

PPCmateX

How to set up Google Search Ads

CHANNEL GUIDE • GOOGLE SEARCH

Step by step, with real screenshots of every screen

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STEP 1 OF 5

Pick Google Search

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Go to Campaigns and click New Campaign. For Sales & leads, Google Search Ads is the top suggestion.

1

Sales & leads

The goal for people who buy or sign up.

2

Who are you selling to?

Consumers (B2C) or Businesses (B2B), plus your daily budget.

3

Google Search Ads

Your ad shows to people already searching for what you sell. You don't need your own Google Ads account.

4

New Google Search Ad

Opens the campaign form.

Tip: The clicks-per-day figure on the card is an estimate for your budget.

Name your campaign, then click Add creative to write your ad.

Search · US · Running shoes

1 Name

2 Status

AI Optimization

Search · US · Running shoes

3 + Add creative

Creatives

Google Search
8.5B searches/day

1

Name

Only you see it. Use it to find the campaign in reports.

2

Status

Leave it ON. The campaign runs once Google approves the ad.

3

Add creative

Opens the Google Search ad editor.

Tip: Put the country and product in the name, for example "Search · US · Running shoes".

Add your landing page, then write the headlines and descriptions Google shows.

The screenshot shows the 'Google Search Ad' creation form. It includes a 'Landing Page (URL)' field with the example 'https://example.com/running-shoes' and an unchecked checkbox for 'Add UTM tags'. Below this is a '+ Suggest with AI' button. The 'Headlines' section contains three input fields with example text: 'Running Shoes for Every Run', 'Easy Returns in 30 Days', and 'Shop Trail and Road Models'. The 'Descriptions' section has three input fields, with the first containing 'Light, cushioned running shoes for road and trail. Find your fit today.' At the bottom, the 'Extra Google headlines' section is shown with a toggle switch set to 'On'.

1 Landing Page (URL)

Where the click goes. Tick "Add UTM tags" if you use Google Analytics.

2 Suggest with AI

Writes headline and description ideas for you to edit.

3 Headlines

3 headlines, up to 30 letters each.

4 Descriptions

2 descriptions (a third is optional), up to 90 letters each.

5 Extra Google headlines

On by default: we add up to 12 more headlines from your keywords, each one policy-checked first.

Tip: Put your main keyword in Headline 1 and your offer in Headline 2. Save the creative and you return to the campaign with it added.

Google Search is bought per click (CPC). Set your daily budget and your bid.

The screenshot shows the 'Finance' section of a Google Ads campaign setup. It includes fields for 'Total budget' (with a 'Daily budget' sub-label), 'CPC bid', 'Bid strategy', and 'Conversion Tracking'. Numbered callouts are placed over the interface: 1 points to the 'Daily budget' field, 2 points to the 'CPC bid' field, 3 points to the 'Bid strategy' dropdown, and 4 points to the 'Conversion Tracking' dropdown. A 'Delivery estimate' box is also visible on the right.

1 Daily budget

Minimum \$5 a day. The campaign stops for the day once it reaches your daily budget.

2 CPC bid

Fixed: every click is bid at exactly this CPC.

3 Bid strategy

Manual CPC: you set the price per click.

4 Conversion Tracking

Pick or add a tracker so Google conversions are counted.

Tip: Check what similar keywords cost in your market before you set the bid.

Open Targeting → Keywords and list the searches your ad should show for.

The screenshot shows the 'Targeting' section of the Google Ads interface. It has four main sections, each with a numbered callout in a green circle:

- 1 Keywords:** A text area containing 'running shoes', '"trail running shoes"', and '[buy running shoes online]'. Below it is a note: 'One per line. Use "quotes" for a phrase match and [brackets] for an exact match.'
- 2 Negative keywords:** A text area containing 'repair' and 'used'. Below it is a note: 'One per line. Searches containing these never show your ad.'
- 3 Callouts:** A section with the heading 'Callouts' and a list of items: 'Free setup', '24/7 support', and 'No minimum spend'.
- 4 Rules badge:** A small blue badge with a question mark and the word 'rules' next to the 'Keywords' section header.

1 Keywords

One per line. Plain = broad match, "quotes" = phrase match, [brackets] = exact match.

2 Negative keywords

Searches containing these words never show your ad.

3 Callouts

Short extra lines under your ad, for example "24/7 support".

4 Rules badge

Shows how many targeting rules are set.

Tip: Also set Languages, Devices, Demographics, Customer Lists and Location in the panels below, then click Save.

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