

Create a Google account for your school

Setting up an account to use with Adwords

“Google Adwords has been effective for us.”

Mekey Lepulu, Principal
Hilltop Christian School

Mekey Lepulu has demonstrated success in online advertising with Google Adwords--thank you Mekey for graciously sharing your experiences.

This will be the first in a series on using Google Adwords for your school.

If your school has a school-owned Google account already, you are done for this week.

Smile and have a nice hot drink.

Psst... If your school has a Gmail address (e.g. galtadventistschool@gmail.com) it automatically has a Google account with that Gmail address as the email of record.

If not, decide what email address you want to use for a Google account

- A Google account is the single access point to all Google services (Gmail, Google Docs, Google Drive, Google Adwords, etc.)
- If you have a Gmail address for your personal email you already have a Google account--but I don't recommend you use it for this purpose.
- This Google account should belong to the school and continue with the school, even after you have retired to a sunny beach in Tahiti (we can all dream)
- You can use a non-gmail email address for your Google account.
- If your school has it's own email addresses (e.g. @mypaa.net, lodiacademy.net) you can set up and use an account such as principal@_____ or info@_____.
- If your school does not have it's own email addresses you could choose create a Gmail address for the school itself (e.g. galtadventistschool@gmail.com). I will note how to do this below.

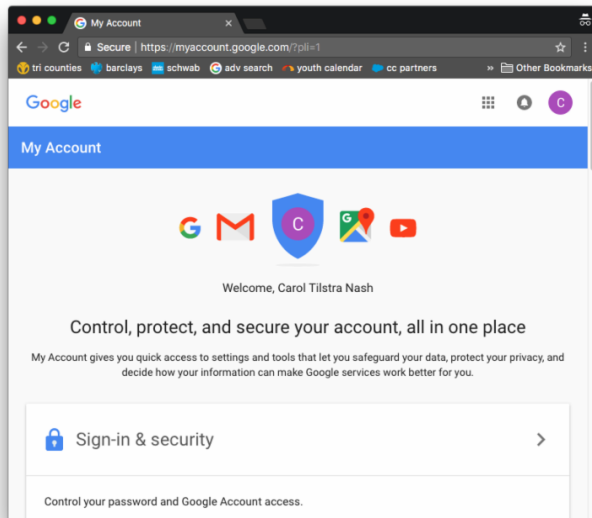
To set up a school-owned Google account...

Go to accounts.google.com

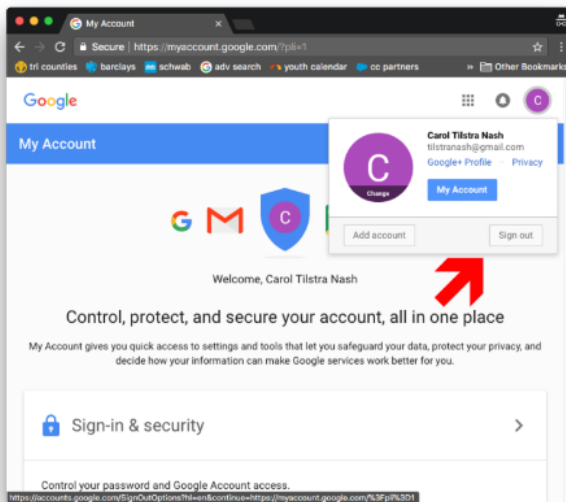
There are two sets of instructions below depending on whether you have a personal Google account or not. You need only go through the set of instructions that applies to you.

If you have a personal Google account (but not the one you want to use for this) AND are logged in you will see a screen like this:

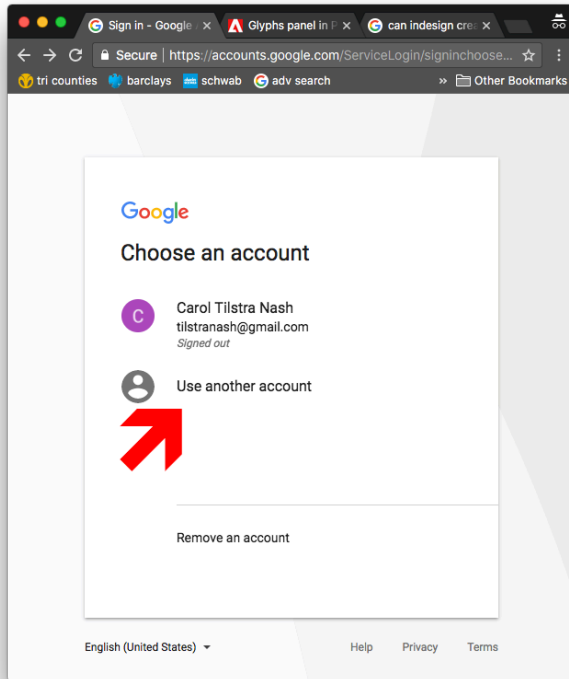
- Psst... If neither you or the school have a Google account scan down through these instructions to **"If you do NOT have a personal Google account."**
- Psst again... If the school has a Google account you don't need to do any of this.



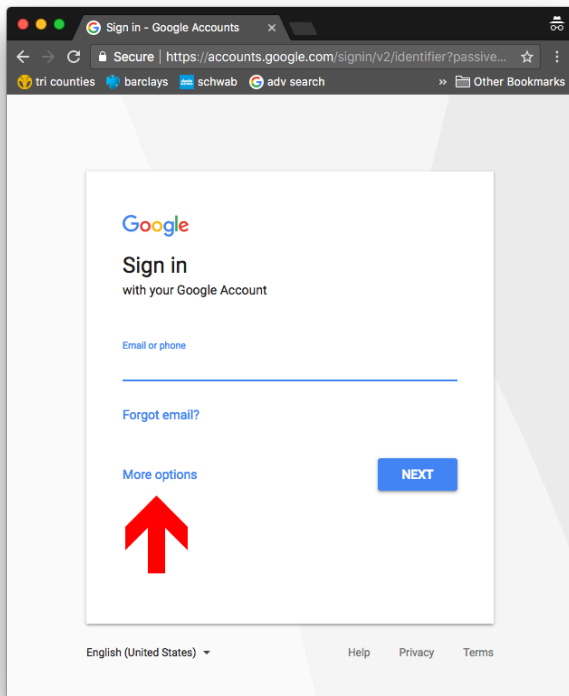
Notice in the top right corner of the page there is a colored circle (if you have uploaded an identifying photo this circle will be that photo). By clicking on that circle you will see this dialog box:



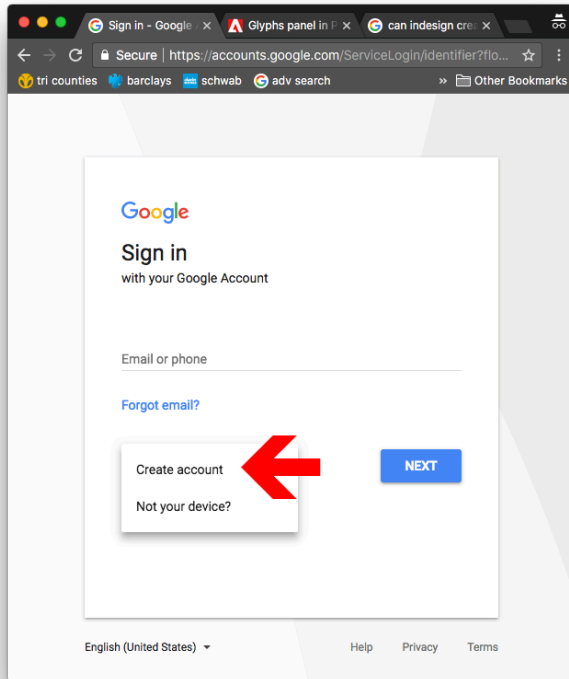
Click "sign out." You will next see a screen like this:



Click "use another account." You will next see a screen like this:



Click "more options." You will next see a dialog box like this:



Click "create account." You will next see a screen like this:

The image shows a browser window with the URL <https://accounts.google.com/SignUp?continue=https%3A%2F%2F...>. The page title is "Create your Google Account". It features the Google logo and a "Sign in" button. The main content area contains the following fields and options:

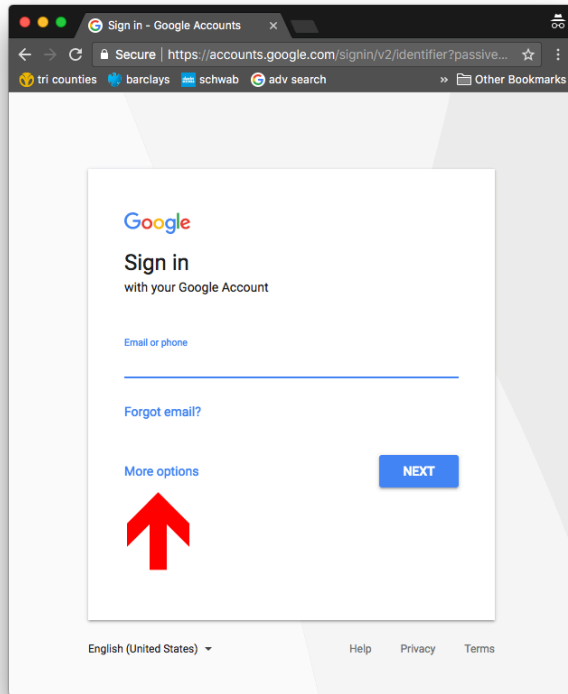
- Name:** Two input fields for "First" and "Last".
- Choose your username:** An input field followed by "@gmail.com". A red circle with the number "1" is around this field.
- I prefer to use my current email address:** A blue link. A red circle with the number "2" is around this link.
- Create a password:** An input field.
- Confirm your password:** An input field.
- Birthday:** Three input fields for "Month", "Day", and "Year".
- Gender:** A dropdown menu with "I am..." selected.
- Mobile phone:** A dropdown menu for country code (US) and an input field for the number.
- Your current email address:** An input field.
- Location:** A dropdown menu with "United States" selected.

At the bottom, there is a blue "Next step" button and a link: "Learn more about why we ask for this information."

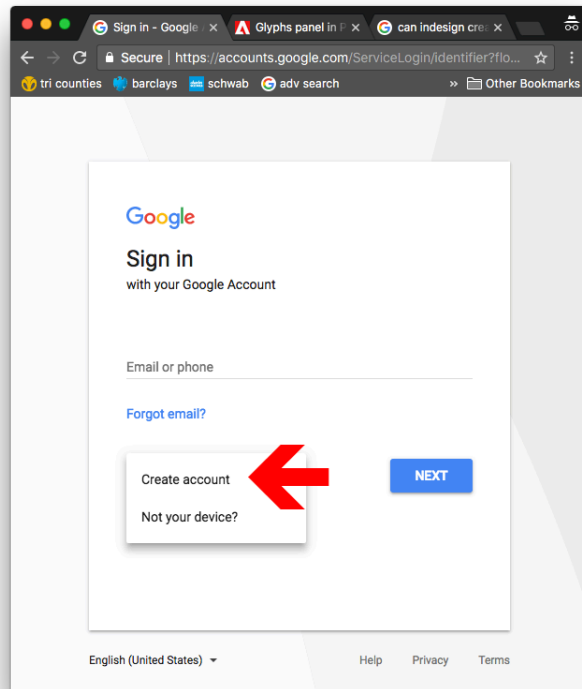
Fill in the fields and go through their steps. Please notice:

- They have set the default for a Gmail address but I recommend NOT using your personal Gmail address (remember: this will be inconvenient for you and the school when you are retired on that beach in Tahiti).
- You can click on "I prefer to use my current email address" and then input whatever email address you choose. But once again, make this an email account that the school will have access to whether you are there or not. If you want this school-owned account to be based on a Gmail address, you will see that option when you click "I prefer to use my current email address."

If you do NOT have a Google account, this is the first screen you will see at accounts.google.com:



Click "more options." You will next see a dialog box like this:



Click "create account." You will next see a screen like this:

The image shows a browser window displaying the Google Account creation page. The page title is "Create your Google Account". The URL in the address bar is "https://accounts.google.com/SignUp?continue=https%3A%2F%2F...". The page contains several input fields: "Name" (First and Last), "Choose your username" (with a red circle 1 around the input field), "Create a password" (with a red circle 2 around the input field), "Confirm your password", "Birthday" (Month, Day, Year), "Gender" (I am...), "Mobile phone" (Country code), "Your current email address", and "Location" (United States). A blue "Next step" button is at the bottom. A link "Learn more about why we ask for this information." is at the bottom left.

Fill in the fields and go through their steps. Please notice:

- The default is a Gmail address but I recommend NOT using your personal Gmail address (remember: this will be inconvenient for the school when you are retired on that beach in Tahiti).
- You can click on "I prefer to use my current email address" and then input whatever email address you choose. But once again, make this an email account that the school will have access to whether you are there or not. If you want this school-owned account to be based on a Gmail address, you will see that option when you click "I prefer to use my current email address."

Create a place to keep track of the school's Google account

Be kind to yourself, and a possible successor, by recording the email address and password for the school's Google account. Put this in a location (file or binder) where you will keep track of Google Adwords activity and results.

Delegating:

All of this can be delegated as long as you are comfortable with the delegatee knowing the password for the school's Google account.

Credits:

Mekey Lepulu, thank you for sharing your experience with Google Adwords.

Binder tab: December

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?