



Grow Your Business Online

An Introduction to AdWords

accelerate.lgbt | one-sheeter

Getting Started

Why Google AdWords?

- Attract more customers
- Reach the right people at the right time.
- Advertise locally or globally
- You only pay for results.

Start a new AdWords account and get \$75 dollars free ad credit! [Click here to redeem.](#)

Call **1-800-862-4644** for free support on setting up your first campaign.

Connect Online

Get found on the #1 search engine:

Reach people when they search for what you offer and only pay when someone clicks on your ad.

[Learn more about the Search Network](#)

Connect with users as they browse:

Target your ads on over 2M websites worldwide through contextual targeting or audience targeting.

[Learn more about the Display Network](#)

Show relevant video ads:

Deliver video ads to your target audience and only pay when people watch with cost per view bidding.

[Learn more about YouTube advertising](#)

Learn More

- [AdWords Help Center](#) : The official site for help with Google AdWords. Get tips to boost your ROI, improve your keywords & fix issues with your account.
- [Free AdWords Courses](#) : Take free courses about online marketing through AdWords and take your campaigns to the next level.
- [Official AdWords Community](#): Ask questions and engage with other AdWords users.
- [Inside AdWords Blog](#): Stay up to date with Google's official blog for news, tips & information about AdWords.
- Speak with an AdWords Expert: **1-866-2GOOGLE**

5 Ingredients for AdWords Success

1 Structure your AdWords Account

- Separate keyword lists into categories or themes
- Create relevant ads that tie directly into keywords



2 Choose the Right Keywords

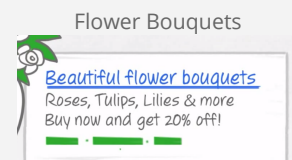
- Target keywords people will search to find you
- Choose keywords that are 2-3 words long
- Use [keyword planner](#) to find new ideas

Flower Bouquets

Red roses bouquet
Mothers day flower bouquet
Pink flower bouquet
Fresh flower bouquet

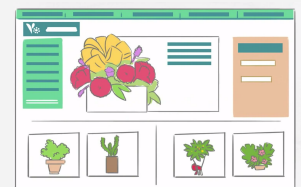
3 Write Attention Grabbing Headlines

- Line 1: Enticing headline
- Line 2: Value Proposition
- Line 3: Call to Action



4 Select the Right Landing Pages

- Landing page should address what your potential customer was looking for.
- Content in ad should also be in landing page



5 Track Your Customers

- View account performance
- Determine goals & measure your success

