

# Introduction To Paid Advertising

Part 1



**Google Adwords**

# What Are Google Adwords?

“Google Adwords is the system Google has developed to assist you in marketing your products or services in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering.

This appears as a “sponsored link” or “Sponsored Ad”

# What Are Google Adwords?



[All](#) [Shopping](#) [Videos](#) [Images](#) [News](#) [More ▼](#) [Search tools](#)

---

About 23,500,000 results (0.53 seconds)

[Struggling With Anxiety? - thetherapylounge.com](#)  
**Ad** [www.thetherapylounge.com/](#) ▼ 020 7485 5745  
We'll **Help** You Return To Your Naturally Calm & Relaxed Best

[Online Anxiety Help - 100% Confidential Online Therapy](#)  
**Ad** [www.betterhelp.com/](#) ▼  
Get **Help** & Get Happy. Try for Free!  
Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable  
Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri...  
[Counsellors](#) · [Reviews](#) · [FAQs](#) · [Get Started](#)

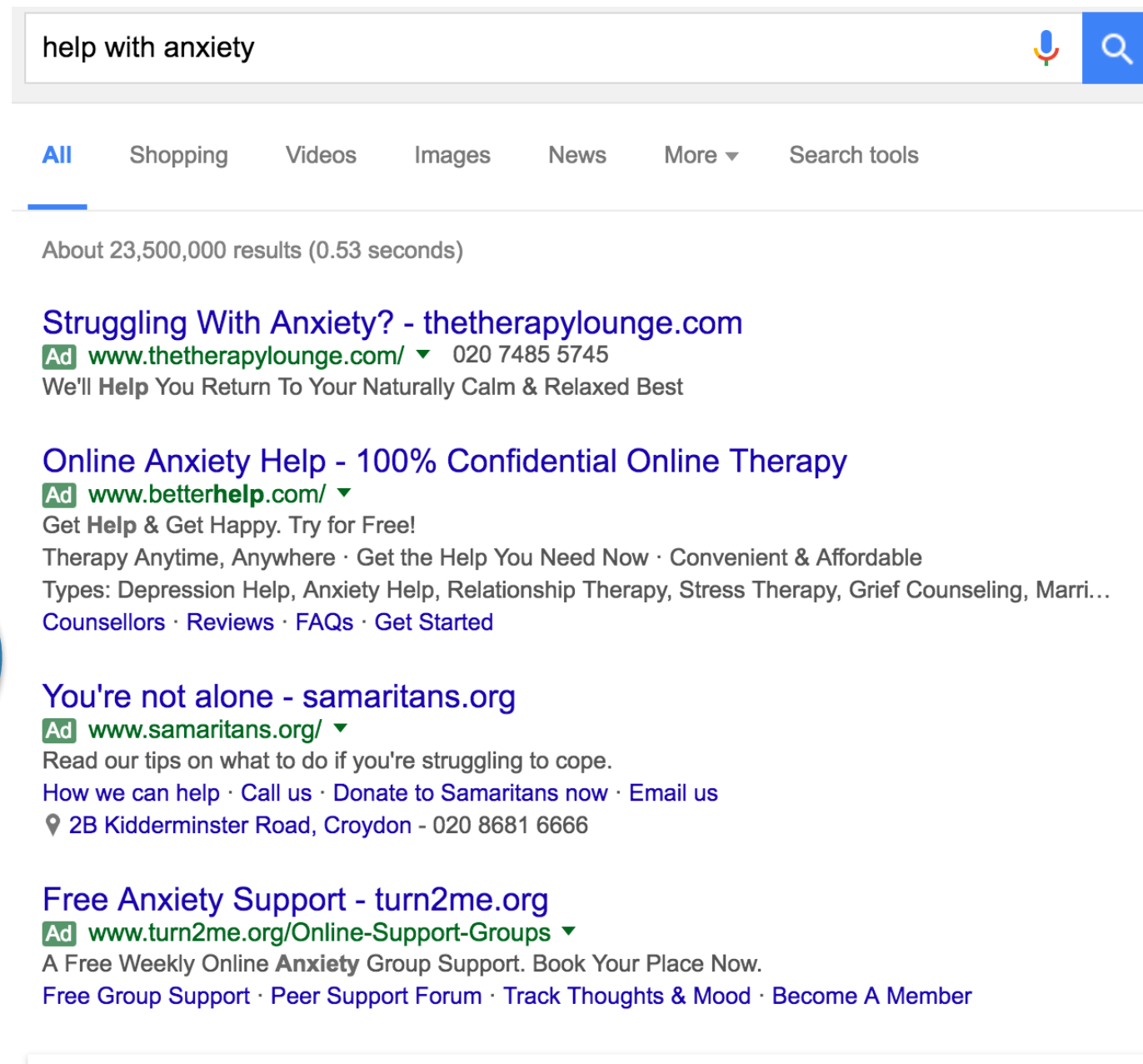
[You're not alone - samaritans.org](#)  
**Ad** [www.samaritans.org/](#) ▼  
Read our tips on what to do if you're struggling to cope.  
[How we can help](#) · [Call us](#) · [Donate to Samaritans now](#) · [Email us](#)  
📍 2B Kidderminster Road, Croydon - 020 8681 6666

[Free Anxiety Support - turn2me.org](#)  
**Ad** [www.turn2me.org/Online-Support-Groups](#) ▼  
A Free Weekly Online **Anxiety** Group Support. Book Your Place Now.  
[Free Group Support](#) · [Peer Support Forum](#) · [Track Thoughts & Mood](#) · [Become A Member](#)

# What Are Google Adwords?

You “Pay Per Click”

If no-one clicks, you don't get charged



help with anxiety

All Shopping Videos Images News More ▾ Search tools

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**Struggling With Anxiety? - thetherapylounge.com**  
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**You're not alone - samaritans.org**  
**Ad** [www.samaritans.org/](http://www.samaritans.org/) ▾  
Read our tips on what to do if you're struggling to cope.  
[How we can help](#) · [Call us](#) · [Donate to Samaritans now](#) · [Email us](#)  
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**Free Anxiety Support - turn2me.org**  
**Ad** [www.turn2me.org/Online-Support-Groups](http://www.turn2me.org/Online-Support-Groups) ▾  
A Free Weekly Online **Anxiety** Group Support. Book Your Place Now.  
[Free Group Support](#) · [Peer Support Forum](#) · [Track Thoughts & Mood](#) · [Become A Member](#)

# Overview Of Searchers Intent

With **Google Adwords** and **Google Search**, people are (usually) actively **seeking a solution** to something so your ad can be more directly solution focussed.

# Overview Of Searchers Intent

Compare this to **Facebook**, where people are usually **socialising** and **looking for fun stuff**. The ad has to interrupt this and alert them to a problem they may not have been focussing on ... and then lead them to a solution.

# **When Designing A Google Ad ...**

1. What Problem Are You  
Offering A Solution For?

# **When Designing A Google Ad ...**

2. What Is Your Customer  
Journey To You Going To  
Be?



## **Example 1**

**“I want a hypnotherapist to help me with anxiety”**

This potential customer is already sold on the idea of hypnotherapy  
- now they just have to decide why YOU in particular

## **Example 2**

**“I want help with anxiety”**

This potential customer will  
need to be educated about the  
benefits of Hypnotherapy AND  
why YOU in particular

# NOTE

If you make an AD to the wrong audience you will potentially be wasting a lot of money.

If you make an ad to the right audience you will greatly increase your chance of a positive ROI (Return On Investment)

	<b>I want a hypnotherapist to help me with anxiety</b>	<b>I want help for anxiety</b>
Headline	Hypnotherapy For Anxiety	Help For Anxiety
Landing Page	Why You	Educate About Hypnotherapy
Action	Book Appointment	Free Download
		Book Appointment

# **Simplest Way To Get Started**

Design An Ad For People Actively Seeking  
Hypnotherapy and Hypnosis ...

... and then expand after that.

# Get Started

Go To ...

<https://www.google.com/adwords/get-started/>

# Get Started



[Overview](#) [Benefits](#) [How it works](#) [Costs](#) [Testimonials](#) **[Get started](#)**

## Ready to get started?

You can sign up online today. Or if you invest £6 a day or more, our team of experts will help get you get set up and optimize your campaign.\*

### Sign up yourself



#### **Get started in minutes**

Follow a few online steps to open your account. Then just write your ad, choose your keywords, set your budget and you've finished.



#### **You're always in control**

You can adjust your daily budget and maximum cost-per-click bid whenever you like. And if you need to stop or re-start your campaign at any time, you can do that too – quickly and for free.



#### **Fine-tuning is easy**

Don't worry about getting everything perfect at first. You can always play around with things like ad wording, keywords, locations and other settings later on.

[Start now](#)

### Get expert support from Google



#### **Off to a great start**

When you invest £6 a day or more, we'll teach you the basics of Google AdWords, help set up your new account and create your first ads – at no extra cost.



#### **Guidance and insights**

Based on your business needs, our team will help define your advertising goals, identify opportunities and advise on budgets.



#### **Here if you need us**

To really help drive your Google AdWords success, there's also up to three months of online ad consultancy available, at no extra cost.

**0800 026 1713**





**Campaign**

Adgroup

Ad

**Campaign**

**Anxiety**

Adgroup

Hypnotherapy

Ad

Hypnotherapy For Anxiety

Campaign	Anxiety
----------	---------

Adgroup

Hypnotherapy

Ad 1	Hypnotherapy For Anxiety
------	--------------------------

Ad 2

Hypnosis For Anxiety

Campaign	Anxiety
Adgroup	Hypnotherapy
Ad 1	Hypnotherapy For Anxiety
Ad 2	Hypnosis For Anxiety
Ad 3	Struggling With Anxiety?

**Campaign**

**Anxiety**

Adgroup

General Anxiety

Ad 1

Struggling With Anxiety?

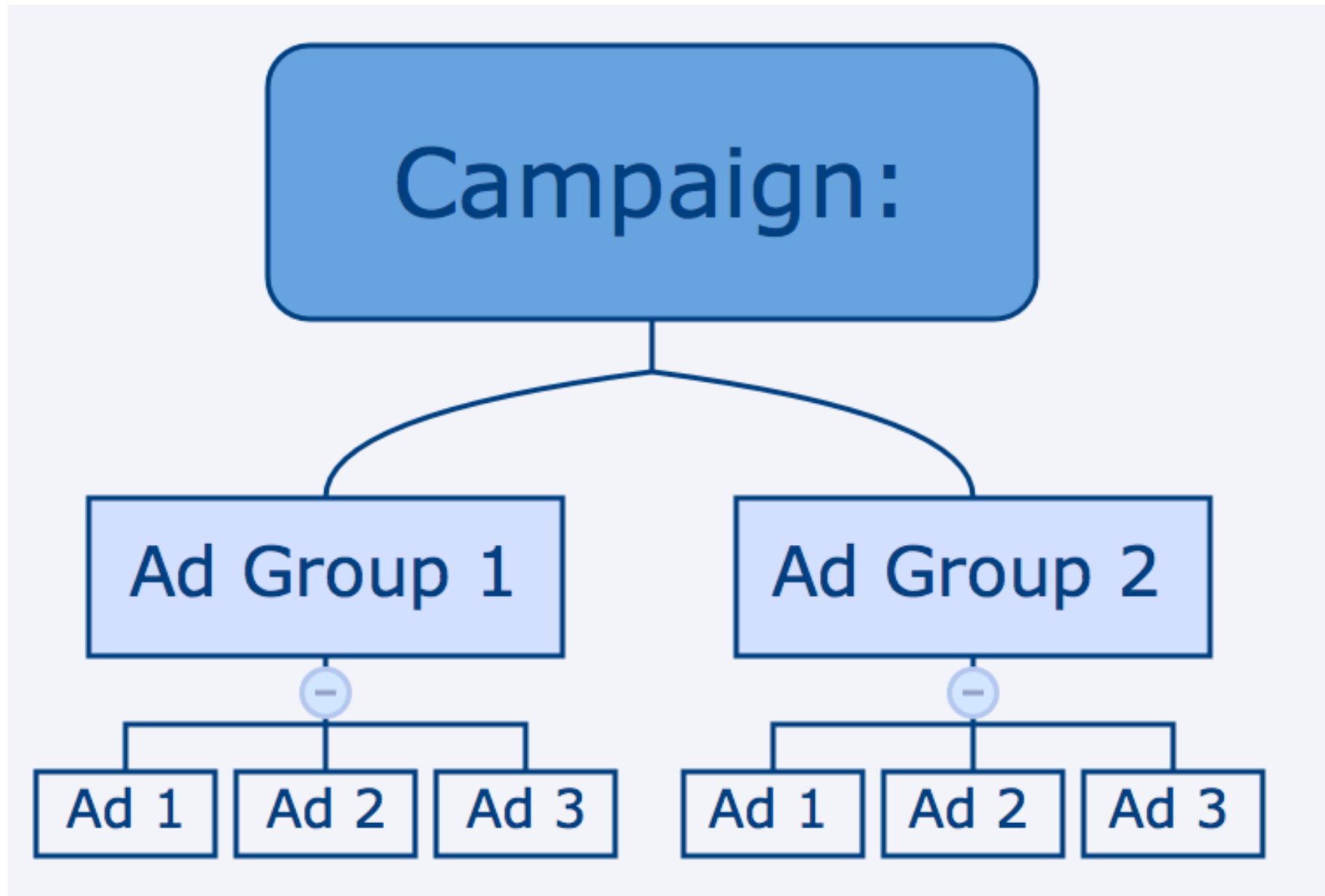
Campaign	Anxiety
Adgroup	General
Ad 1	Struggling With Anxiety?
Ad 2	Online Anxiety Help

Campaign	Anxiety
Adgroup	General
Ad 1	Struggling With Anxiety?
Ad 2	Online Anxiety Help
Ad 3	Free Anxiety Mp3

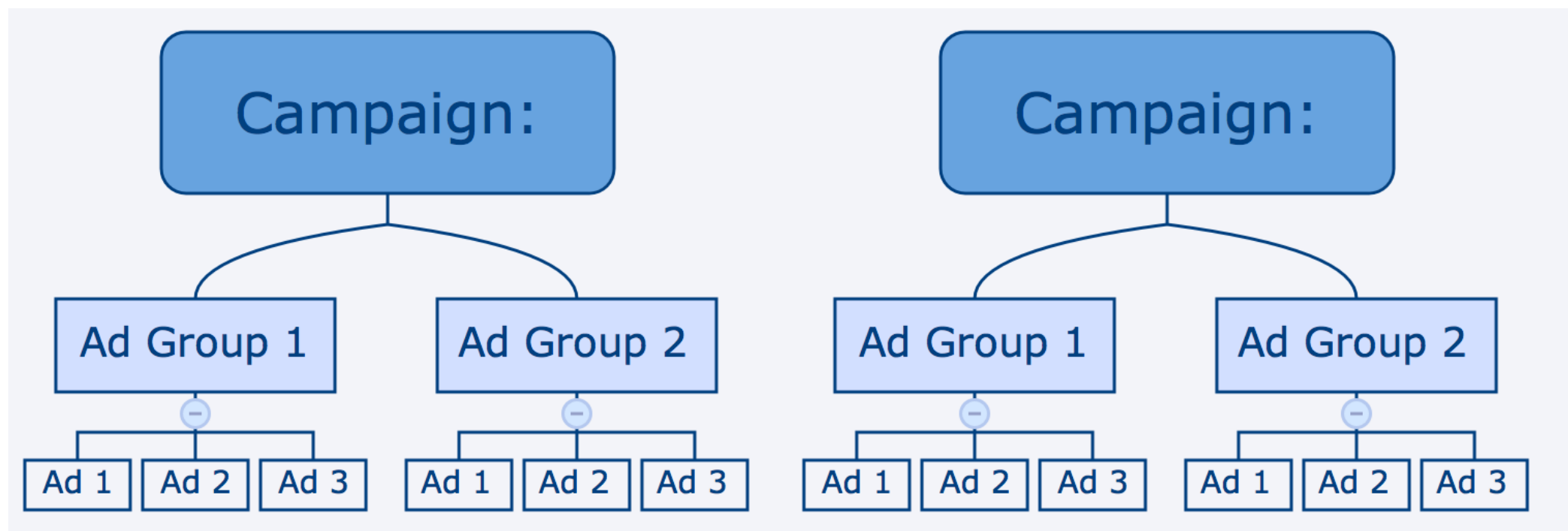
Campaign	Anxiety	Anxiety
Adgroup	Hypnotherapy	General
Ad 1	Hypnotherapy For Anxiety	Struggling With Anxiety?
Ad 2	Hypnosis For Anxiety	Online Anxiety Help
Ad 3	Struggling With Anxiety	Free Anxiety Mp3



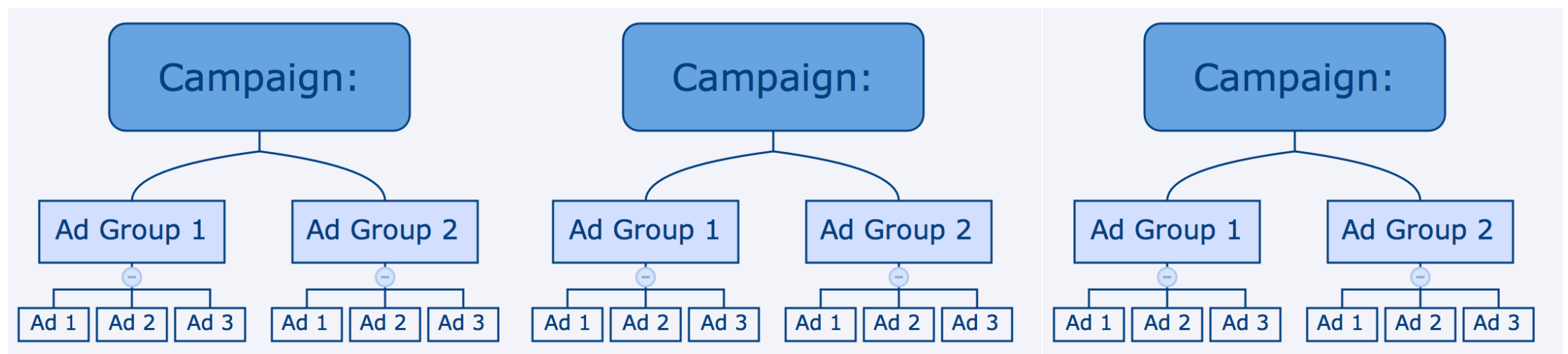
# Adword Account Structure



# Adword Account Structure



# Adword Account Structure





Your ads are running - Your campaigns and ad groups are paused or removed

s

y campaigns

All campaigns

Campaigns

Ad Groups

Settings

Ads

All enabled campaigns ▼

Segment ▼

Filter ▼

+ CAMPAIGN ▼

Edit ▼

Details ▼

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget ?	Status

# Keep It Simple To Begin With!

**Campaign**

**Anxiety**

Adgroup

Hypnotherapy

Ad

Struggling With  
Anxiety?

# Basic Ad Structure

1.Headline

2.Url/Link

3.Content

[plus some optional advanced features]

# Basic Ad Structure

Headline

Struggling With Anxiety? - [thetherapylounge.com](http://thetherapylounge.com)

Ad [www.thetherapylounge.com/](http://www.thetherapylounge.com/) ▼ 020 7485 5745

We'll Help You Return To Your Naturally Calm & Relaxed Best

Headline

Online Anxiety Help - 100% Confidential Online Therapy

Ad [www.betterhelp.com/](http://www.betterhelp.com/) ▼

Get Help & Get Happy. Try for Free!

Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable

Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri...

[Counsellors](#) · [Reviews](#) · [FAQs](#) · [Get Started](#)



# Basic Ad Structure

Link/Url

**Struggling With Anxiety? - thetherapylounge.com**

**Ad** [www.thetherapylounge.com/](http://www.thetherapylounge.com/) ▼ 020 7485 5745

We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Link/Url

**Online Anxiety Help - 100% Confidential Online Therapy**

**Ad** [www.betterhelp.com/](http://www.betterhelp.com/) ▼

Get **Help** & Get Happy. Try for Free!

Therapy Anytime, Anywhere · Get the Help You Need Now · Convenient & Affordable

Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri...

[Counsellors](#) · [Reviews](#) · [FAQs](#) · [Get Started](#)

# Basic Ad Structure

Ad Content

Struggling With Anxiety? - [thetherapylounge.com](http://thetherapylounge.com)

**Ad** [www.thetherapylounge.com/](http://www.thetherapylounge.com/) ▼ 020 7485 5745

We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Ad Content

Online Anxiety Help - 100% Confidential Online Therapy

**Ad** [www.betterhelp.com/](http://www.betterhelp.com/) ▼

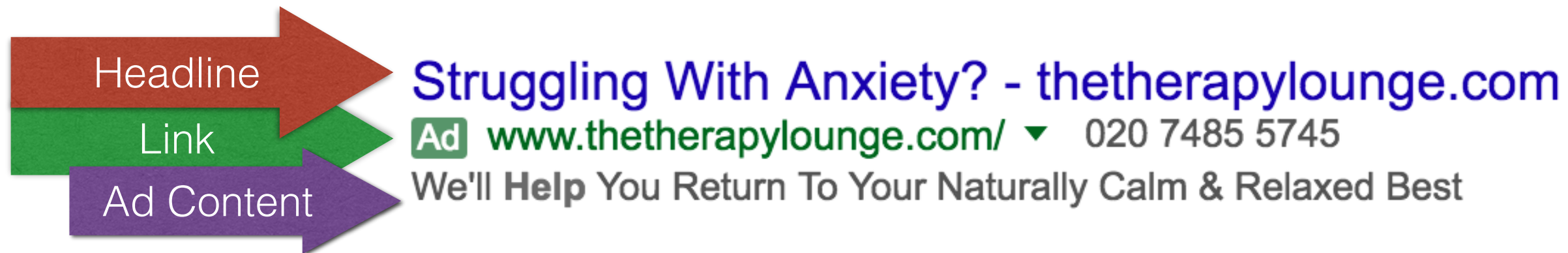
Get **Help** & Get Happy. Try for Free!

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Types: Depression Help, Anxiety Help, Relationship Therapy, Stress Therapy, Grief Counseling, Marri...

[Counsellors](#) · [Reviews](#) · [FAQs](#) · [Get Started](#)

# Basic Ad Structure



# “Keywords”

These are the words and phrases that make it possible for Google to match a search to your ad

Keywords

help with anxiety

[All](#) [Shopping](#) [Videos](#) [Images](#) [News](#) [More ▾](#) [Search tools](#)

About 23,500,000 results (0.53 seconds)

Ads Matched

[Struggling With Anxiety? - thetherapylounge.com](#)

**Ad** [www.thetherapylounge.com/](#) ▾ 020 7485 5745

We'll **Help** You Return To Your Naturally Calm & Relaxed Best

Ads Matched

[Online Anxiety Help - 100% Confidential Online Therapy](#)

**Ad** [www.betterhelp.com/](#) ▾

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Ads Matched

[You're not alone - samaritans.org](#)

**Ad** [www.samaritans.org/](#) ▾

Read our tips on what to do if you're struggling to cope.

[How we can help](#) · [Call us](#) · [Donate to Samaritans now](#) · [Email us](#)

📍 2B Kidderminster Road, Croydon - 020 8681 6666

Ads Matched

[Free Anxiety Support - turn2me.org](#)

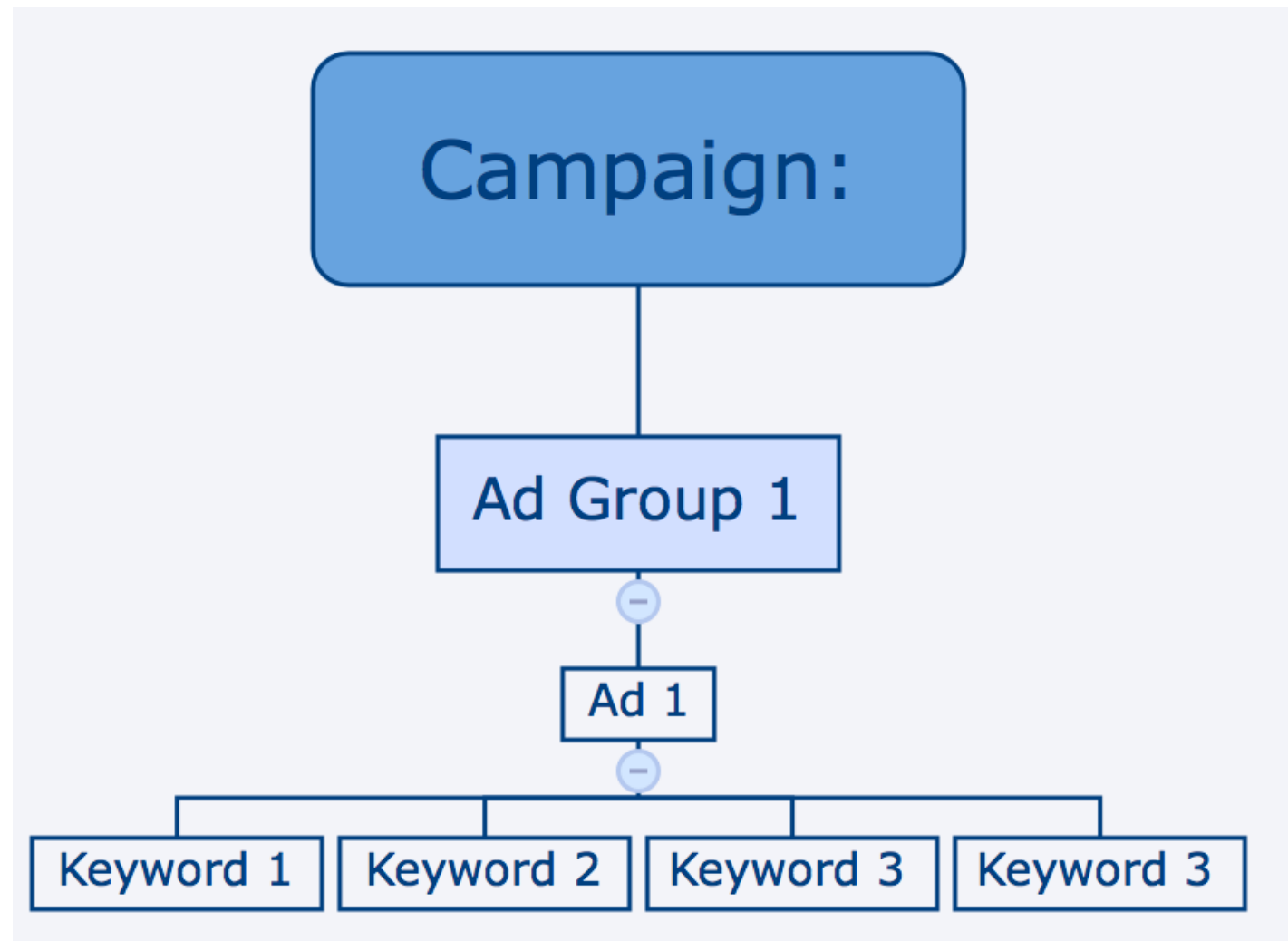
**Ad** [www.turn2me.org/Online-Support-Groups](#) ▾

A Free Weekly Online **Anxiety** Group Support. Book Your Place Now.

[Free Group Support](#) · [Peer Support Forum](#) · [Track Thoughts & Mood](#) · [Become A Member](#)

# “Keywords”

These are the words and phrases that make it possible for Google to match a search to your ad



Your ads are running - Your campaigns and ad groups are paused or removed. Enable to

«

s

y campaigns

All campaigns

Campaigns		Ad Groups	Settings	Ads	Keywords
All enabled campaigns ▼		Segment ▼	Filter ▼		
+ CAMPAIGN ▼		Edit ▼	Details ▼	Bid strate	
<input type="checkbox"/>	●	Campaign	Budget ?	Status ?	Camp Type

# Tools - “Keyword Planner”

The screenshot shows the Google AdWords interface. At the top, the navigation bar includes 'Home', 'Campaigns' (selected), 'Opportunities', 'Reports', and 'Tools'. A red banner at the top left states: 'None of your ads are running - Your campaigns and ad groups are paused or removed'. The main content area is titled 'All campaigns' and shows a table with columns: Campaign, Budget, Status, Campaign Type, Campaign sub-type, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Conversion. A red button '+ CAMPAIGN' is visible. The 'Tools' dropdown menu is open, listing: Change History, Conversions, Attribution, Google Analytics, Google Merchant Center, **Keyword Planner**, Display Planner, and Ad Preview and Diagnosis. A message at the bottom reads: 'You don't have any enabled campaigns. Click "+ Campaign" above to create one.'

Google AdWords

Home Campaigns Opportunities Reports Tools

Customer ID: 244-634-2999  
andrewparrUK@g...

None of your ads are running - Your campaigns and ad groups are paused or removed. [Guide me](#) | [Learn more](#)

Search

All campaigns

No matching campaigns

All enabled campaigns Segment Filter

+ CAMPAIGN Edit Details

Campaign Budget Status Campaign Type Campaign sub-type Clicks Impr. CTR Avg. CPC Cost Avg. Pos. Conversion

Tools menu:

- Change History
- Conversions
- Attribution
- Google Analytics
- Google Merchant Center
- Keyword Planner**
- Display Planner
- Ad Preview and Diagnosis

This month: 1 Oct 2016 - 13 Oct 2016

Find campaigns View Change History

You don't have any enabled campaigns. Click "+ Campaign" above to create one.

# Tools - “Keyword Planner”



Google AdWords

Home

Campaigns

Opportunities

Reports

Tools

Custom

 **None of your ads are running** - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

## Keyword Planner

Where would you like to start?



### Find new keywords and get search volume data

▸ Search for new keywords using a phrase, website or category

▸ Get search volume data and trends

▸ Multiply keyword lists to get new keywords

Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)



### Plan your budget and get forecasts

▸ Get click and cost performance forecasts

**Important:** You can use this tool to generate ad group and keyword ideas. It doesn't guarantee improved performance. You are responsible for your keyword choices and for complying



# Tools - “Keyword Planner”

## Keyword Planner

[Find keywords](#)[Review plan](#)

### Targeting ?

London

All languages

Google

Negative keywords

### Date range ?

Show avg. monthly searches  
for: last 12 months

### Customise your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

### Your product or service

help with anxiety

### Your landing page

http://www.professional-hypnothera

### Your product category

Anxiety &amp; Stress

G

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas

**100K – 1M**

Ad group ideas

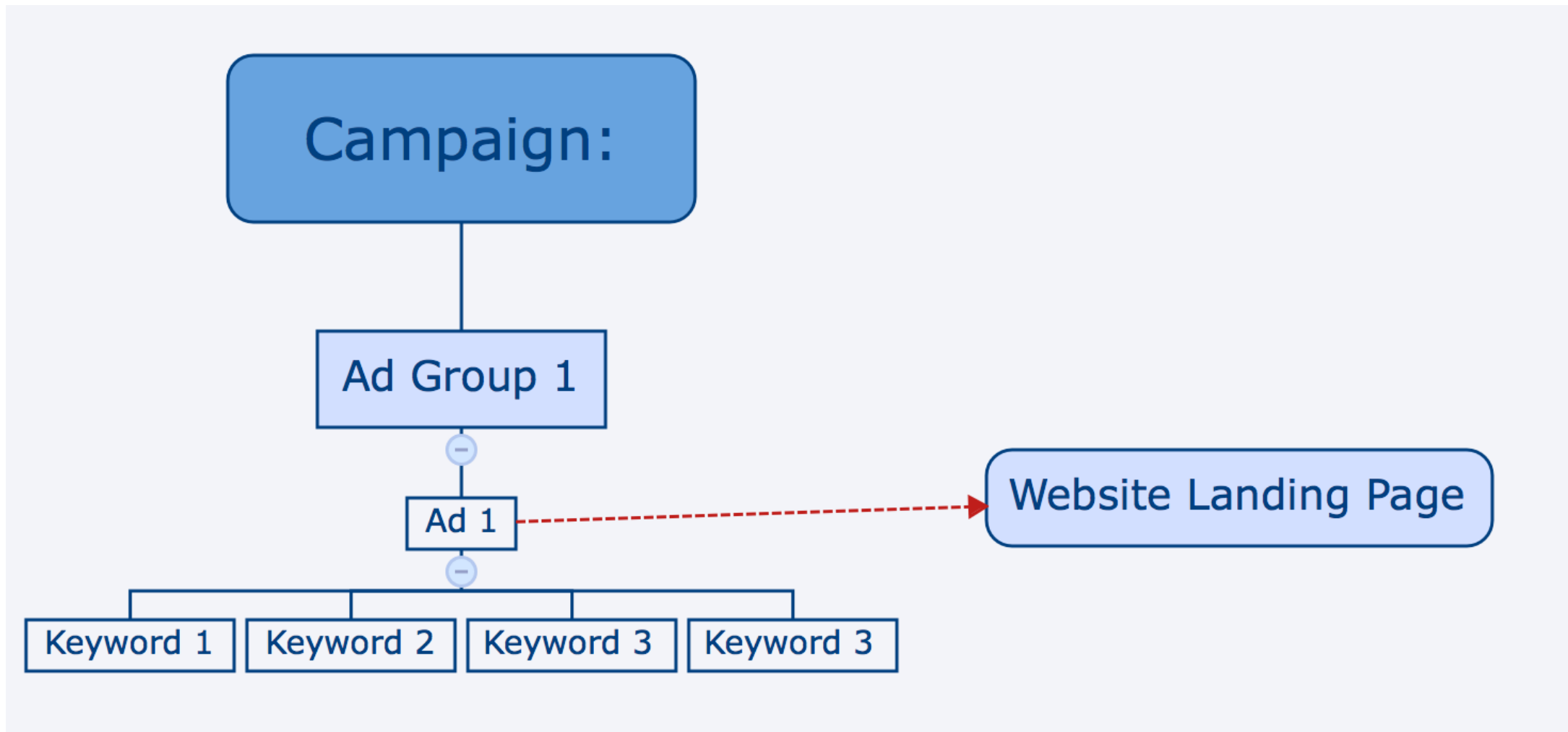
Keyword ideas

Columns ▼

Search Terms	Avg. monthly searches <span>?</span>	Competition <span>?</span>	Suggested bid <span>?</span>
help with anxiety	100 – 1K	High	£1.90
Show rows <span>30 ▼</span> 1 - 1 of 1 ke			

Keyword (by relevance)	Avg. monthly searches <span>?</span>	Competition <span>?</span>	Suggested bid <span>?</span>
anxiety	10K – 100K	Low	£1.64
anxiety attack	1K – 10K	Low	£1.76
panic attack	1K – 10K	Low	£1.45

# Basic Ad Structure





# Creating Basic Ad


## Step 1: + Campaign, Search Network Only


All campaigns


Campaigns Ad Groups Settings Ads Keywords Audiences Ad extensions


All enabled campaigns ▼ Segment ▼ Filter ▼ Columns ▼   Fi


**+ CAMPAIGN ▼** Edit ▼ Details ▼ Bid strategy ▼ Automate ▼ Labels ▼


 **Search Network with Display Select**  
Best opportunity to reach the most customers

 **Search Network only**  
Google search and search partners

 **Display Network only**  
Google's network of partner websites

 **Shopping**  
Best way to create Shopping Ads

 **Video**  
Video ads on YouTube and across the web

 **Universal app campaign**  
Promote your app across Search, Display and YouTube

Campaign Type ?	Campaign sub-type	Clicks ? ↓
You don't have any enabled ca		
		0
		0

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay [for some metrics](#). Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn r](#)  
Some inventory may be provided through third party intermediaries.

# Creating Basic Ad

## Step 2: Name the campaign, Choose Standard.

1 Select campaign settings — 2 Create ad groups — 3 Create ads — 4 Review ad groups

Type: **Search Network only - Standard**

Campaign name

Type

- ☒ **Standard** - Keyword-targeted text ads showing on Google search results [?](#)
- ☐ **All features** - All the features and options available for the Search Network [?](#)
- 
- ☐ **Mobile app installs** - Ads encouraging people to download your app [?](#)
- ☐ **Mobile app engagement** - Ads that encourage actions within your app [?](#)
- ☐ **Dynamic Search Ads** - Ads targeted based on your website content [?](#)
- ☐ **Call-only** - Ads that encourage people to call your business [?](#)

[Learn more about campaign types](#)

# Creating Basic Ad

## Step 3: Choose Location To Target.

1 Select campaign settings — 2 Create ad groups — 3 Create ads — 4 Review ad groups

Locations ? Which locations do you want to target (or exclude) in your campaign?

- ☐ All countries and territories
- ☐ United Kingdom
- ☒ Let me choose...

London

[Advanced search](#)

Matches	Reach ?	
<a href="#">London, England, United Kingdom</a> - city	18,700,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Londonderry, Northern Ireland, United Kingdom</a> - city	181,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
Locations that enclose: London, England, United Kingdom		
<a href="#">Greater London, England, United Kingdom</a> - county	19,600,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">London, England, United Kingdom</a> - TV region	21,500,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">England, United Kingdom</a> - province	33,700,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">United Kingdom</a> - country	38,800,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
Related locations		
<a href="#">SE1, England, United Kingdom</a> - postcode	1,970,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">SW15, England, United Kingdom</a> - postcode	366,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">E5, England, United Kingdom</a> - postcode	121,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">NW3, England, United Kingdom</a> - postcode	352,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>

Languages ?


Bid strategy ?

Default bid ?

r bids


# Creating Basic Ad

## Step 4 :Set The Budget. e.g. £6 per day


Bid strategy  Choose how you'd like to set bids for your ads.

Manual: Manual CPC 

You set your own maximum cost per click (CPC) for your ads.

☒ Enable Enhanced CPC 

AdWords automatically adjusts your bids to maximise conversions.

Default bid  £

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget  £  per day

Actual daily spend may vary. 

---

# Creating Basic Ad

## Step 5: Save And Continue

### Ad Extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

- |                     |                          |   |
|---------------------|--------------------------|---|
| Location            | <input type="checkbox"/> | <input checked="" type="checkbox"/> Extend my ads with location information. <a href="#">Show only some locations for this campaign</a> |
| Sitelinks           | <input type="checkbox"/> | Extend my ads with links to sections on my site   |
| Call                | <input type="checkbox"/> | Extend my ads with a phone number   |
| Callouts            | <input type="checkbox"/> | Extend my ads with additional descriptive text  |
| Structured snippets | <input type="checkbox"/> | Extend my ads with structured snippets  |

**Save and continue**

**Cancel new campaign**

# Creating Basic Ad

## Step 6: Create Ad Group

### Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

[Learn more about how to structure your account.](#)

Enter your landing page 

☐ My landing page isn't ready

[http://www.professional-hypnotherapy-london.co.uk/hypnosis\\_hypnotherapy\\_treatme](http://www.professional-hypnotherapy-london.co.uk/hypnosis_hypnotherapy_treatme)

Name

Anxiety

Bid 

£ 2.00

Keywords

Your ad can show on search results for terms related to your keywords.



Get ad group ideas

[http://www.professional-hypnotherapy-london.co.uk/hypnosis\\_hypnotherapy\\_treatme](http://www.professional-hypnotherapy-london.co.uk/hypnosis_hypnotherapy_treatme)

Enter your product or service



**hypnotherapy harley street**

hypnotherapy harley street  
harley street hypnotherapy  
[+ 7 keywords](#)



[hypnotherapy london](#)



# Creating Basic Ad

## Step 7: Create Ad

✓ Select campaign settings — ✓ Create ad groups — 3 Create ads — 4 Review ad groups

For each ad group, we recommend that you create at least two ads that closely relate to the theme of your keywords.

[Tips for creating successful ads](#)

### Anxiety

No keywords

#### Create ad

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Final URL ?

Headline 1 ?

Headline 2 ?

Path ? professional-hypnotherapy-london.co.uk  
/  /

Description ?

Preview ? Desktop | [Mobile](#)

**Struggling With Anxiety? - Hypnotherapy Will Help You!**

**Ad** [professional-hypnotherapy-london.co.uk](http://professional-hypnotherapy-london.co.uk)

Discover how you can feel calm, relaxed and in control again, starting today!

**Sample ads** [View more](#)

**New College Programmes For You - Plan For Your Future**

**Ad** [www.example.com/Online\\_Courses](http://www.example.com/Online_Courses)

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Create ad

Cancel

# Creating Basic Ad

## Step 9:Summary

● Enabled    Type: **Search Network only - Standard** [Edit](#)    Budget: **£6.00/day** [Edit](#)    Targeting: **Greater London, England, United Kingdom** [Edit](#)

Ad Groups

Settings

Ads

Keywords

Ad extensions

Dimensions

All enabled ad groups

Segment

Filter

Columns

Find ad groups

View Change History

+ AD GROUP

Edit

Details

Bid strategy

Automate

Labels

<input type="checkbox"/>	<div></div>	Ad group	Status <div></div>	Default Max CPC <div></div>	Clicks <div></div> <div></div>	Impr. <div></div>	CTR <div></div>	Avg. CPC <div></div>	Cost <div></div>	Avg. Pos. <div></div>	Conversions <div></div>	Cost / conv. <div></div>	Conv. rate <div></div>	Cost
<input type="checkbox"/>	<div></div>	Anxiety	Eligible	£2.00 (enhanced) <div></div>	0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%	0.00
		Total - all enabled ad groups			0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%	0.00
Total - search					0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%	0.00

Show rows 10

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here.

# Creating Basic Ad

## Step 10: add Keywords

Search

All campaigns

Anxiety

All drafts

All experiments

Campaign groups

Shared library

Bulk operations

All campaigns >

Campaign: Anxiety

Enabled

Type: Search Network only - Standard

Budget: £6.00/day

Targeting: Greater London, England, United Kingdom

Ad Groups

Settings

Ads

Keywords

Ad extensions

Dimensions

Keywords

Negative keywords

Search Terms

All enabled keywords

Segment

Filter

Columns

Find keywords

View Change History

+ KEYWORDS

Edit

Details

Search Terms

Bid strategy

Automate

Labels

		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate
You don't have any keywords for this campaign. Click "+ Keywords" above to create one.														
		Total - all enabled keywords				0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%
		Total - all campaign				0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00	0.00%

IN THIS CAMPAIGN: Manage your AdWords Express ads... View all

Drafts

This month: 1 Oct 2016 - 20 Oct 2016

# Creating Basic Ad

## Step 10: add Keywords

● Enabled    Type: **Search Network only - Standard** [Edit](#)    Budget: **£6.00/day** [Edit](#)    Targeting: **Greater London, England, United Kingdom** [Edit](#)

Ad Groups

Settings

Ads

Keywords

Ad extensions

Dimensions

Keywords

Negative keywords

Search Terms

All enabled keywords ▼

Segment ▼

Filter ▼

Columns ▼



Find keywords



[View](#) [Change His](#)

Select an ad group

Anxiety [Edit](#)

Add keywords

Choose phrases that customers would use to search for your products and services.  
Control how keywords match to searches with [match types](#).









Enter one keyword per line.

Help with anxiety  
Anxiety Attack

Need ideas? Try [Keyword Planner](#) to generate keyword ideas, which are based on search data.  
No sample keywords available

# Creating Basic Ad

## Step 11: Check Summary and add more if you wish

<div>● Enabled    Type: <b>Search Network only - Standard</b> <a href="#">Edit</a>    Budget: <b>£6.00/day</b> <a href="#">Edit</a>    Targeting: <b>Greater London, England, United Kingdom</b> <a href="#">Edit</a></div>													
<div>Ad Groups   Settings   Ads   <b>Keywords</b>   Ad extensions   Dimensions</div>													
<div>Keywords   Negative keywords   Search Terms</div>													
<div>All enabled keywords ▾   Segment ▾   Filter ▾   Columns ▾       ▾   Find keywords      <a href="#">View Change History</a></div>													
<div><div><b>+ KEYWORDS</b></div><div>Edit ▾   Details ▾   Search Terms   Bid strategy ▾   Automate ▾   Labels ▾</div></div>													
<input type="checkbox"/>		Keyword	Ad group	Status <small>?</small>	Max. CPC <small>?</small>	Clicks <small>?</small> ↓	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>	Conversions <small>?</small>	Cost / conv. <small>?</small>
<input type="checkbox"/>	●	Help with anxiety	<a href="#">Anxiety</a>	 Eligible	£2.00 (enhanced) 	0	0	0.00%	£0.00	£0.00	0	--	--
<input type="checkbox"/>	●	Anxiety Attack	<a href="#">Anxiety</a>	 Eligible	£2.00 (enhanced) 	0	0	0.00%	£0.00	£0.00	0	--	--
		<b>Total - all enabled keywords</b> <small>?</small>				0	0	0.00%	£0.00	£0.00	0.0	0.00	£0.00