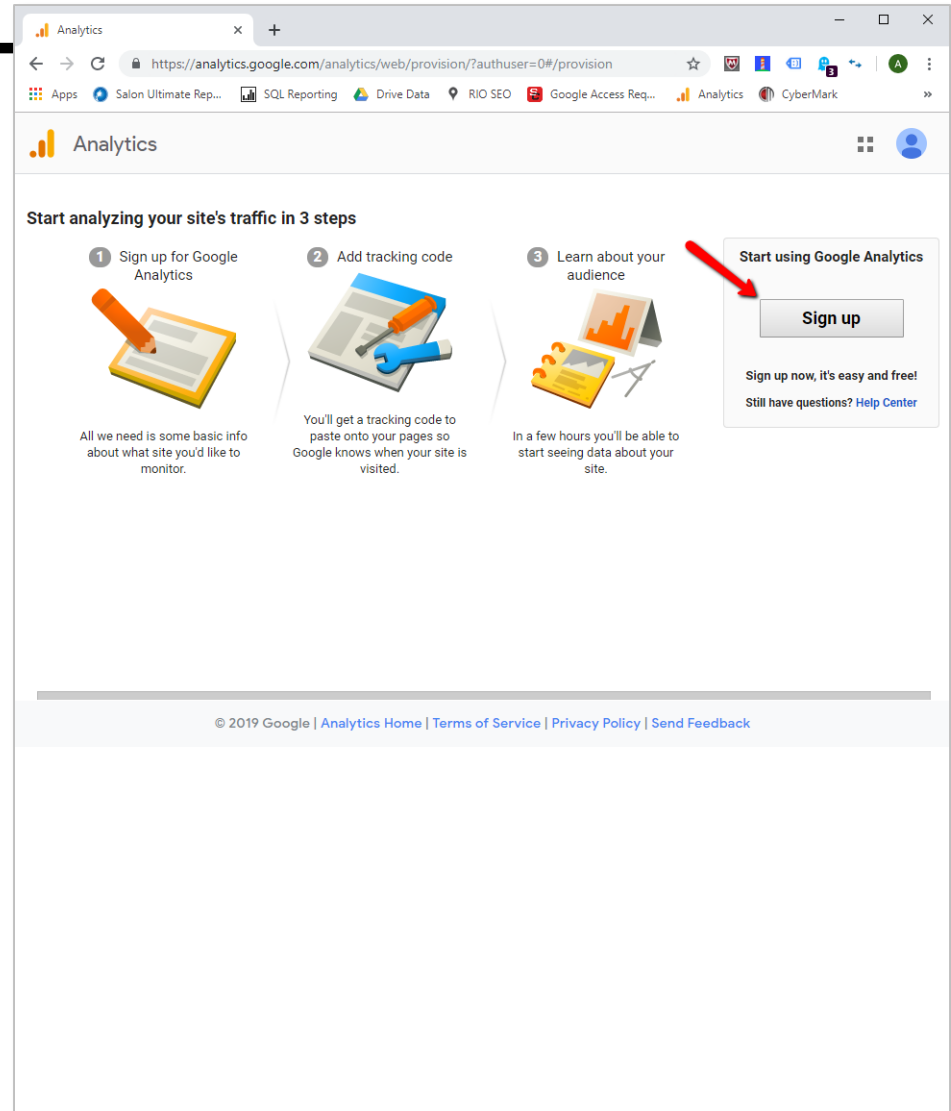


Google Analytics

Now you will want to setup a **Google Analytics account** if you do not already have one. This is not absolutely necessary but it will help you understand how your paid traffic is doing as compared to organic search traffic.

To create your Google Analytics profile go here:
<https://analytics.google.com/analytics/web/>

And click “Sign up”



The screenshot shows the Google Analytics sign-up page in a browser window. The URL is <https://analytics.google.com/analytics/web/provision/?authuser=0#/provision>. The page features a navigation bar with the Analytics logo and a user profile icon. Below the navigation bar, there is a section titled "Start analyzing your site's traffic in 3 steps" with three numbered steps:

- 1 Sign up for Google Analytics**: Accompanied by an icon of a pencil writing on a notepad. Below the icon, it says: "All we need is some basic info about what site you'd like to monitor."
- 2 Add tracking code**: Accompanied by an icon of a notepad with a pencil and a blue tool. Below the icon, it says: "You'll get a tracking code to paste onto your pages so Google knows when your site is visited."
- 3 Learn about your audience**: Accompanied by an icon of a notepad with a bar chart and a pencil. Below the icon, it says: "In a few hours you'll be able to start seeing data about your site."

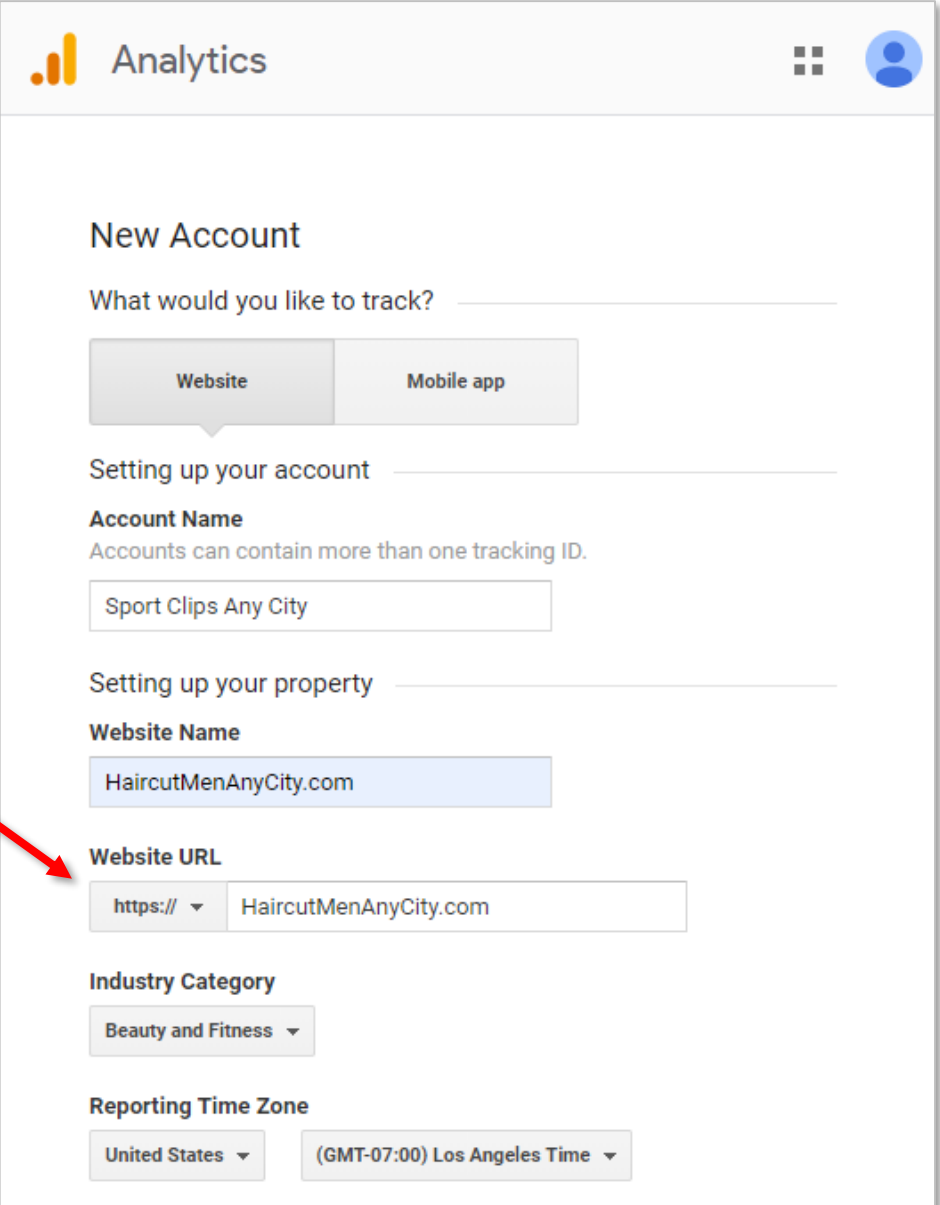
To the right of these steps is a box titled "Start using Google Analytics" with a prominent "Sign up" button. A red arrow points to this button. Below the button, it says: "Sign up now, it's easy and free! Still have questions? [Help Center](#)".

At the bottom of the page, there is a footer with the text: "© 2019 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)".

Google Analytics

Fill in the following information:

- Account name
 - Sport Clips (Your Location)
- Website name
 - Type in your domain (e.g. HaircutMenAnyCity.com)
- Website URL
 - Change the drop down option in the URL to be “https://”
 - The paste in the rest of your domain (e.g. HaircutMenAnyCity.com)
- Set your time zone to match your local time zone



Analytics

New Account

What would you like to track? _____

Website **Mobile app**

Setting up your account _____

Account Name
Accounts can contain more than one tracking ID.

Sport Clips Any City

Setting up your property _____

Website Name
HaircutMenAnyCity.com

Website URL
https:// HaircutMenAnyCity.com

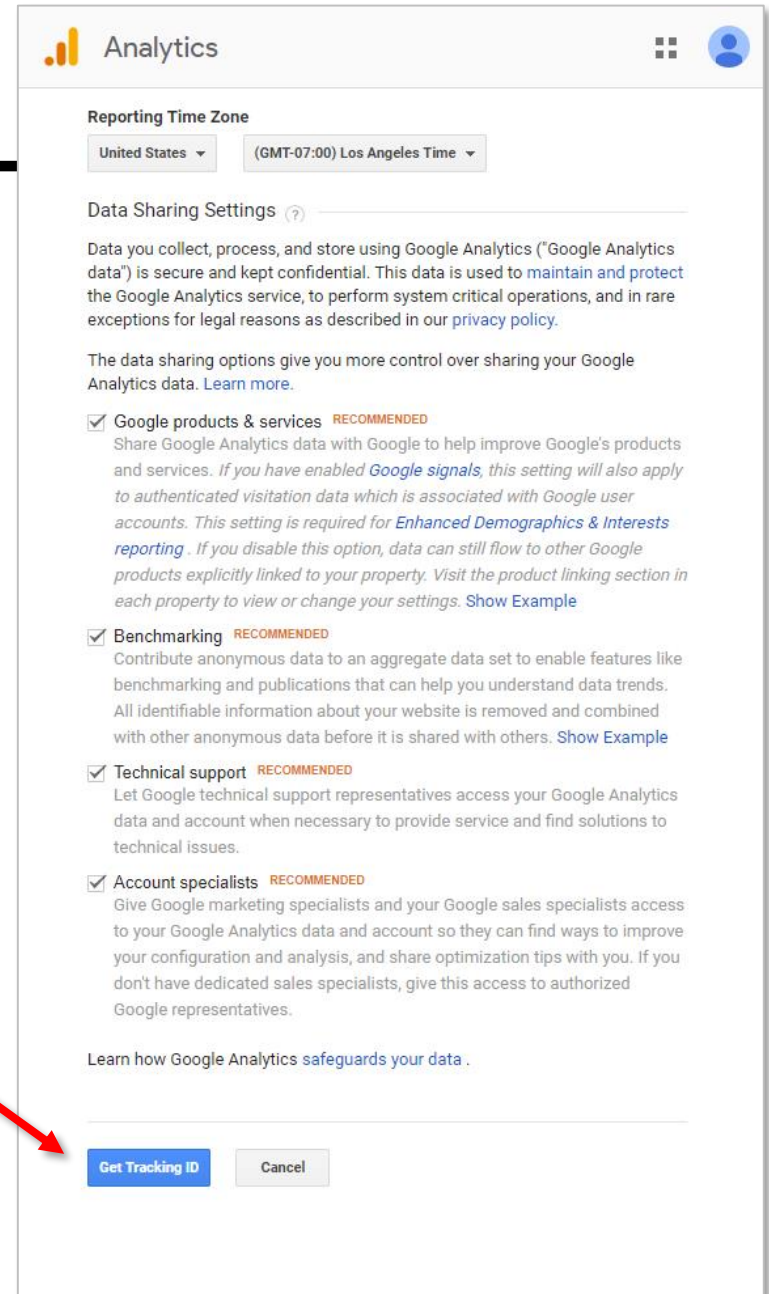
Industry Category
Beauty and Fitness

Reporting Time Zone
United States (GMT-07:00) Los Angeles Time

Google Analytics

You can leave all the data sharing checkmarks set, they will not harm you, but if you prefer you can uncheck them and it will not affect your Google Ads tracking.

Click “Get Tracking ID”



Analytics

Reporting Time Zone

United States (GMT-07:00) Los Angeles Time

Data Sharing Settings (?)

Data you collect, process, and store using Google Analytics (“Google Analytics data”) is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- Google products & services** **RECOMMENDED**
Share Google Analytics data with Google to help improve Google’s products and services. *If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the [product linking](#) section in each property to view or change your settings. [Show Example](#)*
- Benchmarking** **RECOMMENDED**
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- Technical support** **RECOMMENDED**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** **RECOMMENDED**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don’t have dedicated sales specialists, give this access to authorized Google representatives.

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

Get Tracking ID Cancel

Google Analytics

Accept the Terms of Service on the following page and click 'I Accept'

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

United States ▾

Google Marketing Platform

Please note that these terms have been modified.

Google serves cookies to analyse traffic to this site. Information about your use of our site is shared with Google for that purpose. [See details](#) [OK, got it](#)

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

Additional Terms Applicable to Data Shared with Google

You indicated you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data you share with Google under the GDPR.

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Google Measurement Controller-Controller Data Protection Terms

The Measurement Services customer agreeing to these terms ("**Customer**") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "**Agreement**") through which services user interface Customer has enabled the Data Sharing Setting.

These Google Measurement Controller-Controller Data Protection Terms

I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

[I Accept](#) [I Do Not Accept](#)

Google Analytics

The **Tracking ID** is unique to your Google Analytics profile. This will be the Tracking ID that you add to your website via the UnBound dashboard.

Tracking ID

UA-142393309-1

Status

No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-142393309-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-142393309-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Analytics

Go to your **UnBound Dashboard** for the website you want to create an ad for and click on **Attributes**.

Scroll down until you see the **attribute called "Google Analytics Tracking Code"**.

Paste your Google Analytics Tracking ID number and click 'Save'.

Google Analytics will be installed onto your website when your website gets updated.

The screenshot shows the Unbound dashboard interface. At the top, there is a navigation bar with the Unbound logo and menu items: Dashboard, Content, Marketing, Insights, and Social. Below the navigation bar, there are four summary cards: 32 Pages, 0 Content Items, 0 Files, and 0 Images. A red arrow points to the 'Attributes' button in the second row of buttons. Below this, there is a 'Recently Updated Pages' section with a search input field labeled 'Enter keywords'. The main content area is a modal window titled 'Attributes'. It contains several form fields: Facebook URL - Vanity, GMB (with a URL), Google Analytics Tracking Code (with a tracking ID), Google Meta Data, Google Reviews Link, Grand Opening (dropdown), Holiday Hours Date (calendar), Holiday Hours Of Op, Hours of Op Special End Date (calendar), Hours of Op Special Start Date (calendar), Listen360 (Yes/No), and Listen360 Membership. A red arrow points to the 'Save' button at the bottom right of the modal. On the right side of the dashboard, there is a list of templates with their names and modification dates.

Google Ads – Free Ads

Go to:

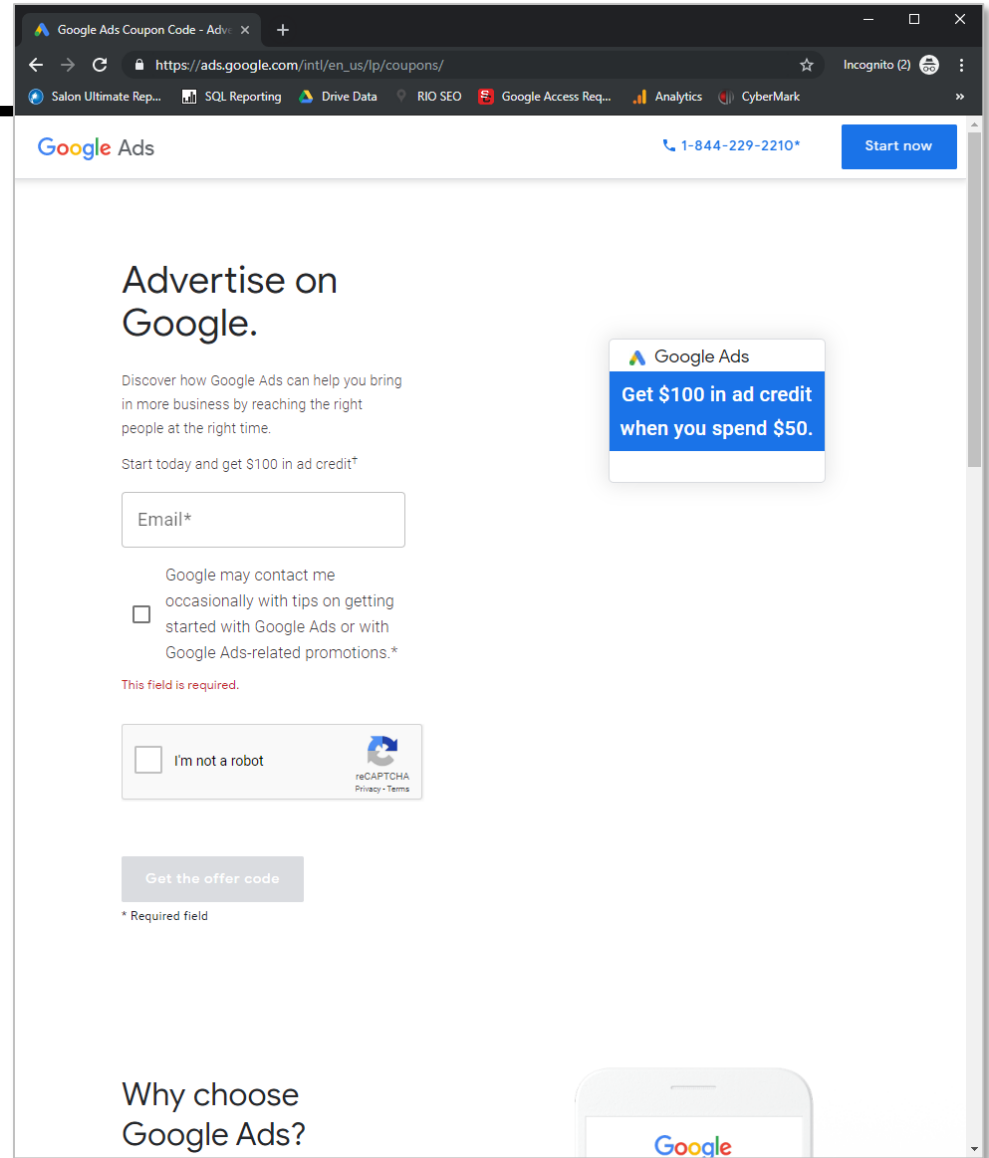
https://ads.google.com/intl/en_us/lp/coupons/

If this link still works you can **get \$100 Google Ads credit when you spend \$50.**

Enter your information including the Google account email address that you will be using for both Google Ads and Google Analytics and click 'Get the offer code'.

You should receive an email with a promo offer code.

If the above link does not work go directly to the next slide.



The screenshot shows a browser window with the URL https://ads.google.com/intl/en_us/lp/coupons/. The page features the Google Ads logo and a "Start now" button. The main heading is "Advertise on Google." Below this, there is a promotional message: "Discover how Google Ads can help you bring in more business by reaching the right people at the right time. Start today and get \$100 in ad credit*." A prominent blue call-to-action box states "Get \$100 in ad credit when you spend \$50." The form includes an "Email*" input field, a checkbox for "Google may contact me occasionally with tips on getting started with Google Ads or with Google Ads-related promotions.*", a reCAPTCHA "I'm not a robot" checkbox, and a "Get the offer code" button. A note at the bottom indicates "* Required field". At the bottom of the page, there is a section titled "Why choose Google Ads?" with a smartphone graphic displaying the Google logo.

Google Ads - Start

Now it's time to actually setup our Google Ads. Go to:

<https://ads.google.com/>

Click **'Start now'**

It will most likely ask you to login to Google again just for some additional security.

Google Ads - Get More Custom... x +

https://ads.google.com/home/

Salon Ultimate Rep... SQL Reporting Drive Data RIO SEO Google Access Req... Analytics CyberMark Update Store Hours...

Google Ads 1-844-245-2553* Sign in Start now

Overview How it works Cost FAQ Advanced resources Contact

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

Call to get set up by a Google Ads specialist
1-844-245-2553*
*Mon-Fri, 9am-9pm ET

Search: dance classes

Ascendance - Kids Dance Classes
Ad ascendancestudio.com

All Ages and Styles. Try a Free Class Today

Call for help signing up

- Start a new account
- Create your first campaign
- Get ongoing support for new accounts in the first 3 months

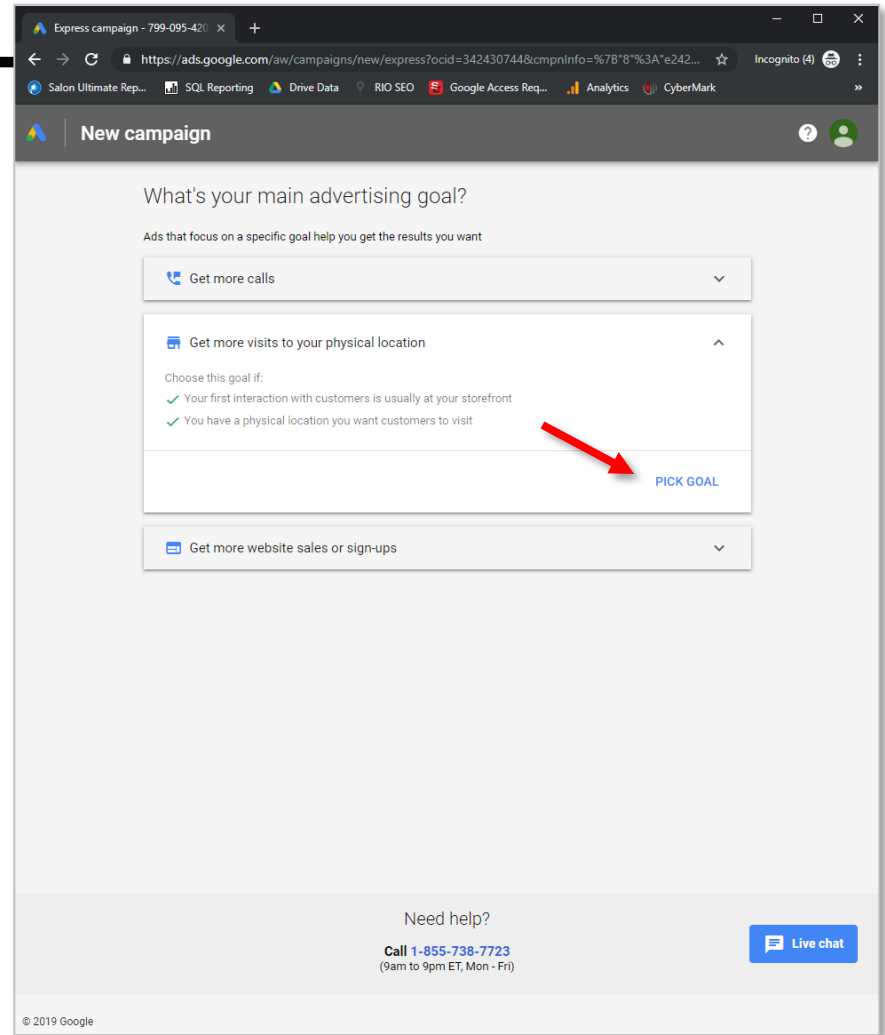
1-844-245-2553*
*Mon-Fri, 9am-9pm ET

Google Ads – Overall Goal

On a new Google Ads account it will ask you what your main advertising goal is.

In this case we want to choose **visits to your physical location**.

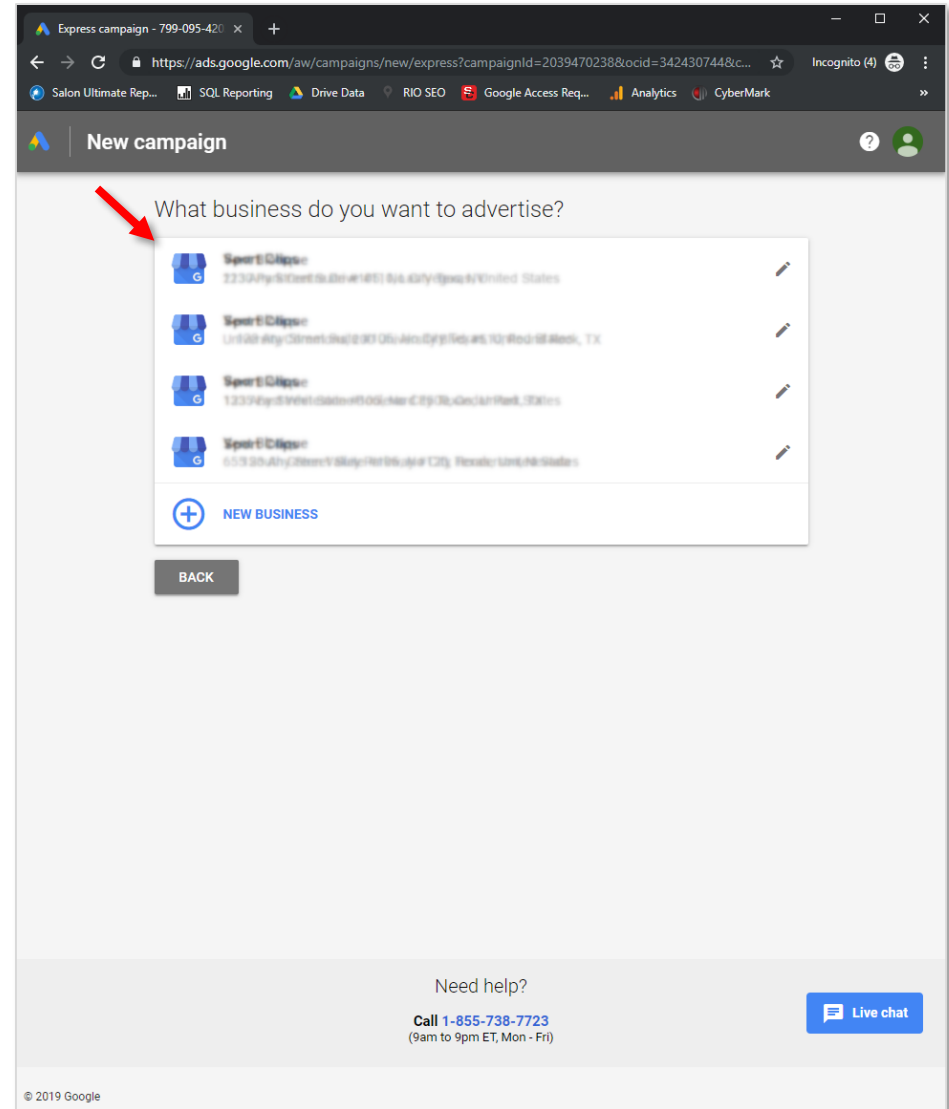
Expand that option and choose 'Pick Goal'.



Google Ads – Store Select

Now, if you have successfully gained access to your **Google My Business listings** as described earlier, the next screen should show you the Google My Business locations that you have access to. In this example, we have 4 stores connected to the account so we have 4 options to choose from.

Select 1 location which will take you to the following page.



The screenshot shows a web browser window with the URL <https://ads.google.com/aw/campaigns/new/express?campaignId=2039470238&locid=342430744&c...>. The page title is "New campaign". The main heading is "What business do you want to advertise?". A red arrow points to the first item in the list. The list contains four SportClips locations, each with a blue location pin icon, the SportClips logo, and a small edit icon. Below the list is a "NEW BUSINESS" button with a plus sign icon. A "BACK" button is located below the list. At the bottom of the page, there is a "Need help?" section with the phone number "Call 1-855-738-7723 (9am to 9pm ET, Mon - Fri)" and a "Live chat" button.

Express campaign - 799-095-420 x +

https://ads.google.com/aw/campaigns/new/express?campaignId=2039470238&locid=342430744&c... Incognito (4)

Salon Ultimate Rep... SQL Reporting Drive Data RIO SEO Google Access Req... Analytics CyberMark

New campaign

What business do you want to advertise?

- SportClips®
22324 Highway 101, Suite 101, Dallas, TX 75244, United States
- SportClips®
11111 Highway 101, Suite 101, Dallas, TX 75244, United States
- SportClips®
12345 Highway 101, Suite 101, Dallas, TX 75244, United States
- SportClips®
6555 Highway 101, Suite 101, Dallas, TX 75244, United States

NEW BUSINESS

BACK

Need help?
Call 1-855-738-7723
(9am to 9pm ET, Mon - Fri)

Live chat

© 2019 Google

Google Ads - Location

Google will now show you a recommended service radius to advertise in.

In 2018, a poll of consumers showed that most were consumers **willing to drive up to 13 minutes to get a haircut**. You can use this as a base for how large your ad radius should be, or you can choose to advertise in a wider or smaller area.

In our case we are just going to leave the 15 mile radius that Google is suggesting in place.

Once your radius is set, click 'Next'.

The screenshot shows the 'New campaign' setup page in Google Ads. The browser address bar shows the URL: <https://ads.google.com/aw/campaigns/new/express?campaignId=2039470238&ocid=342430744&c...>. The page title is 'New campaign'. The main heading is 'Where are your customers?'. Below this, a box displays 'Potential audience size: 10,640,902 people per month'. Underneath, there are two options to 'Find new customers in the areas you serve': 'Set up a radius around your business' (which is selected) and 'Set up specific areas'. The 'What's your business address?' section shows '2130 Park Centre Drive #110, Las Vegas, NV 89135, United States'. The 'What radius around your business?' section features a slider set to '15 mi', with a range from 3 to 40 miles. A map of the Las Vegas area is shown with a blue circle representing the 15-mile radius. At the bottom left of the map area, there are 'BACK' and 'NEXT' buttons, with a red arrow pointing to the 'NEXT' button. At the bottom right, there is a 'Need help?' section with the phone number 'Call 1-855-738-7723 (9am to 9pm ET, Mon - Fri)' and a 'Live chat' button.

Google Ads - Basics

Google will pull your primary **business category** from Google My Business which will be **'Hair salon'**. Leave this as is, you cannot have 2 business categories and 'Barbershop' is not accurate.

You can however **add services**. In our example we used the following services:

- Mens haircuts
- Haircuts for children
- Walk-in haircuts
- Open weekends
- Online check-in

Once your services are entered click 'Next'.

Express campaign - 799-095-420 x +

https://ads.google.com/aw/campaigns/new/express?campaignId=2039470238&ocid=342430744&c... ☆ Incognito (4)

Salon Ultimate Rep... SQL Reporting Drive Data RIO SEO Google Access Req... Analytics CyberMark

New campaign

Define your product or service

Potential audience size
19,986 people per month

Which language do you want to advertise in?
English

What is your business category?
 Hair salon
 For example: Plumber

What specific products or services do you want to promote in this ad?
We'll show your ad to people searching for similar terms on Google

Mens Haircuts ×
Haircuts for Children ×
Walk-In Haircuts ×
Open Weekends ×
Online Check-in ×

[+ ADD ANOTHER](#)

Suggested for you

+ Bridal & Event Hair Styling + Mens Hair Salon + Colors & Highlights + Extensions + Hair Salon for Children + Haircuts
+ African American Hair Salon + Manicure & Pedicure + Walk-In Hair Salon + Hair Straightening + Braiding Salon
+ Hairstylist + Shampoo

BACK NEXT

You can 'Add Another' service if the option you want is not shown in the word balloons below.

Google Ads – Ad Copy

The next page is where you will build your search ad. This is the text **will appear** in **search results** as seen in the image on the lower right and possibly mobile responsive ads on cellphones.

This text will **not appear** in **the map results**. The map ad will only show your business information in the top position on the map and color your location pin green instead of red.

Ad #1

Headline 1
Sport Clips Las Vegas 21 / 30

Headline 2
MVP Haircuts for Men 20 / 30

⚠ This issue might cause your ad to be disapproved 20 / 30

- MVP: Excessive capitalization usually isn't allowed.

Description
Do You Want a New Hairstyle? Let Us Give You a New Hairstyle Right Now. 71 / 90

Your ad preview

Sport Clips Las Vegas | MVP Haircuts for Men

Ad [http://www.sportclips.com/...](#)

Do You Want a New Hairstyle? Let Us Give You a New Hairstyle Right Now.

📍 2130 Park Centre Drive #110, Las Vegas, NV

🔍 SEE MORE AD LAYOUTS

Google

All Maps Shopping News Books More Settings Tools

About 1,440,000,000 results (0.79 seconds)

Restaurant/QSR Focused Agency | Operator Experience

Ad [www.simmergroup.com/](#)

Simmer Group is an agency focused exclusively in the hospitality and QSR worlds. NYC Based. Proven Team. Hyper Focused. Services: Architecture+Interiors, Production, Marketing, Packaging.

Contact Now
Fill Out the Form To Leave a Message. We'll Get Back To You.

Let's Talk
Fill Out the Form With Your Details To Make a Service Inquiry.

Sam's Giant Manhattan Pizza Me and Z's

Google Ads – Ad Copy

So let's build out the text ad. Whenever you enter text into a field the ad preview will update. The **character count** for each field is **on the right** of the screen **in grey**.

Don't worry too much about creating the perfect ad the first time. You can create more ads later and see which ones lead to more clicks and visits.

The screenshot shows the Google Ads interface for creating a text ad. It includes the following elements:

- Ad #1**
- Headline 1:** Sport Clips Las Vegas (21 / 30 characters)
- Headline 2:** MVP Haircuts for Men (20 / 30 characters)
- Warning:** This issue might cause your ad to be disapproved.
 - MVP: Excessive capitalization usually isn't allowed.
- Description:** Do You Want a New Hairstyle? Let Us Give You a New Hairstyle Right Now. (71 / 90 characters)
- Your ad preview:** A simulated view of the ad showing the headline, a link to the website, the description, and the address: 2130 Park Centre Drive #110, Las Vegas, NV. A button labeled "SEE MORE AD LAYOUTS" is visible at the bottom.

Let's start with the Headline. Generally people like to know who they will be working with and what they will be getting so you can try, '**Sport Clips (location) MVP haircuts for men**' or '**Sport Clips (location) Check-in Online**'. Both would be good headlines for your starter ad. Or you could go another way by asking a question which might get more engagement such as, '**Want to feel like an MVP? Try a Sport Clips haircut**'.

Google Ads – Ad Copy

The next thing to add would be the **ad description**. Here is your chance to sell them if your headline has caught their eye and you've got more characters to do it.

Ad #1

Headline 1
Sport Clips Las Vegas 21 / 30

Headline 2
MVP haircuts for men 20 / 30


Description
Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line. 88 / 90

▲ This issue might cause your ad to be disapproved 88 / 90

- MVP: Excessive capitalization usually isn't allowed.


Your ad preview

Sport Clips Las Vegas | MVP haircuts for men

 <http://www.sportclips.com/>

Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.

📍 2130 Park Centre Drive #110, Las Vegas, NV

 [SEE MORE AD LAYOUTS](#)

A good ad description for your location could be, **'Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.'** Or you could try, **'Get an MVP haircut with no wait when you check-in online at Sport Clips.'**

Google Ads – Ad Copy

Warning: do not use a competitor's name in your ad text. Your ad will get rejected.

So now **we have created our first ad**. We can create more ads by clicking '**Write another ad**', or can continue on with getting our current ad live.

Go ahead and click 'Next' when you are ready to move on.

The screenshot shows the 'New campaign' interface in Google Ads. The main heading is 'Let's write your ad'. Below it, there is a prompt: 'Highlight the products and services you offer, and what makes your business unique'. A dropdown menu is set to 'Get tips and view sample ads'. The ad copy is as follows:

- Ad #1**
- Headline 1:** Sport Clips Las Vegas (21 / 30)
- Headline 2:** MVP haircuts for men (20 / 30)
- Description:** Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line. (88 / 90)

There are two warning messages for the headline 2 and description: 'This issue might cause your ad to be disapproved' with the note 'MVP: Excessive capitalization usually isn't allowed.' Below the ad copy is a 'Your ad preview' section showing the ad as it would appear: 'Sport Clips Las Vegas | MVP haircuts for men' with a URL, the same description, and the address '2130 Park Centre Drive #110, Las Vegas, NV'. At the bottom, there is a 'WRITE ANOTHER AD' link, a field for 'Clicks on your ad go to' with the URL 'http://www.sportclips.com/', and two buttons: 'BACK' and 'NEXT'. A red arrow points to the 'NEXT' button.

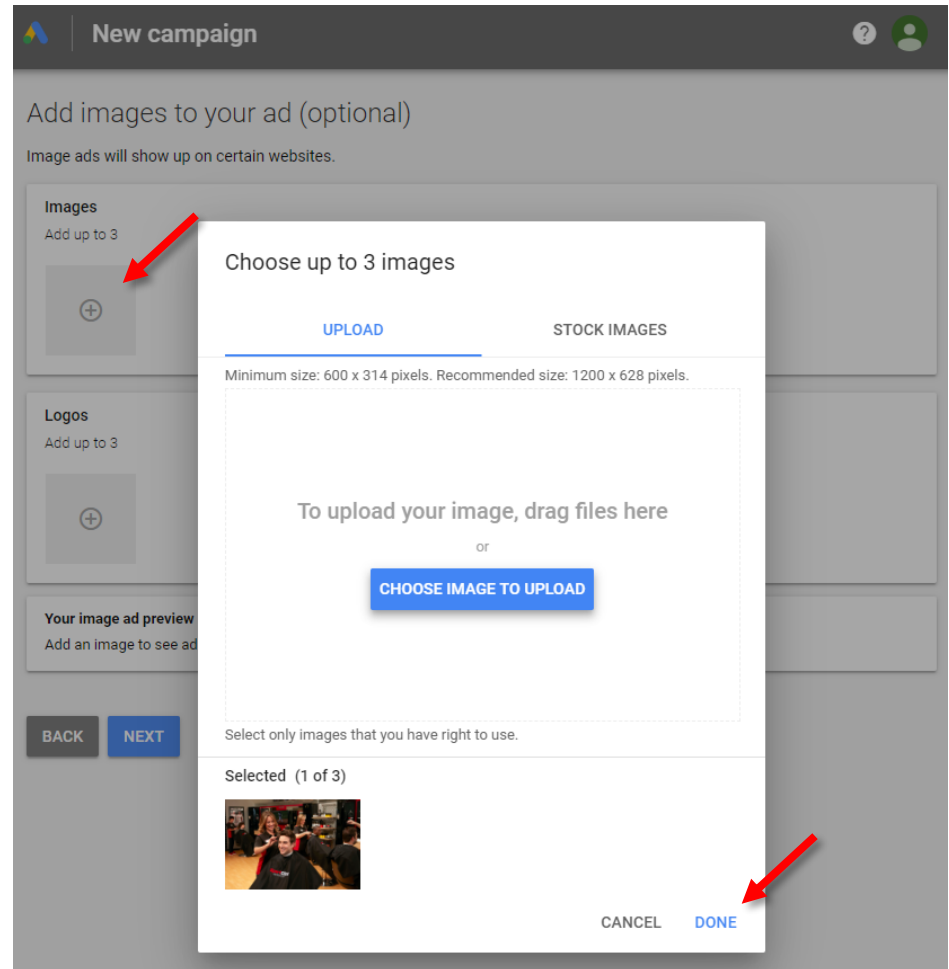
Google Ads - Images

The next screen you will come to will ask you to **add an image**. This is **optional**, but adding an image is recommended as Google will use your image in a **responsive design ad** that will appear on mobile devices.

Google is also adding images to more and more mobile search results and your paid search ad may even end up with an image next to it in the search results..

To add an image click the add button and drag a picture from your computer into the upload box. You can add up to three images.

When you are done uploading images go ahead and click 'Done'.



Google Ads - Images

You can also **add a logo** just like you added an image. Your logo can appear in responsive design ads as well.

When you are done adding images and a logo or if you want to skip this step go ahead and click 'Next'.

The image to the right shows how your ad may look in a responsive format.

The screenshot shows the 'New campaign' setup screen in Google Ads. At the top, it says 'New campaign' with a question mark and a user profile icon. Below that, the instruction 'Add images to your ad (optional)' is displayed, followed by the note 'Image ads will show up on certain websites.' There are two sections for adding assets: 'Images' and 'Logos'. The 'Images' section shows one image of a hair salon and a plus sign button. The 'Logos' section shows the Sport Clips logo and another plus sign button, with a red arrow pointing to it. Below these is a 'Your image ad preview' section showing a responsive ad for 'Sport Clips Las Vegas' with the text 'Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.' and 'Vent Blotique'. At the bottom, there are 'BACK' and 'NEXT' buttons, with a red arrow pointing to the 'NEXT' button. A link 'SEE MORE IMAGE AD FORMATS' is also visible.

Google Ads – Call Tracking

The following page allows you to add a phone number to your organic search ads. It will go through a Google tracking number and record the call.

Your map ads will show your phone number anyway and phone calls are not what we are looking for in this campaign, so I would recommend **skipping this step by just clicking 'Next'**.

The screenshot shows the 'New campaign' setup page for 'Get phone calls'. The page title is 'New campaign' and the sub-header is 'Get phone calls'. Below the sub-header, there is a link 'Make it easy for people to call you right from your ad. Learn more'. The page is set to 'United States' and has a 'Phone number (optional)' field. Below this, there is a link 'Your ads use forwarding numbers to help you track and analyze your calls. Learn more' and a note 'You'll hear a short message with each call:'. There is a 'LISTEN ▶' button. The 'Your ad preview' section shows an ad for 'Sport Clips Las Vegas | MVP haircuts for men' with a location of '2130 Park Centre Drive #110, Las Vegas, NV'. Below the preview is a 'SEE MORE AD LAYOUTS' link. At the bottom of the preview section are 'BACK' and 'NEXT' buttons, with a red arrow pointing to the 'NEXT' button. At the bottom of the page, there is a 'Need help?' section with a phone number '1-855-738-7723' and a 'Live chat' button.

Google Ads – Set Budget

Now is the time to set our daily budget average. It says average because **Google can serve ads beyond your daily budget** if they think that it would be useful to do so. This was a change that happened sometime in 2018. By setting the daily average you effectively create your monthly maximum.

Google Ads experts have recommended a minimum of \$500 to \$1,000 per month in order to create enough data to determine the ROI of your ad spend. But as you are most likely just dipping your toe into Google Ads **choose an ad spend that you are comfortable with** like \$200 per month.

You can change your budget at any time.

When you've set your budget, click 'Next'.

The screenshot shows the 'New campaign' setup page for Google Ads. The main heading is 'Set your budget'. Under 'Estimated performance', it shows a range of 4,145 - 6,931 impressions per month and 134 - 224 clicks per month. The current budget is set to \$10.53 per day average, with a \$320.00 monthly maximum. A slider below this indicates the 'Typical competitor budget range'. The 'How your budget works' section explains that users pay only for clicks and can change their budget at any time. At the bottom, there are 'BACK' and 'NEXT' buttons, with a red arrow pointing to the 'NEXT' button. A 'Need help?' section at the bottom right includes a phone number (1-855-738-7723) and a 'Live chat' button.

Google Ads – Review

You have now entered in enough information to start your first Google Ads campaign. Google now recommends that you **review your ad information** and budget and make sure everything looks good to you.

New campaign

Review your campaign settings

Campaign name Sport Clips Las Vegas

Estimated performance ⓘ

- 4,145 - 6,931 impressions per month
- 134 - 224 clicks per month

Campaign goal

Visit your storefront

Your ad

Sport Clips Las Vegas | MVP haircuts for men

Ad www.sportclips.com/lasvegas

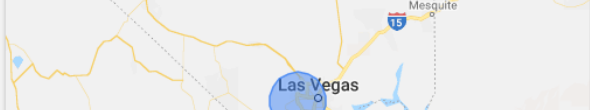
Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.

2130 Park Centre Drive #110, Las Vegas, NV

EDIT

Locations

Show ad to people interested in your products or services, within 15 miles of 2130 Park Centre Drive #110, Las Vegas, NV 89135, United States



Google Ads – Review

If there is something you wish to change, you **can click the ‘Edit’ button** below the section that contains the item you want to change and it will take you to that page to edit the field you want to change.


If everything looks good to you go ahead and click ‘Next’.

New campaign


EDIT

Images

Images



Logos



EDIT

Budget

\$10.53 daily average ⓘ

\$320.00 monthly maximum

EDIT

BACK NEXT

Google Ads – Payment

Remember that Promotional Code that we got back on slide 14? Now is the time to **paste that promotion code into the 'Promotional Code' field.**

Fill in the rest of your payment information and click 'Submit'.

Start reaching more people

Confirm payment info

United States

Promotional code APPLY

Add credit or debit card

Card details

ZIP code

You'll see a temporary \$50 authorization on your card, which is typically removed within a week.

You'll be charged every 30 days or when you reach your billing threshold, whichever comes first. [Learn more](#)

By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this provision. [Learn more](#)

Need help?
Call **1-855-738-7723**
(9am to 9pm ET, Mon - Fri)

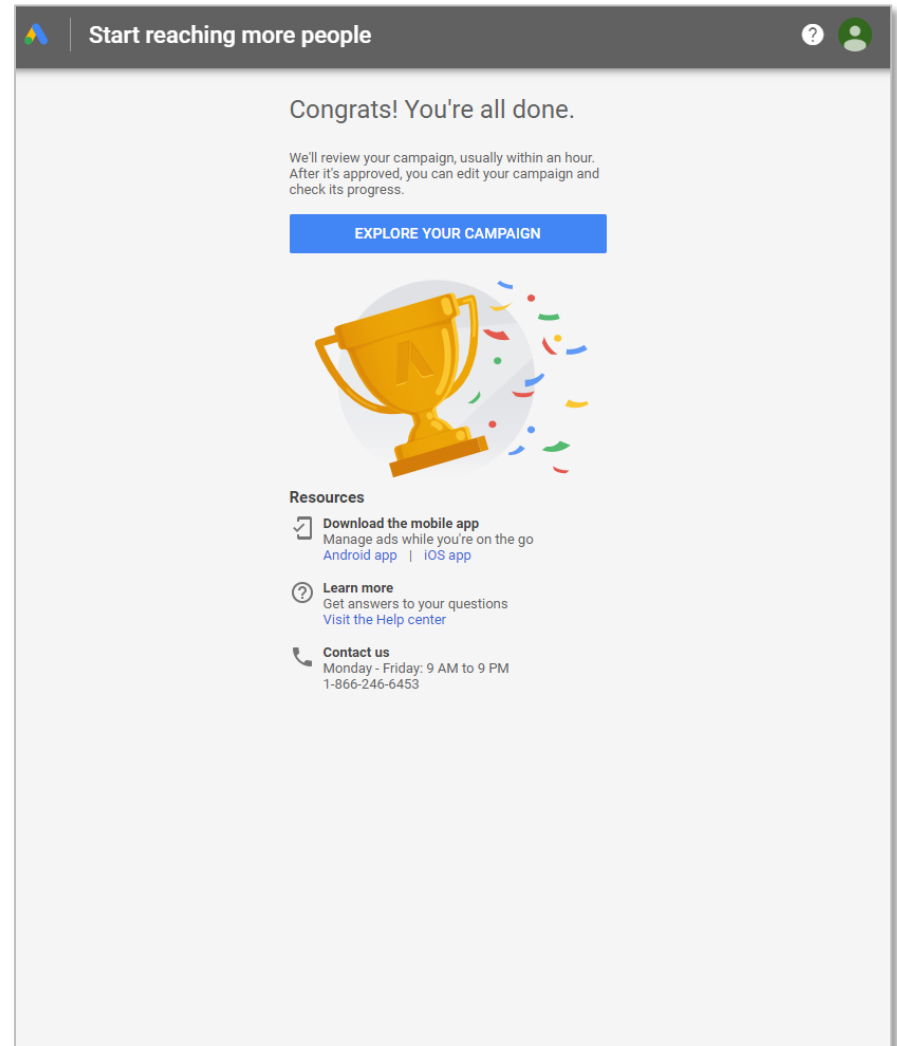
Google Ads

Congratulations, you have setup your ads. **But you are not done.** It might take up to 24 hours for your ads to be approved and appear in maps and in Google search results.

Once your ad is live, you may not see the ads personally because Google is going to try not to display the ad to the person that created it.

You might also not see your ad if you are advertising in a highly competition region or if Google thinks a user is unlikely to convert. You can tell it is showing to other users based on the statistics in both your Google Ads dashboard & Google Analytics.

Go ahead and click '**Explore Your Campaign**' to see your Ads Express Dashboard.



The screenshot shows the Google Ads setup completion screen. At the top, there is a header with the Google logo and the text "Start reaching more people". Below the header, the main content area has a dark grey bar with a question mark icon and a user profile icon. The main text reads "Congrats! You're all done." followed by a sub-message: "We'll review your campaign, usually within an hour. After it's approved, you can edit your campaign and check its progress." A prominent blue button labeled "EXPLORE YOUR CAMPAIGN" is centered below the text. Underneath the button is a large illustration of a golden trophy with colorful confetti. Below the trophy, there is a "Resources" section with three items: "Download the mobile app" (with a download icon), "Learn more" (with a question mark icon), and "Contact us" (with a phone icon). Each item includes a brief description and a link to the respective resource.

Start reaching more people

Congrats! You're all done.

We'll review your campaign, usually within an hour. After it's approved, you can edit your campaign and check its progress.

[EXPLORE YOUR CAMPAIGN](#)

Resources

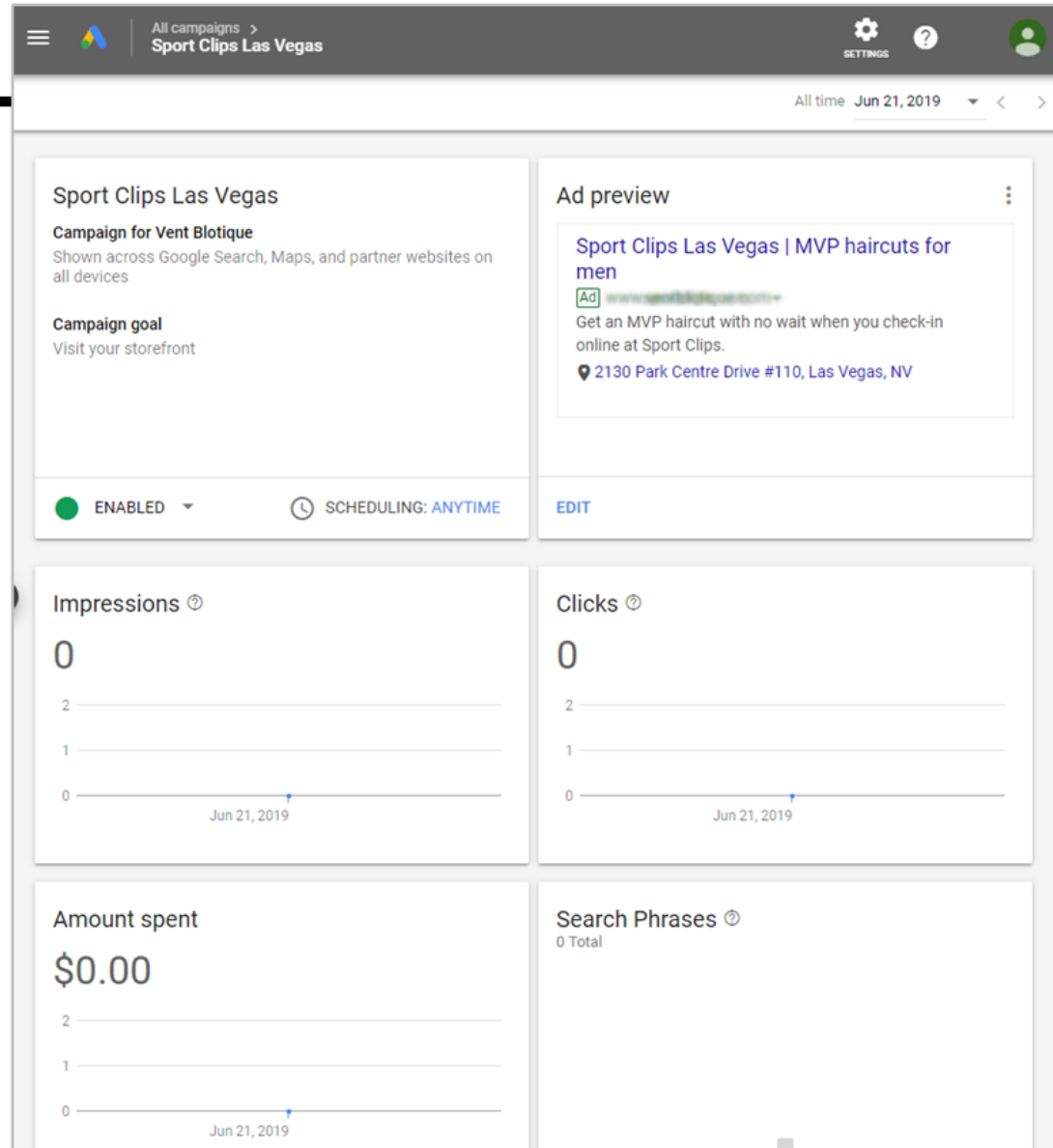
- [Download the mobile app](#)
Manage ads while you're on the go
[Android app](#) | [iOS app](#)
- [Learn more](#)
Get answers to your questions
[Visit the Help center](#)
- [Contact us](#)
Monday - Friday: 9 AM to 9 PM
1-866-246-6453

Google Ads

Welcome to the **Google Ads Express dashboard**. This gives you a brief overview of how your ad is performing over time.

Google Ads Express is the most basic ad that Google offers. Ads Express gets your ad online, in mobile and appearing in Google Maps, but **it doesn't give you the full level of control that Advanced Google Ads does**. We will cover Advanced Google Ads in a future webinar.

But there's still more work to do.



Google Analytics

Now we need to connect Google Analytics to our Google Ads Account.

Go back to Google Analytics:
<https://analytics.google.com/analytics/web/>

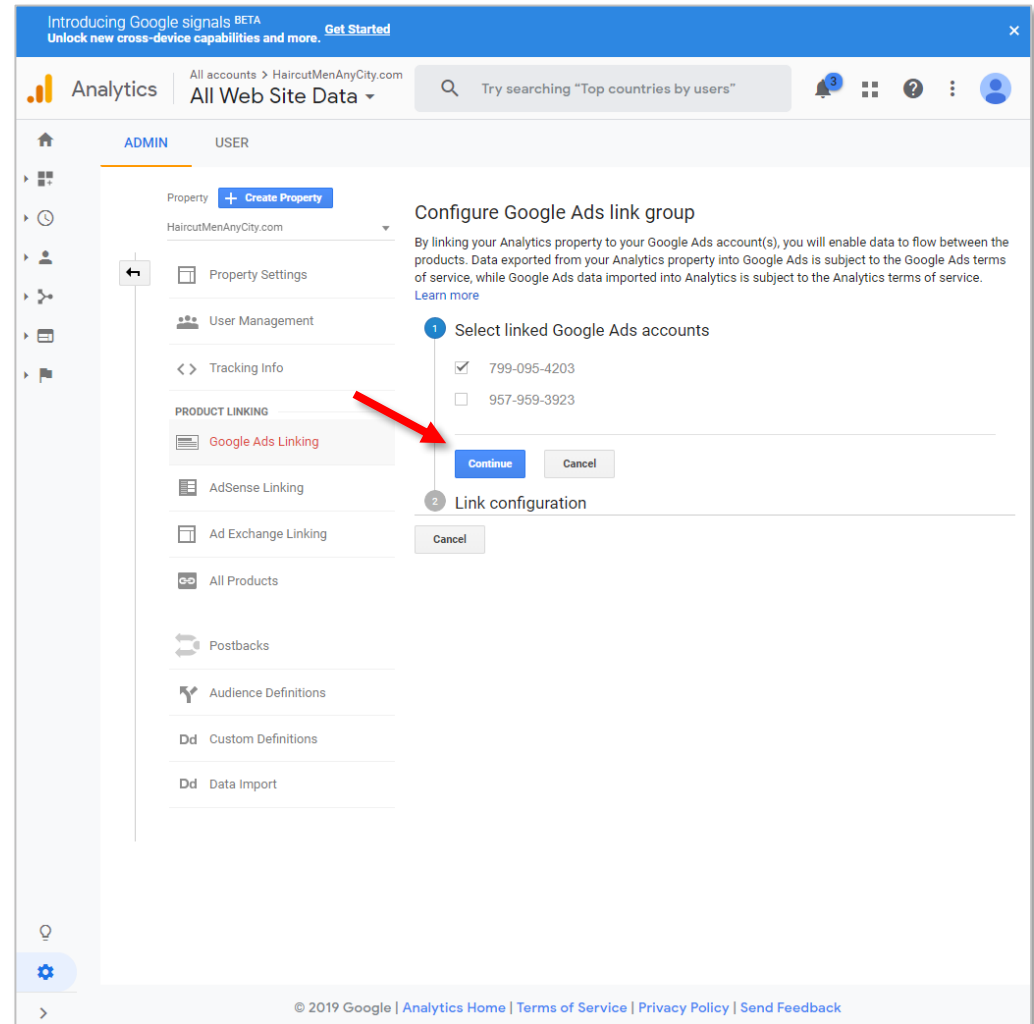
Once there, **click on the Gear icon near the bottom** (red arrow)

Then click **'Google Ads Linking'** (purple arrow).

The screenshot shows the Google Analytics Admin interface. At the bottom left, a red arrow points to the gear icon (Settings). In the center, a purple arrow points to the 'Google Ads Linking' option under the 'PRODUCT LINKING' section. The interface displays three columns: Account (Sport Clips Any City), Property (HaircutMenAnyCity.com), and View (All Web Site Data). The 'Google Ads Linking' option is currently selected.

Google Analytics

You should only have 1 Google Ads account, so you may not see the select an account option like we have pictured here. If you do need to **select a Google Ads account** and then click 'Continue' to get to the next screen.



Google Analytics

Type in a name for the 'Link Group Title' in the provided space. In this case we used 'Sport Clips Vegas'.

Set the 'All Web Site Data' switch to 'On'.

Then click 'Link accounts'.

The screenshot shows the Google Analytics interface for the property 'HaircutMenAnyCity.com'. The 'Configure Google Ads link group' section is active, showing a list of linked Google Ads accounts (799-095-4203) and a 'Link configuration' step. The 'Link group title' is set to 'Sport Clips Vegas'. The 'All Web Site Data' toggle is turned 'ON'. A 'Link accounts' button is visible at the bottom of the configuration area. Red arrows highlight these key elements: the 'Link group title' field, the 'All Web Site Data' toggle, and the 'Link accounts' button.

Google Analytics

This page tells you that it may take **up to 24 hours** to link the accounts and lets you know some of the linked account information.

Click 'Done'.

All accounts > HaircutMenAnyCity.com
All Web Site Data

ADMIN USER

Property [+ Create Property](#)

HaircutMenAnyCity.com

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

- Google Ads Linking**
- AdSense Linking
- Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions
- Custom Definitions
- Data Import

It may take up to 24 hours for your Google Ads link to begin displaying data.

See Analytics engagement metrics in Google Ads

Enable new columns in Google Ads to display important Analytics metrics-like *Bounce Rate* and *Avg. Session Duration* right alongside your standard Google Ads performance data.

This post-click insight gives you another view of the effectiveness of your campaigns and ad groups, which can help you make decisions about budgets, bids, landing pages, and ad copy.

[Learn more](#)

Import Goals and Ecommerce transactions into Google Ads

You can easily import your Analytics goals and Ecommerce transactions into Google Ads, allowing you to make more informed refinements to your campaigns without ever leaving your Google Ads account.

If you're using Google Ads Conversion Optimizer to manage your bids, it will automatically start using Analytics goals and Ecommerce transactions once you've imported them into Google Ads.

[Learn more](#)

Create a Remarketing Audience in Analytics

Remarketing with Google Analytics lets you segment your audience of past site users and deliver relevant ads for your Google Display Network campaigns based on the actions people have taken on your site.

Take advantage of Analytics data to identify those users' interests (e.g., which product pages they visited) and build audiences focused on those users.

[Learn more](#) | [Get started](#)

[Done](#)

© 2019 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

Google Analytics

To get out of the admin area in Google Analytics, click on the navbar on the left and click into any menu option.

All accounts > HaircutMenAnyCity.com
All Web Site Data

ADMIN USER

Property [+ Create Property](#)
HaircutMenAnyCity.com

Property Settings
User Management
Tracking Info

PRODUCT LINKING

- Google Ads Linking
- AdSense Linking
- Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions
- Custom Definitions
- Data Import

Google Ads Linking

[+ NEW LINK GROUP](#)

Link group name	Linked accounts	Linked views
Sport Clips Vegas	1 linked account	1 linked view

Show rows 10 1 - 1 of 1

© 2019 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

Recap

So to recap:

- 1) Get a Google Account if you do not have one
- 2) Get management access to your Google My Business information
- 3) Create a Google Analytics account
- 4) Add your Google Analytics Tracking ID to UnBound
- 5) Get \$100 Google Ads credit code
- 6) Create your Google Ads Express ad
- 7) Connect your Google Analytics to your Google Ads

We will cover Google Ads Advanced in a future webinar which will cover additional topics like:

- Advanced search ads
- Keyword management
- Ad extensions
- Reporting