

Google AdWords

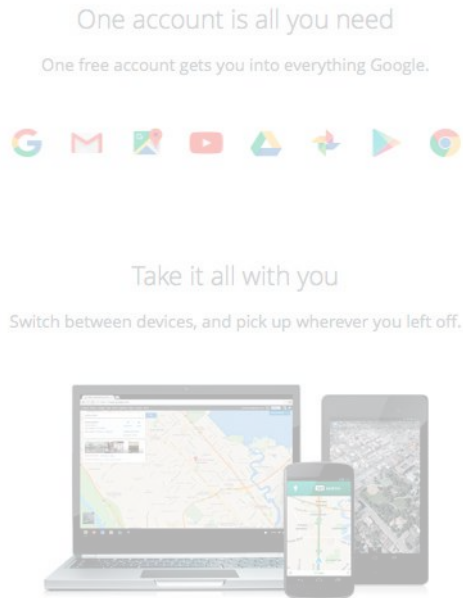
A Quick Setup Guide

Creating your Google Account

1

Create a Google Account by using the following link:
<https://accounts.google.com/SignUp?hl=en> and complete the form with all of your details.

Create your Google Account



Name
First Last

Choose your username
 @gmail.com
[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday
Month Day Year

Gender
I am...

Mobile phone
 +44

Your current email address

Location
 United Kingdom

[Learn more](#) about why we ask for this information.

Please proceed to the next step:
Adding an AdWords Payment Method

Adding an AdWords Payment Method

1

When you have completed setting up your Google Account, sign into Google AdWords by using the following link: <https://www.google.co.uk/adwords/>

Google AdWords

Already a Google AdWords customer? [Sign in](#)

[Overview](#) [Benefits](#) [How it works](#) [Costs](#) [Testimonials](#) [Get started](#)

2

When you are signed into Google AdWords, click 'Skip the guided set-up'.

Google AdWords

1 About your business — 2 Your first campaign — 3 Billing — 4 Review

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided set-up.](#)

3

Complete the following details and click 'Save and continue.'



Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

Country


 United Kingdom

Time zone

(GMT+00:00) GMT (no dayligh... 

Time zone is used for account reporting and billing.

Currency

British Pound 

Save and continue

4

You should now be able to see a screen similar to the one below. Select 'Go to billing setup'.

Google AdWords Home Campaigns Opportunities Reports Tools

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

5

Select 'United Kingdom' and click 'Continue'.

Google AdWords Home Campaigns Opportunities Reports Tools

Account setup

Select the country or territory where your billing address is located.

This choice may affect the payment options you'll have in the next step.

United Kingdom

Continue

6

Complete the form displayed on-screen with your payment details and click 'Complete Sign-up' at the bottom.

Google AdWords Home Campaigns Opportunities Reports Tools

Tax information Tax status
Business
This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.
VAT ID (Optional)
GB -

Name and address ?
Business name
Name
Address line 1
Town/City
County (optional) Postcode

Primary contact ?
Name
Phone number
Email address

How you pay ? **Automatic payments**
Your service can start immediately, and you pay after you accrue costs. You're charged automatically either when your balance reaches a predetermined amount, or 30 days after your last automatic payment, whichever comes first.

What you pay with ? Bank account
 Credit or debit card

Billing communication language ? English (United Kingdom) ▾

Terms and conditions Carefully read the following terms and conditions and click the checkbox below to agree.
[\(Printable version\)](#)

Google Ireland Limited Advertising Programme Terms
These Google Ireland Limited Advertising Programme Terms ("Terms") are entered into by Google Ireland Limited (registered number: 368047) with its registered office located at Gordon House, Barrow Street, Dublin 4, Ireland ("Google") and the entity executing these Terms or that accepts these Terms electronically ("Customer"). These Terms govern Customer's participation in Google's

Yes, I agree to the above Terms and Conditions.

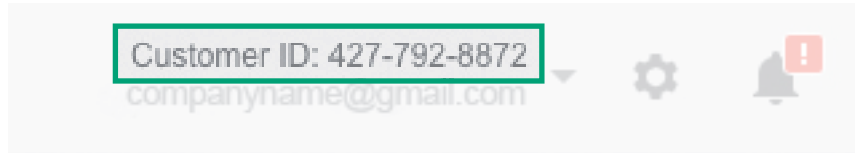
[Complete Sign-up](#)





You have now successfully set up your Google AdWords Account. Please provide Matrix with your **customer ID** which can be found in the top right corner as shown below.

When you have given us your customer ID, please wait until we request access to your account before proceeding to the next step.



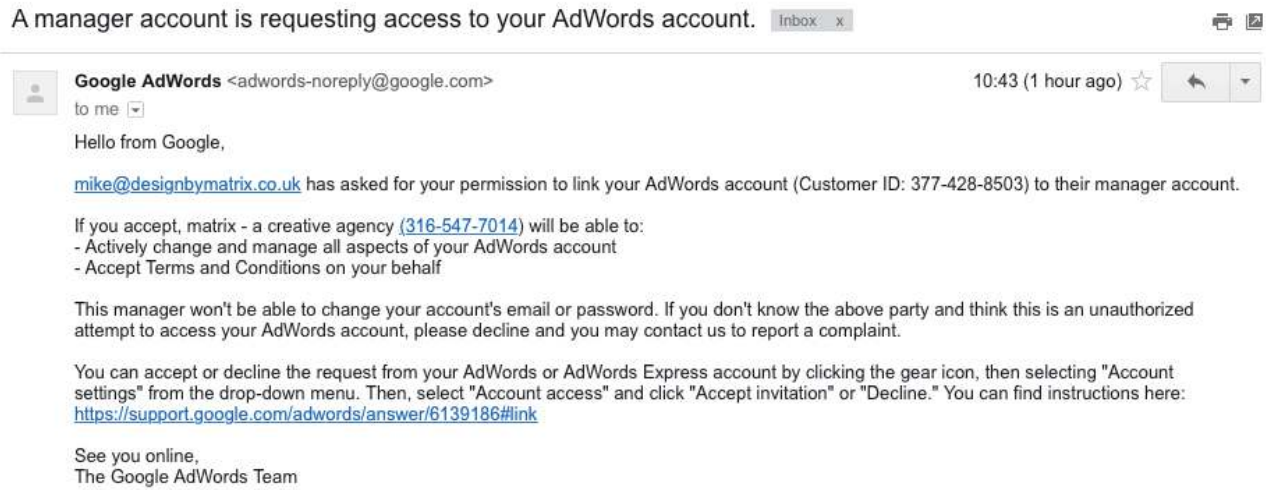
Please proceed to the next step:
Accepting Matrix's Access Request



Accepting Matrix's Access Request

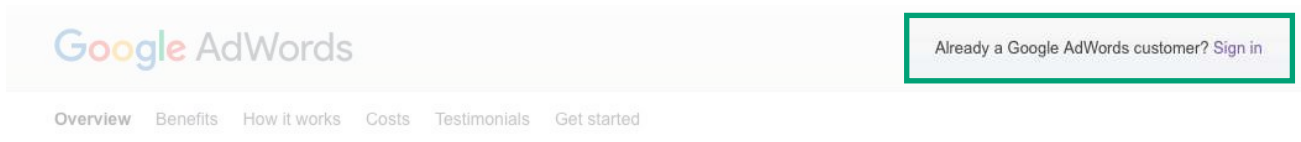
1

We will request access to your AdWords account, so we can advertise on your behalf. When we have added your customer ID into our account, you will receive an email similar to the one shown below.



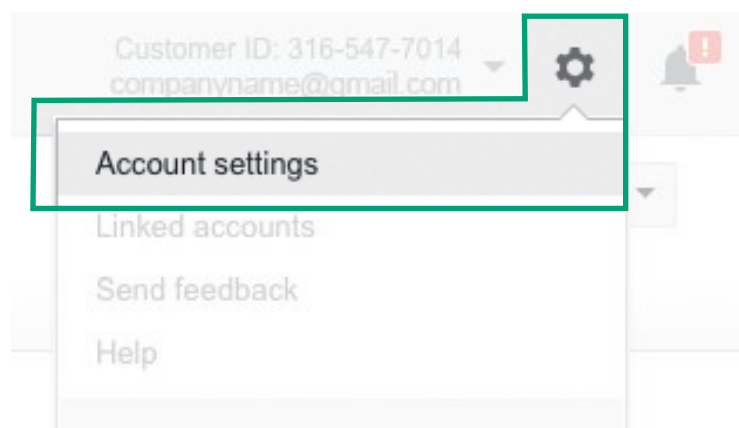
2

Sign back into your Google AdWords Account: <https://www.google.co.uk/adwords/>



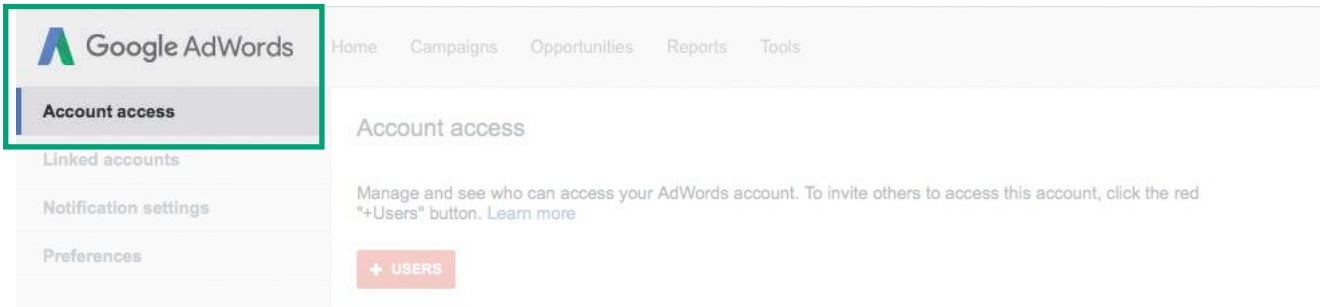
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Click on the gear icon which can be found near your customer ID in the top right hand corner and select 'Account settings'.



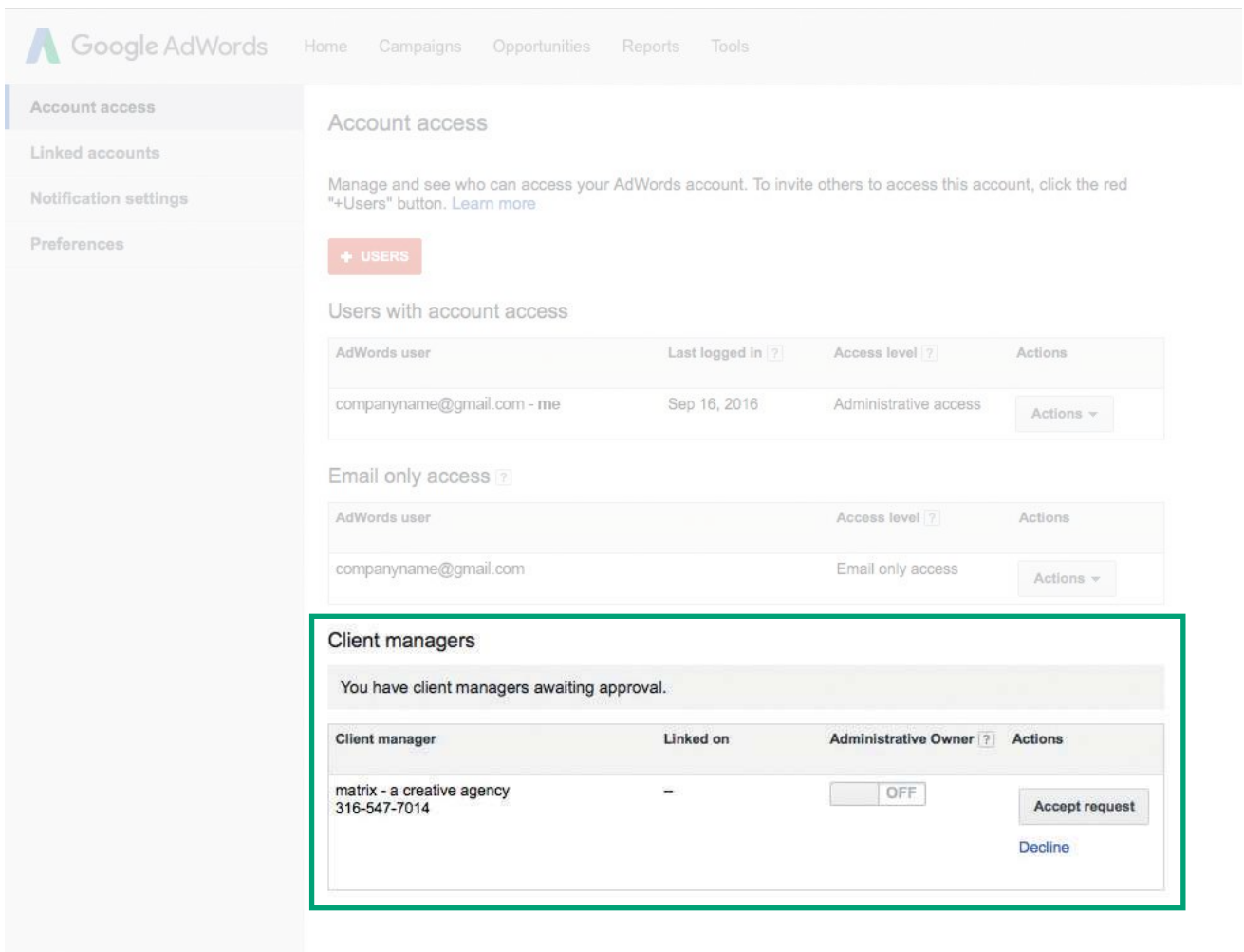
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When in your Account Settings, click on 'Account access' as shown below.



5

In the account access section, you should see a section that says 'Client managers'. Our request should be under this section. Please click 'Accept request'.





Congratulations.

Your Google AdWords
Account is now ready for us
to start creating your adverts.