

## Set up an Adwords ad

Walking through the initial set up of your first ad

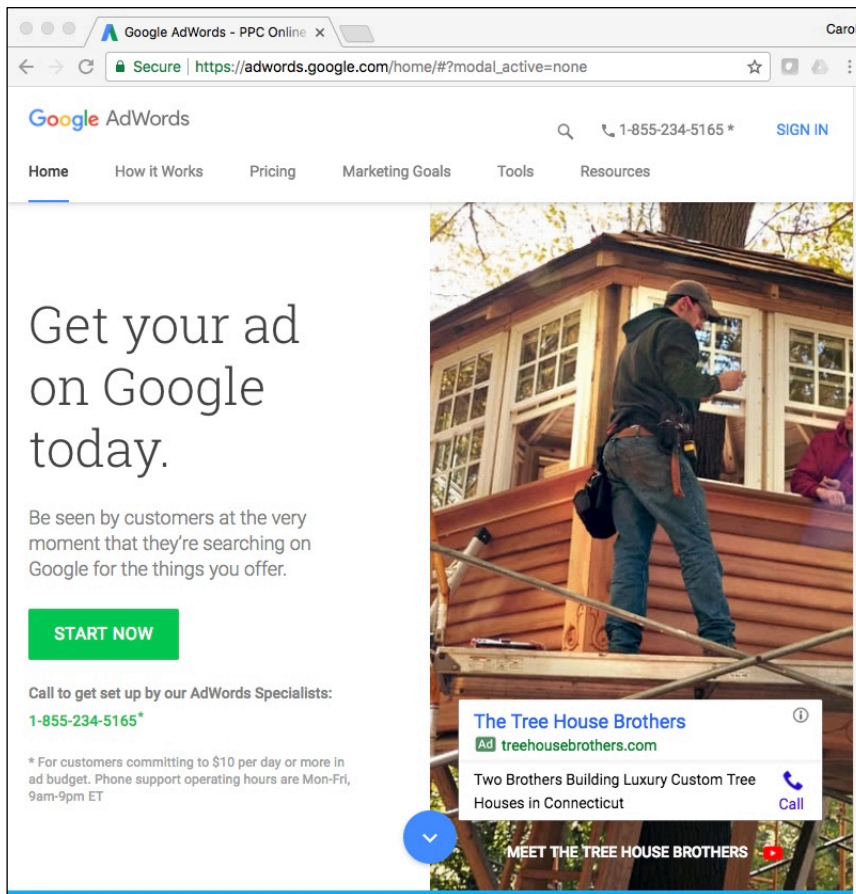
***“I typically use Adwords to promote events like Open House or just general ads like ‘Now Enrolling.’”***

Mekey Lepulu, Principal  
Hilltop Christian School

By now you should have a Google account using an email address that will stay with your school even after you are retired and sipping lemonade on a beach in Tahiti. (If you don't remember these details see "[Create a Google account for your school.](#)")

**Go to [adwords.google.com/home](https://adwords.google.com/home) and click "start now"**

You should see a page like this and click the green "start now" button on the left.



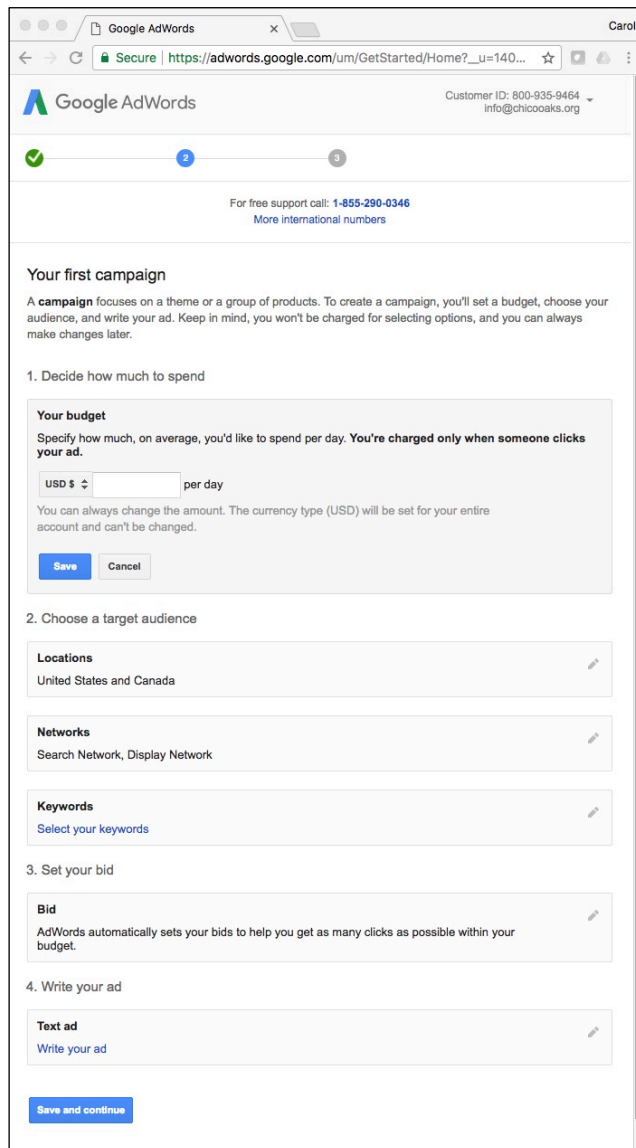
## Type in the school's Google account email address and school's website

Google will ask for a login email address (and on the next screen the password). Be sure to log in with the email address and password that are for the school's Google account--not your personal account.

## Make choices for your first campaign

Note: Check in the web address listed at the top of your page to make sure you are in Google Adwords, not Google Adwords Express. Adwords Express is simpler but it does not allow you to choose the keywords. This is a problem because Google doesn't have a business category for Christian schools. Their closest category is private schools and the keywords you will get stuck with are: girls school, boys school, boarding school, etc.

The Adwords page should look like this:



The screenshot shows the Google AdWords interface for setting up a new campaign. At the top, the browser address bar shows the URL: [https://adwords.google.com/urn/GetStarted/Home?\\_u=140...](https://adwords.google.com/urn/GetStarted/Home?_u=140...). The page header includes the Google AdWords logo and the user's account information: Customer ID: 800-935-9464 and email: info@chicooaks.org. A progress indicator shows three steps, with the first step completed (green checkmark) and the second step active (blue circle with '2').

Below the progress indicator, there is a support contact number: 1-855-290-0346. The main heading is "Your first campaign". A brief explanation states: "A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later."

The setup process is divided into four numbered steps:

- 1. Decide how much to spend**
  - Your budget**: Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.
  - Input field: USD \$ [ ] per day
  - Text: You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.
  - Buttons: Save, Cancel
- 2. Choose a target audience**
  - Locations**: United States and Canada
  - Networks**: Search Network, Display Network
  - Keywords**: Select your keywords
- 3. Set your bid**
  - Bid**: AdWords automatically sets your bids to help you get as many clicks as possible within your budget.
- 4. Write your ad**
  - Text ad**: Write your ad

At the bottom of the page, there is a "Save and continue" button.

The items below are the specific questions you will need to answer on the Adwords page, along with recommendations:

1. Decide on how much to spend
  - Clearly this depends on what you have available to spend. Consider starting with \$5-10/day budget.
2. Choose a target audience
  - Locations **VERY IMPORTANT (If you don't change this default you will be advertising to people all across the US and Canada.)**
    - Click the pencil to the right in this box
    - Click the radio button by "Let me choose"
    - Click the blue text "Advanced search"
    - Simplest option:
      - Click "radius targeting" on the right side of the dialog box
      - Type in the address of your school
      - Change the radius distance to 10 or 15 miles depending on your community
      - Click search to see the area to be included
      - Click the red "ADD" button
      - Click the blue "Done" button in the bottom left of the dialog box
    - Zip code option:
      - In the box "enter a location to target or exclude" type the zip codes within 20 minutes drive of your school.
      - If you don't know those zip codes, type the zip code of your school in the search box and click "search"
      - Adwords will display other zip codes near your school below under the title "Nearby locations"
      - You can select "add," "exclude," or "nearby" for each of these
      - Click the blue "Done" button in the bottom left of the dialog box
  - Networks
    - Click the pencil to the right in this box
    - Uncheck the "Display Network" (we can get to this later, but for now let's stick with the "Search Network")
    - Click the blue "Save" button
  - Keywords **VERY IMPORTANT This is where we pick words we believe people may be searching for when they are researching school options.**
    - **Notes:**
      - Adwords will make suggestions in this dialog box, the number in the "search popularity" column tells you how often that term is used
      - If you don't delete these (and notice they are very broad for schools) you will be paying for clicks using these terms
    - Mekey at Hilltop has found that the keywords most effective for him are: "now enrolling," "Christian education," "east bay private school," "preschool-8th grade." Clearly you will need to adapt these for your school, but this gives you an idea.

- Think of variations for each of the basic keywords. For example: Christian education near me, Christian education in [name of town], [name of town] Christian schools, etc. You are aiming to have 15-20 keywords (think phrases).
  - If you are in a small community you may have little or no searches for Christian school or education. Try expanding to "faith-based" or "private school"
3. Set your bid
- Bid
    - Unless your community is very atypical other schools in your area are not advertising with Google Adwords. You are safe leaving this with the default choice: "Adwords automatically sets your bids..." We can watch and change this in the future.
4. Write your ad
- Text ad
    - Notes:
      - This is where you write what people will see when they use one of the keyword phrases you chose.
      - Tip from Adwords -- try to use words here that reinforce/repeat on the keyword phrases you chose. For example: if you chose "now enrolling" as a keyword, then use "Now Enrolling" in one of your headlines
      - Use initial caps in headlines
    - Landing page -- the default is the home page you typed in at the beginning of the process. For now you should leave this at your school's home page.
    - Headline 1 (30 characters max), Headline 2 (30 characters max), Description (80 characters max)-- there is a sample to the right that shows how your ad will display in the search results.

## **Put in payment information**

The payment information required is self-explanatory. When done, click the blue button at the bottom.

Next week we'll address fine-tuning some settings. But your ad can start with these.

### **Delegating:**

You should be cautious about delegating this since this will require access to the payment mechanism (credit or debit card, or bank account info) you will be using.

**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?