

How to Create a Google Ad Account

Google is the most popular search engine. Google Ads incorporate Search Engine Marketing to reach the intended audience. This allows for tailoring of the recruitment ads to match search terms used by the target participants. Follow the steps below to create a Google Ad account.

Before you begin:

- Have the research email address available
- Have the research website available

1. Open your browser and copy and paste the following URL:

<https://ads.google.com/home/>

2. Click “Start Now”



3. Sign in to an existing Google Account, or create a new one

- a. If you already have a Google Account, enter your Google email address and password, then click “Sign in”
- b. If you don’t have an existing Google Account, click “Create an account” and follow the instructions to create a Google account

A screenshot of the Google sign-in page. The page displays the Google logo, the text "Sign in to continue to Google Ads", and a text input field labeled "Email or phone". Below the input field is a link for "Forgot email?". At the bottom of the page, there are two buttons: "Create account" (highlighted with a red rectangular box) and "Next".



Create your Google Account

to continue to Google Ads

First name

Last name

Your email address

You'll need to confirm that this email belongs to you.

[Create a Gmail account instead](#)

Password

Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

Next

c. Click "Next"

4. A verification code will be sent to your email. Type the code into the text box and click Verify.

Enter code

[Back](#)

Verify

5. Enter the business phone number and the account holders date of birth and gender. Then click next.

 Phone number (optional)

We'll use your number for account security. It won't be visible to others.

Month Day Year

Your birthday

Gender

Why we ask for this information

[Back](#)

[Next](#)

6. Scroll to the bottom of the page and click "I agree" to agree to the terms and conditions.

Combining data
We also combine this data among our services and across your devices for these purposes. For example, depending on your account settings, we show you ads based on information about your interests, which we can derive from your use of Search and YouTube, and we use data from trillions of search queries to build spell-correction models that we use across all of our services.

You're in control
Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account (myaccount.google.com).

[MORE OPTIONS](#) ▾

[Cancel](#) [I agree](#)

7. Click on the advertising goal that is the priority and then click "Next"

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want

Get more calls ✓

Get more website sales or sign-ups

Get more visits to your physical location

NEXT

8. Type the name of the business/research and type the website URL. Then click “Next”

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

Business website

Example: www.example.com

BACK

NEXT

9. Select the geographical radius that you will target then click “Next”

Where are your customers?

Find new customers in the areas you serve

Set up a radius around your business

Set up specific areas

Where do you want your ad to appear?

Kakinada

+ Add location (city, state, or country)



BACK

NEXT

10. Your ad account has been customized. Continue following the steps to create your first ad or sign out of your account.