

Section 2: Basics/ Account Set up - Overview:

Hello, and welcome to the first section of this course, where we're going to cover the basics of Google Ads and how you can actually set up your Google Ads account. So in this section, we're going to cover, what is Google Ads and where do they appear? We're also going to look at the Google account hierarchy. We're going to look at setting up your first Google account from scratch. We're going to go into a bit of detail in location targeting, and we're also going to look at budgets and select your bidding strategy.

Now, if you already have some experience with Google Ads and you understand how it all works, then you can probably go ahead and skip this section, as you might find it a little bit too basic. However, if you have no experience of Google Ads, then I highly recommend you do not skip any sections of this course and you go through the whole thing section by section, as that will give you a really good foundational understanding, and will ensure you understand every single element when it comes to Google Ads. So without further ado, let's dive into this first section.

Section 2: What is Google Ads:

What is Google Ads? Google Ads is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google search results. What's important to understand is that when you bid on a keyword, you are essentially entering an auction and competing against other advertisers who are bidding on the same keyword. You only pay Google when someone clicks your ad, so you can essentially get an ad up and running for free without ever spending a penny. On top of this, you can set a maximum CPC, which stands for cost-per-click, and basically tell Google this is the maximum amount of money I'm willing to pay per click. This makes it extremely flexible, as you only pay what you want to pay.

Now we know that, let me run you through some astonishing facts and confirm that you made a good decision by wanting to learn Google Ads. First up, Google has 75% market share, meaning that they are the dominant search engine in the world. Whenever someone wants to find out information, a product or service, 75% of the time they will turn to Google, which is great for us, as it means we're going to get more eyeballs onto our ads and more clicks over to our website.

There are 3.5 billion searches every single day, which just confirms that people go to Google first and foremost. Amazon is indeed growing for search for products and so on, but Google is still the king by far. 71% of Google's revenue comes from Google Ads. It used to be 97% in the past, but that's dropped down to 70% only because Google has dived into other revenue streams, but 71% is still a whopping number. Because Google makes so much money from the Google Ads, they try the best and the hardest to make sure everyone who's running Google Ads actually succeeds, as that will mean they'll make more money as the people who are succeeding are going to spend more money and run more ads, so it's a win-win for both of us.

In 2017, Google made a massive 109 billion, that's billion, yes, B for baseball, \$650 million in revenue, which is absolutely crazy, and 71% of that revenue came from Google Ads. If you do the math, 71% of \$109,650,000,000 is actually \$77,851,500,000, which is crazy. In this course, I'm going to teach you how you can get a little slice of that pie because this stuff is super, super powerful.

But here's another astonishing fact, 40 to 50% of all Google searches end in an ad click. This is really interesting to know, as a lot of people say, "No one clicks the Google Ads, I never click the Google Ads. My brother and my mom, we never click the Google Ads." Ignore that, because 40 to 50% of all searches end in an ad click. If there are 3.5 billion daily searches, then that's roughly just under two billion clicks a day on ads. So ads are working extremely well, and the main reason why they're working so well is because Google keeps changing the way an ad show is on the search results page.

Back in the day, you'd have a big yellow block behind the ad, which actually stood out quite a bit and made it obvious it was an ad. Google actually changed that over to what we call a green ad icon, and even now, they've changed it again, just to black text literally saying Ad. It's actually becoming very hard to tell the difference between a paid ad and an organic listing. This is Google's main goal, as the harder, it is to distinguish between the two, the more clicks our ads are going to get. This actually leads to my last astonishing fact. 45.5% of users do not know the difference between an ad and an organic result. So just under half of the people carrying out a search don't know the difference between organic and an ad, which is crazy, and just shows you how powerful Google Ads are.

Now we know what Google Ads are. In the next video, I'm going to show you where your Google Ads can appear. I'll see you in the next video.

Section 2: Where Do Google Ads Appear:

Where do Google Ads appear? So Google Ads appear in two main places. The first is a Search Network and the second is a Display Network. So, knowing which one to choose for your campaign is extremely important. So, 99% of the time when students come to me and they ask me, what is the best network to display my ads on? I always say the Search Network. So allow me to explain the difference between both of them and explain exactly why I recommend you go for the Search Network.

So, first off, what is the Search Network? So the Search Network is simply Google Search. So this is the most common one, and you've probably seen it yourself before in the past multiple times. You've gone onto Google and you've typed in a phrase or a keyword like, "Women's boots." And then as you've done that, you see loads of ads at the top of Google. You see some ads on the right-hand side of the page here, but the top two to three results are always going to be ads.

So this is the Google Search Network. So one of the benefits of advertising and showing your ads on the Google Search Network is that you can target people who type for services or products that you offer. For example, if you offer women's boots or maybe men's hats, for example, you can make sure that your products are visible for when someone types in those searches related to your products.

So the Google Search Network is extremely powerful and allows you to target the people who are looking for your products and your services. The Display Network on the other hand is where you show ads on external websites. So websites that aren't Google. So maybe the Wall Street Journal, the New York Times and so on. So you would show your ads on these websites in a display form. Display form means either a banner or an image.

So with display ads, you don't have the opportunity to target a specific group of people. Your ad is literally shown to everyone who's on that website. So if you do sell, let's say, men's gloves, for example. If someone lands on that website, and they're not interested in gloves, then they're not going to click your ad.

So as a result, typically speaking, the conversions for ads run on the Display Network is usually a lot lower in comparison to ads run on Google Search Network. So now we've gone through the theory of both the Search Network and the Display Network. Let's go over to my browser and I'll give you a live example of both of these in the real world.

So I'm now over on my browser. And if I type in a keyword such as women's boots and then see what we have. And you can see straight away, that we have two ads at the top of the page. We know they're an ad because they have a little ad symbol right here.

It is very hard to distinguish between an ad and organic. You do have to look very closely, which is exactly why I was saying Google Ads are becoming more and more powerful as Google is trying to blend the ads more in with the organic section below.

So at the top of the page, we have two ads right here. So these are two different companies bidding on this keyword, women's boots. To the right-hand side of the page, we have another big section here, all for ads as well. So the ads you're seeing on this page is ads on the Google Search Network. So ads on Google Search engine.

So if you want your ads to appear on a page like this at the top of Google, or maybe on the side, then you need to make sure you go for the Google Search Network. Sometimes you can have up to four different ads at the top of the page. And typically you have another two to three at the bottom of the page as well. So as you can see, we have another three ads at the bottom of the page.

So, let me show you a live example of an ad on the Display Network. So, over on this website now called Wall Street Journal. So, Wall Street Journal is simply a news website. If we scroll down, they're bound to have a display ad somewhere here on the right and within three seconds, we've already found one. So, this is a display ad coming from a company called Webcast.

So we actually click the X and then go, why this ad? You can actually see that this ad is getting served to us from Google. We know that because we're getting this information in front of us, which is about how Google shows you ads. So in this instance, this company is displaying their ad on this website through using a Display Network.

So, as you can imagine, I'm on this website right now. I'm not that interested in equity trading, which is what this ad is about. So this conversion on this ad isn't going to be that high. This company is showing their ads on Display Network. And like I said earlier, there's no real way to really target the people you want to see your ad when you choose a Display Network.

This is the main reason why I recommend that everyone should always go for the Google Search Network. It's way more targeted. It's way more specific. And you're more likely to have more conversions and make more money and have a more profitable campaign. The one thing where display ads come in handy is when you really want to increase your brand awareness, you can obviously run display ads and literally get your branding out there on so many different websites.

That's it for this one. And you now know the difference between the Google Search Network and the Google Display Network. I'll see you in the next video.

Section 2: Google Account Hierarchy:

So in this video, I'm going to go through the main things you need to know about the structure and the hierarchy of your Google Ads account. So let's start off with this image. From the top-down, you're going to have your Google Ads account. Within your Google Ads account, you're going to have campaigns, and then within your campaigns, you're going to have multiple ad groups. You can have one ad group, you can have five, you can even have a hundred different ad groups. It's completely up to you. And then within each ad group, you're going to have keywords and your actual ad. So the ads we saw on Google, are created within your ad group, which is within a campaign.

So just to give you a better idea, at the account level, so the top level, you have all the options, like setting your email, your time zone, your billing, added more users, where at the campaign level, so at the level below, you have all the options like location targeting, so that's where you determine what location you want to target with your ads, you have your ad schedule, device targeting. And then below that at the ad group level, you have the ad rotation as well. But we'll go through each level in more detail as you progress throughout the course. The main element to understand is the hierarchy and the ad groups within campaigns. And at the campaign level is where you set your location targeting.

So let's imagine you have a furniture website. It can be a little bit confusing at first to get your head around it, and you might already be sitting there, or standing, and have a few questions such as, "Should my product be in an ad group? Should it be a campaign? Should it be a keyword?" And so on and so on. So I'm going to show you the method that I utilize, and we use for clients as well, to determine whether we should have a campaign or ad group for our service.

So let's go over to our browser and look at this website, hygienesuppliesdirect.com, HSD Online. And just to confirm, this is not my website. I have no affiliation with this website whatsoever. I'm just going to use it as an example throughout the course, just to give you some live examples, to really help ensure you're getting the most out of this course.

So as you can see from the website, they have multiple categories. They have a category for all their washroom products. They have a category for hand dryers, heaters, pest control, home and garden, cleaning, fans, and so on and so on. So you can actually look at the navigation on your actual website to figure out what campaigns you should have and what ad groups you should have.

For example, let's look at the fan sub-category. So under fans, they have three different options. They have domestic fans, commercial and industrial, and air cooling. So within the fan sub-category, they have three main sub-categories, and then within those sub-categories, they have more products. Because the products have different keywords, we have ceiling fans, desk fans, extractor fans, pedestal fans, and so on, and so on. In this instance, it's going to be best to have a campaign for each sub-category. So you'd have one campaign for domestic fans. And then within that campaign, you'd have ad groups for each particular product.

So you'd have an ad group for ceiling fans, and then within that ad group, you would have all of your keywords that you want to bid on, such as, best ceiling fans, cheap ceiling fans, ceiling fans that are reliable, and so on and so on. So these are all keywords related to ceiling fans. So as a result, ceiling fans should have its own ad group, and that ad group should be under the main campaign of domestic fans.

So hopefully you found that useful, and we'll give you some ideas on how you can structure your Google Ads account. But again, don't worry if you don't understand at present, as I'm going to give you a live example. But essentially, the main takeaway from this is, that you have a Google

Ads account, and within that account, you can have multiple campaigns. For each product, you offer, such as may be air cooling, commercial, domestic fans and so on and so on. And then below that campaign, you'd have your ad groups, which are the products that come under that sub-category. And then lastly, you have your keywords and your ads, which are all relevant to that ad group and that sub-category.

So that's it for this video. And I'll see you in the next video, where I'm going to show you how you can set up a Google Ads account from scratch.

Section 2: Setting Up Your First Google Ads Account:

In this video, I'm going to show you how you can set up a Google Ads account from scratch. So if you already have a Google Ads account, then feel free to skip through parts of this video to find the bits you are after.

So to set up a Google Ads account, all you need is two things. The first is an internet connection and the second is a Gmail account. Go ahead and sign into your Gmail account. So as you can see, I'm already signed into one of my Gmail accounts, and I'm simply going to go over to Google and type in Google Ads. And I'll click the top result in organic. So I'm not going to click an ad. I'm going to get the top result in organic. This will bring up a page which looks something like this. Do bear in mind, that this page is going to change over time and you simply need to click, Start Now, either here or, Start Now, at the top.

So let's give that a click. And then once the page is loaded, it's going to give you three different options. So what is your main advertising goal? Is it to get more calls? Get more website sales or signups? Or get more visits to your physical location? Now you might think these are the only three options you can choose from. It's super, super important that you ignore these three options and you actually come all the way down here and click, Switch to Expert Mode.

Now, the reason why we want to do this is because the three options you have at the top is what we call a diluted setup process, meaning all the options to choose from for your ad groups, how you're going to structure your account, is completely removed from you, taken out of your hands and decided by Google, which is what we want to avoid at all cost. Google Ads is extremely powerful and we want to have full control over our campaign and what triggers our ads to show.

So let's go ahead and click that button right now, Switch to Expert Mode. So this is the page that is going to show, and as you can see, it is definitely expert mode and we have way more options than we had on the previous screen. You've actually got eight different campaign objectives in total. We've got sales, leads, website traffic, and product and brand consideration. We've then got brand awareness and reach, app promotion, and local store visits, and we can create a campaign without any guidance whatsoever. So that's like expert mode on steroids and is one I don't recommend.

If you are feeling overwhelmed with all of the options you see here, then don't worry as 9 times out of 10, or 9.9 times out of 10, the majority of people want to go for this campaign objective right here, website traffic. And the main reason being is because you are about to learn in this course how to set up Google Ads the right way. If you get the right keywords, the right match types, you match your destination page with the right search intent, everything I'm about to run through later in the course, then all you need to do is make sure you get the right people to visit your website.

And this is the best objective for that. For example, if you are selling desk fans, then I'll be showing you how you can get the best people who are looking to buy desk fans to visit your website. So website traffic is always going to be the best objective. So let's go ahead and give that a click. It'll then bring up another option below, which is all about the campaign type. So there used to be just two different campaign types here. We had search and display, which is what I ran through in the previous videos, the Google Search Network and the Google Display network. But Google has recently added more options. We have performance max, discovery, shopping and video. If you're wondering why some of these options are grayed out, it's because to create these types of campaigns, you have to actually create your Google Ads account first.

So the campaign type we want to go for is going to be the search campaign, as you want your ads to show on the Google Search network. If you're not sure what the Google Search network is, then I highly recommend that you go back to the previous videos in the course, as I actually run through the difference between the search and the display network. The performance max campaign type, is a new one they've added recently, and it's pretty much a hybrid between the search and the display network. Again, I don't want to be showing any ads on the display network for the reasons I ran through in the previous videos. So I'm going to make sure I go for the search campaign type.

Once you give that a click, you'll get a couple more options. You can enter in your website URL and just give Google an idea of what campaign settings you should be using. However, we don't need much guidance from Google as we know what we are doing. So I always skip this option

right here. You can completely ignore this option as well as I'm actually going to go through converge and tracking later on in the course. And then finally, we have the option to put in a name for our campaign.

So going back to the HSD online website, the one I'm using as an example for the purpose of this training course, let's imagine I want to set up some ads and I want to promote all of my fans. Well, these are the specific type of fans I have for sale. I've got ceiling fans, desk fans, extractor fans, tower fans, and so on. However, all of these fans are what? They come under what category? Well, they're all domestic fans. They aren't commercial and industrial. They are all domestic fans. So what I'll do is I'll have a campaign called, Domestic Fans, and I'll create ad groups for the specific type of fans I offer.

So let's go back to Google Ads and I'll put in, Domestic Fans, like so. Again, if you're unsure on why I use this as a name, I highly recommend to go back to the previous videos, specifically the Google hierarchy video as I go through the Google account structure in great detail. So once you put in your campaign name, simply go ahead and click, Continue. And that will bring up the next page, which I'm going to run through in the next video. I'll see you there.

Section 2: Location Targeting:

Welcome back. Next up, we have Campaign settings. So the first option we have at the top is to do with the network your ad is going to show on. So although we told Google already only show our ads on the Google search network, you can see by default they actually go ahead and tick both networks. So do make sure you go ahead and untick Display Network as we don't want ads to show there whatsoever. Then we'll scroll down. And the next option we have is Locations.

This is where you're pretty much telling Google what location do you want your ads to show in. If you are a business in the UK and you target all of the UK, then you may just want to go ahead and tick the United Kingdom. And that way your ads will only show to people who are based in the UK. However, the UK is a country which contains a lot of people. So if you do go ahead and select a country, it means that a lot of people are potentially going to see your ad. The more people that see your ads also means, yes, it's more visibility for your business and brand, but it's going to generate a lot more clicks and it's going to cost you a lot more money too. So please do take that into consideration.

I always recommend to start off by targeting a single city. If you're a local business, then you target your local city. So for me, that would actually be London. And the reason why targeting a city is better than going full-guns blazing and targeting a whole country is because it allows you to get some data, which you can then use to determine how you should adapt your location targeting moving forward.

So if you did want to target a city, what you can do is go for the third option, enter another location, and simply enter in the location you would like to target. So for me, it would be London. Once I select London, you can see the potential reach. So this is the maximum amount of people you can reach with a ad if you select London. It's currently 45 million, which is a lot. And if you wanted to target them, you'd simply click the Target button on the right-hand side. Didn't give me a chance to show you that. So I would just get it up for Manchester. You click Target and then add it above, as you can see.

However, if you want to go even more detailed and go more granular, you can go to the Advanced Search Option right here. We can then take off to London. And then what we can do is go to a radius option, change that to let's say five miles, and then enter in London right so. Let's put in UK to get the right London, and then click Target. And what that is going to do is only show your ads to people who are in a five-mile radius within central London.

So you can really get as specific as you want and have full control over the people who are seeing your ads. If you are a small business and you're running on a tight budget, then this is a great strategy you can leverage as what you can do is put a five-mile, 10-mile radius, whatever radius you deem to be relevant around your specific business. You don't just have to enter the radius around a location like London or a city. You can even put in a postcode such as E13, which is a place in the east of London. So again, you can get as specific as you want.

What I'll do is I'll come back and just cancel that. And I actually leave mine to the UK, just for the purpose of this training video, the majority of people would then move on to the next section, which is languages. However, the majority of people that would do that would be making a mistake. And the fact that you are watching this course right now, well, you are not going to be one of those people because we actually have some more options below location options right here. And these options are extremely, extremely important. If you expand the menu, you can see we have two different options, one for targeting and one for excluding.

Now, by default, it is set to presence or interest. So what this means is that Google is going to show your ad to anyone who is currently present in the location you targeted, which for me is the United Kingdom, or to anyone who's also specified interest in that location. And as you can see, this is the recommended setting. So you might think this is the best thing to do, right? Well, no, it is completely the worst thing you can do as a Google advertiser. And the reason being is because if someone is interested in my location, for example, someone could be based in Japan, they could be based in America. They could be based literally in any country in the world. But if they specify an interest in my location, such as using that location in the search term, then my ad is going to trigger.

Hopefully, you can see just how problematic that can be. You can potentially be showing ads to people in other countries who are not even based in the location that you've just specified. And Google recommends this option as the best cheekily because that means you are going to generate more clicks. And guess what? The more clicks you generate, the more money Google makes. So it's not always in your best interest to follow what Google recommends as the best option.

What I recommend you actually go for is the second option right here, present people in or regularly in your targeted locations. That way your ads will only show to people who are in or regularly visit your targeted location. That's actually a really important thing to make sure you go ahead and change. It's going to save you a lot of money and make sure you are a smart advertiser.

Once you've done locations, the next option is language. It's typically going to be correct by default. So mine is English. Don't worry about audience segments or dynamic search ad settings, going to go through all of this later on in the course. Again, the same applies to anything you see below More Settings. I'll be going through all of this later on in the course. The main purpose of these initial videos is to get your Google Ads Account set up.

Once you've done all of that, go ahead and click Next. This will bring up the next section, which is Keywords and Ads, which I'm going to run through in the next video. See you there.

Section 2: Budgets and Selecting Your Bidding Strategy:

Welcome back. The next option we have in the account setup process is budget and bidding. So this is where we pretty much tell Google how much money we want to spend every day running our Google ads. Now, of course, at this point in the setup process, we're not even sure how much it's going to cost us to generate one click. Some search phrases, also known as keywords, are more expensive than other ones. So at this point, you can literally enter in any number here as you wish. I typically always go for £3 just because three is my magic number. Again, don't worry about any advice that Google give you, if they say it's too low, you need to increase it. We're only putting in a placeholder figure once we can change it once we've created our ad account. In fact, in the next section of the course, when we go through keyword research, I'll show you how you can find out exactly how much each click is going to generate you based on what search term you are targeting.

So put in £3 as your budget or \$3, whatever currency you have selected. And for the bidding section, this is pretty much where you determine what metric you want to focus on when it comes to generating the most amount of visibility for your Google ads. We've got a few different options we can select. The majority of them are going to be graded out. As you can see, conversions, and conversion value. We are unable to select any of these, and the reason being is to bid on a metric based on conversions, you need to have some historical data in your Google ads account for Google to understand which specific ads are performing the best. Once you have that data, you can then tell Google to show my ads based on the ones which are generating the most amount of conversions. However, as it's a brand new Google ads account, we don't have any of that data so leave it on clicks for now.

And this basically means to Google our main goal is to generate as many clicks on our ads as possible. You can also set a maximum cost per click as well. So if you want to go ahead and do that, again, it doesn't really matter and you can change this all later on in your campaign settings anyway. But I'll simply put in £2 there just for the purpose of this training video. We do have some more options down below if you click more settings. We have ad rotation, but again, as we don't really have any ads at the moment or any historical data, it's best just to completely ignore this and then go into the next screen, which is going to take us into your campaign settings, which I'll be running through in the next video. Thanks for watching, and I'll see you in the next one.

Section 2: Setting Up Billing:

Keywords and ads. So this section is pretty much irrelevant in the account setup process, as the course has dedicated sections on how you can find the best keywords to target. I also go over the best practices when creating your Google ads. So for now you can pretty much ignore

everything we have here as remember the main goal of these initial videos is just to create your Google ads account. However, annoyingly, if you do leave some of these fields blank, then Google actually won't even allow you to create the Google ads account. So it's a little bit annoying. We've got to put in this placeholder information just to create our ad account when in reality, we're never going to use this information and it's all going to be changed once you create our Google ad account. So let's just enter in a random keyword for now. I'll just go for the dog because why not? For the ad section below, I'm going to put in my company domain website. Clickslice.co.uk.

My website is nothing to do about dogs by the way. But again, this is all just placeholder information. So we can go ahead and create our account. So path one, I'll put in the dog. For the headline, I'll put in dog one. For headline two below I'll just copy that and put in dog two. I'll then put in dog three. That should be enough titles for now. And description, I will just type in description dog one. That will do. And description dog two. Feel free to copy these, just to get your ad account live. Again, just to clarify all these things we're entering right now, they don't matter whatsoever. We're simply entering some placeholder information so we can get our Google ads to account live. The same applies to the next option in the setup process, which is extensions. We can actually leave all of this blank. This part won't actually prevent us.

So go ahead and click next. And we are almost done and we're on pretty much the last step of the process, which is reviewing all of the settings we've just inputted such as a campaign name, the objective type, the budget, and pretty much everything you just run through. So it's always good just to double-check this information and make sure you are happy. If you do have any warnings at the top like I do, conversion tracking is not set up, people in your country have a budget of at least 12 pounds. Then again, these are just suggestions by Google. You don't have to actually go ahead and fix this. Clearly, this one is based on me spending more money and Google making more money. So I'm definitely not going to fix that. Again, I covered conversion tracking earlier on in the previous videos.

So if everything looks good, you can go ahead and click next. And then we have the last section of the setup process, which is where you enter in your billing information and also select a time zone for your account. Time zone is actually very, very important because this can not be changed once you create your account. So make sure you go ahead and select the time zone that you are in, because if this is wrong and you want to run ads from say 9:00 AM to 5:00 PM, or if you're in the wrong time zone, then your ads will be shown at completely different times.

So always makes sure you double-check that and you get that right. It should be selected right by default anyway. It's always good to double-check. And you can see at the time of me

recording this video, there's actually an introductory offer where if I spend 400 pounds, then I actually get a number 400 pounds in ad credit. If you don't see that option on your screen, then it just means Google isn't running any introductory offer at the time you're creating your account. And unfortunately, that is out of my hands. The remaining options at the bottom is all related to how you're actually going to pay for your Google ads campaign, all the information. So just go ahead and make sure this is correct.

Just to give a bit of background as well as to how Google ads work, how it works is you pretty much attach your card to the Google ads account. You then generate clicks. And once you reach a minimum specified threshold, you'll then have to pay Google for the clicks generated. You don't literally pay every time someone clicks your ad, all those clicks tally up and go towards your threshold. And once you reach in that threshold, the money is automatically taken from your account. Just a quick heads up on the billing information, please make sure you use a card that you actually have. Do not use any virtual cards or anything like that. As if you do set up a brand new Google ads account with a virtual credit card, your account is going to get suspended. I've had a lot of messages from people setting up accounts with virtual credit cards and all of the accounts have been suspended. So please make sure you use a real card that you actually own and have access to.

So once you've entered in all of your billing information and you've ticked the box at the bottom, you can go ahead and click submit. And that is it. Congratulations. You are now all done and you've created your Google ads account. We can then click explore your campaign. And we are now in the back end of our Google ads campaign. And the first thing you want to do right away is go to campaigns. Go to the campaign and you'll see the campaign right here. This is the one we just created in the setup process. And you want to go ahead and click this arrow right here and click pause. By default, Google will enable it, meaning your ad is going to be live and it's going to be costing you money. So make sure you go ahead and pause that straight away as remember, this has loads of placeholder information in it.

We just created it to get our account set up. Now it's set up. We no longer need it. So you can actually go ahead select it and actually just remove it from your ad account completely by clicking confirm. That will then remove it from your account and you'll have no active campaigns in your ad account. So congratulations, you are now ready to start exploring your Google ads account, exploring all of the amazing features that Google provides us as advertisers and start to generate some revenue for your business. So I will see you in the next section, which is keyword research, where I'll be running through how you can find the best keyword to target for your specific business. Thanks for watching. And I'll see you there.