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

    c. Click "Next"

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

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

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

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

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

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

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

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