

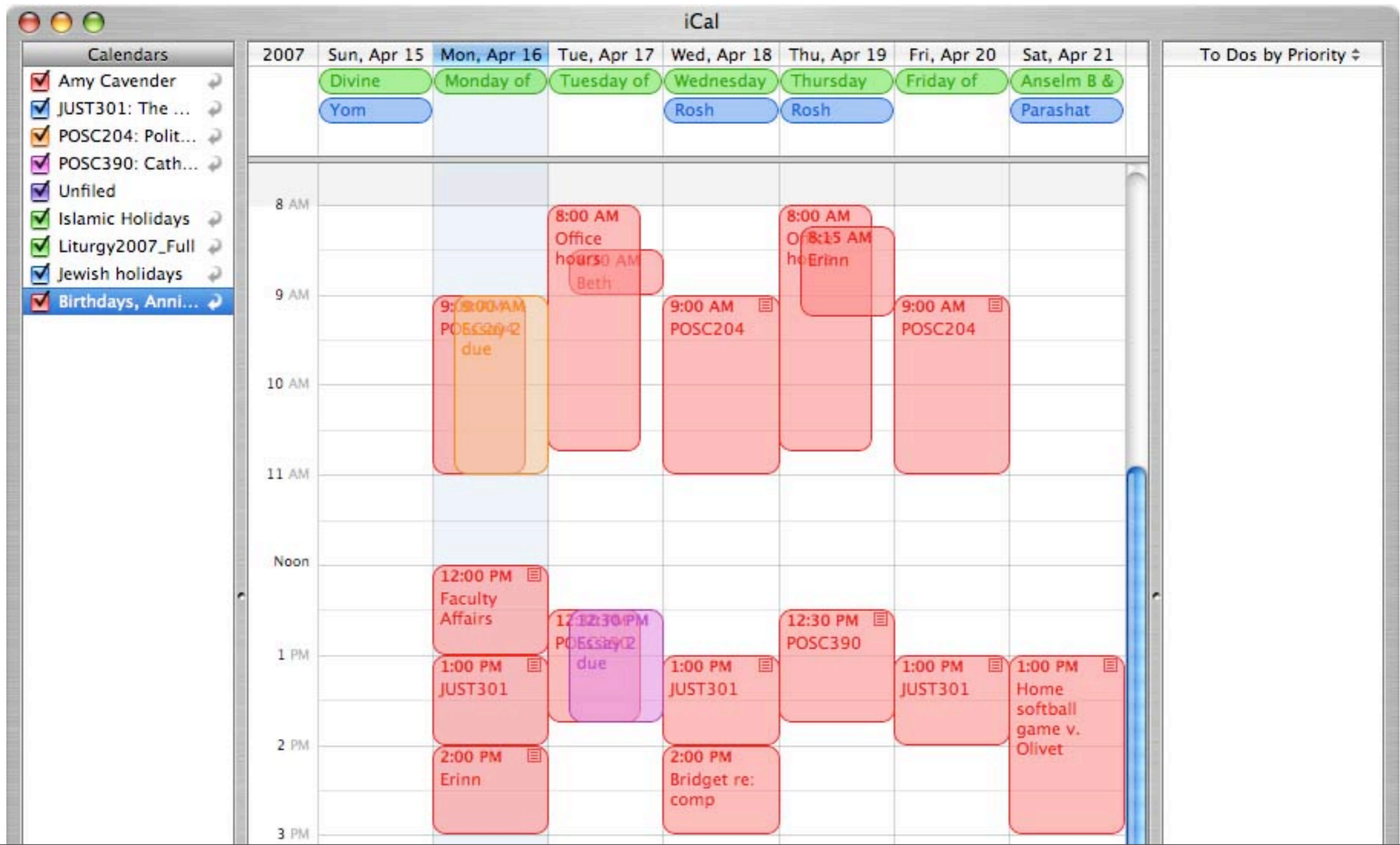
10 Steps to Creating Your 1st Adwords Campaign

by Rodney Bartlett

 reachd.

reachd.com/meetup

I. Take a Look at Your Schedule



2. Sign Up for An Account



It's All About Results™

Pick the solution that's right for you

Starter Edition

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time.



I have a webpage.

I don't have a webpage. Help me create one.

Standard Edition

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. *



* A website is required to sign up. Don't have one? Choose Starter Edition.

Not sure? [Compare options in greater detail.](#)

3. Consider closely what you are advertising

- Who
- What is their pain
- Why would they do business with you?
- How will you get their attention?
- What words do your customers use?

4. Crafting the Landing Page

- **Headline**
- **Call To Action**
- **Action Mechanism**
- **Leading Questions**














5. Create a Placeholder

- This is a campaign that you create quickly with little thought to the ad text.
- Now pause the campaign.

[+ New ad group ▾](#) [View all ad groups](#)

Edit Bids Rename Pause Resume Delete Customize columns				
<input type="checkbox"/>	Ad Group Name	Status	Current Bids - Max CPC [?]	
			Default	Content
<input type="checkbox"/>	Vancouver Open House	Ad Group Paused	\$0.85	-
Total		-	-	-

6. Select Your Keywords

<input type="checkbox"/>	open house in vancouver		Active	\$0.85
<input type="checkbox"/>	open houses in vancouver		Active	\$0.85
<input type="checkbox"/>	open houses in vancouver bc		Active	\$0.85
<input type="checkbox"/>	vancouver bc open houses		Active	\$0.85
<input type="checkbox"/>	vancouver open homes		Active	\$0.85
<input type="checkbox"/>	vancouver open houses		Active	\$0.85
<input type="checkbox"/>	vancouver real estate open houses		Active	\$0.85
<input type="checkbox"/>	"open house in vancouver"		Active	\$0.85
<input type="checkbox"/>	"open houses in vancouver"		Active	\$0.85
<input type="checkbox"/>	"open houses in vancouver bc"		Active	\$0.85
<input type="checkbox"/>	"vancouver bc open houses"		Active	\$0.85
<input type="checkbox"/>	"vancouver open homes"		Active	\$0.85
<input type="checkbox"/>	"vancouver open houses"		Active	\$0.85

7. Check Out Your Competition

Google™ [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 935,000 for [vancouver open houses](#)

[Redacted] - Realtor Sponsored Link
[www.deanwegman.com](#) **Vancouver Residential Real Estate** Serving all your real estate needs! Sponsored Link

[Homes for Sale, Real Estate Listings, MLS® Listings, and Open Houses](#)
Greater **Vancouver** Homes for Sale and Multiple Listing Service (MLS®). home buyers and sellers ... **Open Houses** · Sellers' Resources · Community Info ...
[www.realtylink.org/](#) - 10k - [Cached](#) - [Similar pages](#)

Homes for Sale	Market Information
Open Houses	Current Issues
British Columbia	Go to Index Page
Open House Search	Sellers Section

[More results from realtylink.org »](#)

[Open Houses for the Real Estate Market in Vancouver, BC, Canada ...](#)
Search for **Open houses** for the Greater **Vancouver** area including Burnaby, Coquitlam, Ladner, Maple Ridge, North **Vancouver**, New Westminister, Pitt Meadows, ...
[www.realtylink.org/prop_search/openhouse_areaselect.cfm](#) - 27k - [Cached](#) - [Similar pages](#)

[Kits Open House Search](#)
Can't Find Any Good-Quality Real Estate To Preview This Weekend?
[Redacted]
Vancouver

Pay Careful Attention to Ad Title

8. Create Ad Text

- Title = Give Me a Reason to Click
Connect to Keyword Phrase
- Description Line #1 = Benefit “What’s in it for me?”
- Description Line #2 = Feature / Description
- Display URL = Your Website + Special Page
- Destination URL = Don’t Send me to Homepage

Your Ad Might Look Like This

Example:

[Vanouever Open Houses Map](#)

Don't Waste Gas & Time this Weekend
Download Map of All Vancouver Opens
[RodneyBartlett.com/Vancouver-Opens](#)

Headline:

Vanouever Open Houses Map

Max 25 characters

Description line 1:

Don't Waste Gas & Time this Weekend

Max 35 characters

Description line 2:

Download Map of All Vancouver Opens

Max 35 characters

Display URL: ?

http:// RodneyBartlett.com/Vancouver-Opens

Max 35 characters

Destination URL: ?

http:// RodneyBartlett.com/

Max 1024 characters

Destination URL: ?

http:// RodneyBartlett.com/

Max 1024 characters

Display URL: ?

http:// RodneyBartlett.com/Vancouver-Opens

Max 35 characters

Description line 3:

Download Map of All Vancouver Opens

Max 35 characters

9. Create Another Ad Variation

1 - 2 of 2 ads.

<input type="checkbox"/> Variations	Actions ▼	Status
<input type="checkbox"/> Vanouver Open Houses Map Don't Waste Gas & Time this Weekend Subscribe to RSS of All Open Houses RodneyBartlett.com/Vancouver-Opens	Edit	Active
<input type="checkbox"/> Vanouver Open Houses Map Don't Waste Gas & Time this Weekend Download Map of All Vancouver Opens RodneyBartlett.com/Vancouver-Opens	Edit	Active
<input type="checkbox"/> RodneyBartlett.com/Vancouver-Opens Download Map of All Vancouver Opens Don't Waste Gas & Time this Weekend Vanouver Open Houses Map	Edit	Active

10. Edit Your Campaign Settings

- Resume the Campaign
- Turn off the Content Network
- Adjust any of your Budgeting Options

**11. Double Check Your
Calendar & Make time
for Adwords Next
Week**