

Get up and running with Google AdWords:

- Login to your new AdWords account
- Choose "Create a Campaign" to begin the quick 5-step process:

1. Target customers

- Give your campaign a name (e.g. "Campaign #1") as well as your first Ad Group (e.g. "Group #1")
- Select "English" as the chosen language for now (you can always return later to edit this)
- Search for and select "South Africa" as your currently targeted location (you can always return later to add other countries)

2. Create ad

- Enter a headline and two description lines
- When starting out, probably just put in your website's home page URL for the "Display URL"
- For the "Destination URL", try and send users directly to the appropriate page on your website where the product is described, rather than your home page
- Suggestion: search for companies similar to yours on google.com or google.co.za and note the wording used by some of the AdWords advertisers that appear on those search results pages.

3. Choose keywords

- Google will automatically suggest several keywords and phrases (note that the category titles listed expand to show suggested keywords inside each category). We suggest you choose a handful of these (probably not more than 10 to begin with - select phrases you think users would enter to find a product or service like yours) and enter them in the box provided. Multi-word phrases (e.g. dedicated hosting) usually provide much better results than single words (e.g. hosting).

4. Set pricing

- Enter a daily budget - something in the region of R30 to R100 is a good starting point
- Enter a "Default CPC bid" (Tip: Click "View Traffic Estimator" and enter figures in the calculator to have Google suggest a value to insert here. Figures vary widely depending on the popularity of the phrases you are bidding for; plan to spend R10 to R50 per phrase)
- Leave "CPC Content bid" blank for now

5. Review and save

- Review all your settings and click "Save Campaign" to start advertising!

Suggestion to maximise your budget:

- From the "Campaign Summary" page, select your campaign (by ticking it) and press "Edit Settings" to edit your campaign
- On the "Edit Campaign Settings" page, untick "Search network" and "Content network"
- Click "Save Changes"