

# Google Ads Launch Guide

## IN 5 SIMPLE STEPS

### Step 1

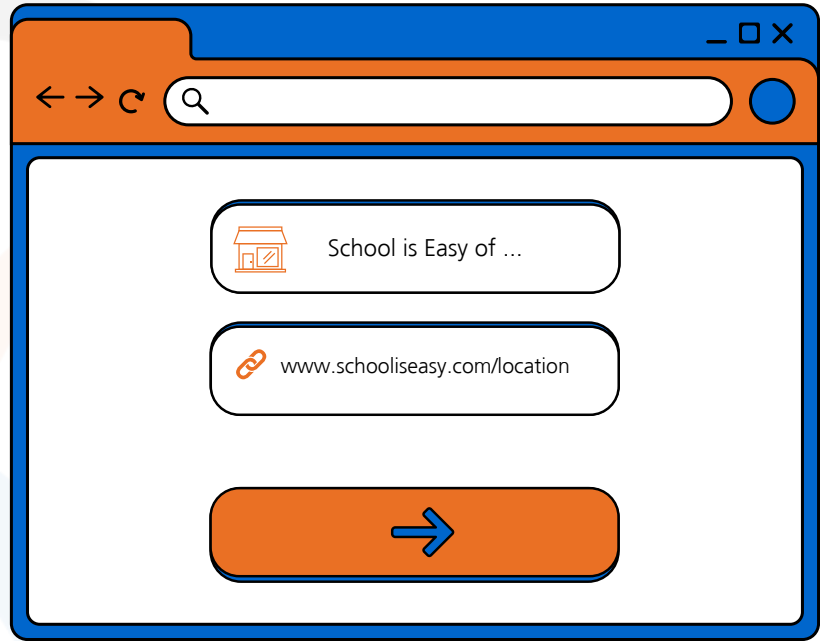
#### Add your business info

Start by adding your business name and website.

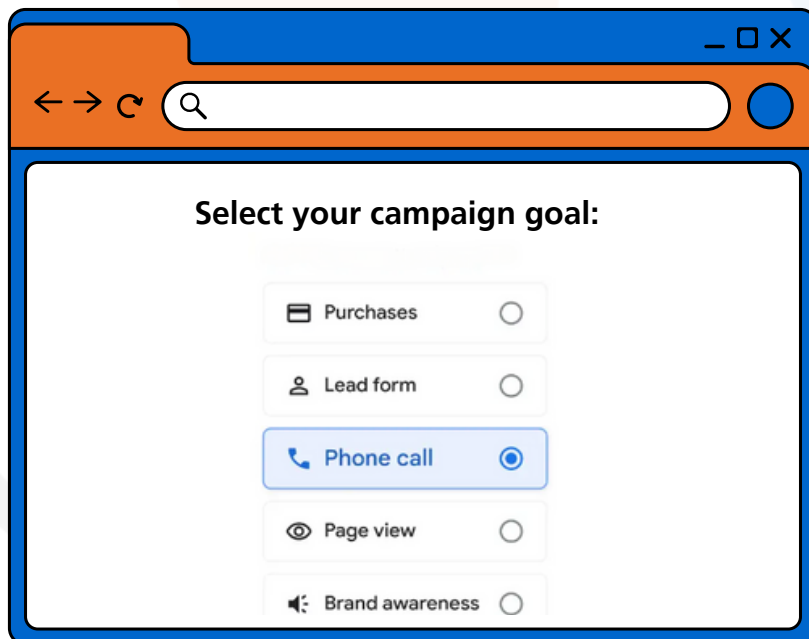
Business Name:  
School is Easy of "Location"

Website:  
[www.schooliseasy.com/location-name](http://www.schooliseasy.com/location-name)

If you have them, link your existing Google accounts for faster campaign setup and get tailored recommendations throughout your campaigns.



A browser window showing the Google Ads setup interface. The address bar is empty. The main content area has two input fields: the first contains a storefront icon and the text "School is Easy of ..."; the second contains a link icon and the text "www.schooliseasy.com/location". Below these fields is a large orange button with a blue right-pointing arrow.



A browser window showing the Google Ads setup interface. The address bar is empty. The main content area has the heading "Select your campaign goal:". Below this heading are five radio button options: "Purchases" (with a shopping cart icon), "Lead form" (with a person icon), "Phone call" (with a phone icon and selected), "Page view" (with an eye icon), and "Brand awareness" (with a speaker icon).

### Step 2

#### Choose your campaign goal

At this point, you will be presented with campaign goals to choose between.

Select your primary conversion goal, like driving sales, generating new leads, or building brand awareness.

Google will provide prompts along the way to assist you with reaching your campaign goals.



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# Selecting the Ad Creative

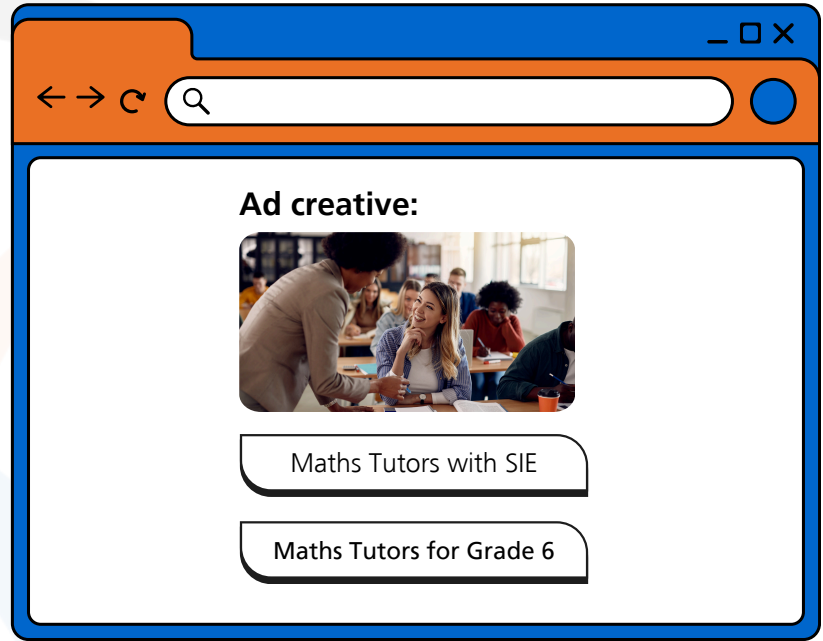
## AND YOUR TARGET AUDIENCE

### Step 3


#### Build your ad

At this step, you add your campaign assets and preview your keywords, images, logos, and videos in different ad formats.

From here, allow AI to help you make the best choice for you using Google's AI, which will find the best-performing ad combinations to multiply the campaign results for your goal(s).

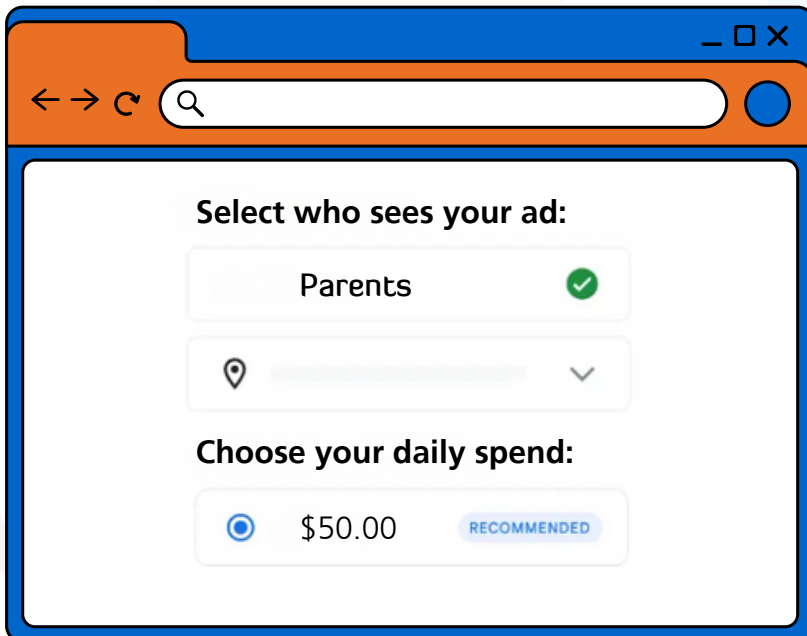


**Ad creative:**



Maths Tutors with SIE

Maths Tutors for Grade 6



**Select who sees your ad:**

Parents ☒

**Choose your daily spend:**

☒ \$50.00 ☐ RECOMMENDED

### Step 4

#### Choose your audience & select your budget (ad spend)

Tell Google about your local audience that you'd like to target with your new ad campaigns. Examples: Schools, Parents, Educators, etc.

Google uses this as a starting point to recommend keywords and expand your reach.

Google will further assist you by providing budget recommendations that work for you, your campaign, and your budget.



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# Blast Off!

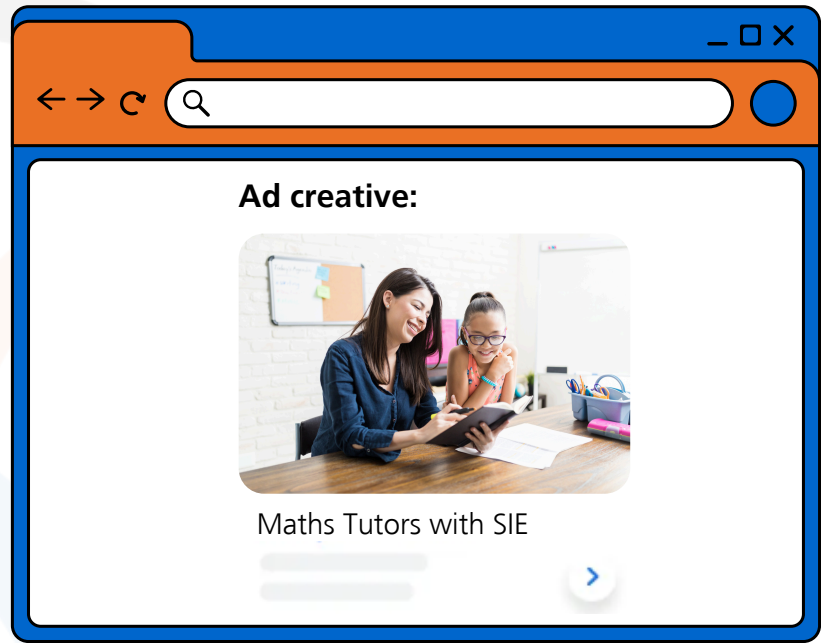
## LAUNCHING YOUR CAMPAIGN

### Step 5

#### Completing the process & going live

It's almost time to submit your ads for Google to review and then publish! Before you can complete the process you will be prompted to complete your payment details.

Confirm your payment details and then submit your campaign to go live. Google will review your ads to ensure they meet their guidelines and then launch your campaigns!



## Jumpstart Your Campaign

### WITH A GOOGLE ADS EXPERT

Another option available to you is to Partner with a Google Ads expert. Google's experts can assist you with setting up your first campaign.

Google experts will help you with:

- Getting you up to speed on their latest platform updates.
- Assistance with designing a media plan that makes the most of your budget.
- Help you to launch your first campaign with hands-on guidance.

You are eligible to connect with a Google Ads Expert who will give you easy first steps to get started on your campaign if you schedule a 1-to-1 call or chat with a Google expert within the first 30 days of signing up for Google Ads.



[Book A Call With A Google Expert](#)



[Call 1-844-201-2399](#)

[Monday - Friday, 9 AM - 9 PM ET](#)



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