

Free PPC Checklist: How to Set Up a Google Ads Account

Your Go-To Guide for Google Ads Setup

Ready to dive into PPC advertising on Google? This free PPC checklist for how to set up a Google Ads account is your roadmap to success. Perfect for Google Ads for beginners, it covers every step—from creating your account to launching your first campaign. Check off each task as you go, and you'll be running ads like a pro in no time. Let's make how to set up a Google Ads account simple and stress-free in 2025!

PPC Checklist: How to Set Up a Google Ads Account

Follow these steps to create a Google Ads account and set up your first campaign. Each task includes a brief explanation and a tip to keep you on track.

1. Create a Google Account

[] Ensure you have a Google account (Gmail or Google Workspace) to access Google Ads.

A Google account is your entry point to how to set up a Google Ads account. If you don't have one, sign up for free.

Tip: Use a professional email (e.g., yourname@business.com) for credibility.

2. Sign Up for Google Ads

[] Go to the Google Ads website, click "Start Now," and enter your business details.

To create a Google Ads account, provide your business name, website URL, country, and time zone. This sets up your account framework.

Tip: Double-check your website URL—it's where your ads will direct users.

3. Complete Google Ads Billing Setup

[] Add a payment method and billing details to activate your account.

Google Ads billing setup requires a credit/debit card, bank account, or PayPal (depending on your region), plus your billing country and business address.

Tip: Expect a small, refundable verification charge to confirm your payment method.

4. Explore the Google Ads Dashboard

[] Familiarize yourself with the Google Ads dashboard.

The dashboard is your hub for managing campaigns, keywords, and reports. Check sections like “Campaigns,” “Keywords,” and “Tools & Settings” for a Google Ads dashboard walkthrough.

Tip: Click around to get comfortable—it’s intuitive, even for Google Ads for beginners.

5. Define Your Campaign Goal

[] Choose a campaign goal, such as “Website traffic” or “Sales.”

During Google Ads campaign setup, select a goal that aligns with your business, like driving clicks to your site. “Website traffic” is a great start for beginners.

Tip: Clear goals keep your PPC advertising on Google focused and measurable.

6. Select Campaign Type

[] Choose “Search” campaign for text ads on Google search results.

Search campaigns are ideal for Google Ads for beginners, targeting users actively searching for your services. Avoid Display or Video campaigns until you’re more experienced.

Tip: Uncheck the Display Network to focus your budget on search ads.

7. Set Budget and Bidding

[] Define a daily budget and choose a bidding strategy.

Set a daily budget (e.g., \$5-\$10) and select “Maximize Clicks” for automated bidding during Google Ads campaign setup. This keeps costs manageable.

Tip: Start small to test what works for your PPC advertising on Google.

8. Choose Target Audience

[] Specify locations and language for your ads.

Target specific areas (e.g., “New York” or “United States”) and languages (e.g., English) to reach the right audience. This is key to how to set up a Google Ads account effectively.

Tip: For local businesses, set a radius (e.g., 20 miles) around your location.

9. Select Keywords

[] Use Keyword Planner to pick 5-10 relevant keywords.

Find keywords like “best bakery near me” using Google’s Keyword Planner. Use broad, phrase, or exact match types, and add negative keywords (e.g., “free”) to save budget.

Tip: Specific keywords improve ad relevance and lower costs.

10. Write Your Ad

[] Create compelling ad copy with headlines and descriptions.

Write three headlines (e.g., “Best Bakery in Town”) and two descriptions (e.g., “Fresh pastries daily!”) with clear calls-to-action. Ensure your ad links to a relevant landing page.

Tip: Include keywords in your ad copy for better PPC advertising on Google performance.

11. Add Ad Extensions

[] Include extensions like site links or call buttons.

Ad extensions (e.g., location, callouts) make your ad more clickable. Add them during Google Ads campaign setup to boost engagement.

Tip: Use site links to direct users to specific pages, like “Shop Now” or “Contact Us.”

12. Review and Launch Campaign

[] Double-check settings and publish your campaign.

Review your budget, keywords, and ad copy before clicking “Publish.” Monitor performance in the Google Ads dashboard walkthrough after launch.

Tip: Check for errors, like incorrect URLs, to avoid wasted spend.

13. Track Performance

[] Monitor clicks, impressions, and conversions.

Use the dashboard to track metrics like click-through rate (CTR) and cost-per-click (CPC). Set up conversion tracking to measure actions like sales or sign-ups.

Tip: Review weekly to optimize your Google Ads campaign setup.

14. Optimize Your Campaign

[] Test and refine keywords, ads, or bids.

Run A/B tests (e.g., different headlines) and adjust low-performing keywords or ads. Optimization is key to mastering how to set up a Google Ads account.

Tip: Pause underperforming keywords to focus budget on what works.

Conclusion: Launch Your Google Ads with Confidence

This free PPC checklist simplifies how to set up a Google Ads account, guiding you from account creation to campaign optimization. Whether you're new to PPC advertising on Google or refining your skills, these steps ensure a smooth Google Ads campaign setup. Check off each task, follow the tips, and watch your ads drive results in 2025.