Learn the Basics of Google Ads

Google Ads can help you grow your business or brand and showcase your products and services to customers searching Google or visiting partner websites.

### Smart Campaigns
- Smart campaigns are Google’s solution for small businesses. Ads can be set up in just a few steps. Google’s technology will find ways to improve them over time.

### Search Campaigns
- Search campaigns offer advanced features for advertisers who want to show ads on Google search and other websites. Search campaigns include in-depth reporting.

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Explore more comparisons in [Google Ads Help](https://ads.google.com/help)
Action Items

- Visit google.com/ads to create an account. Enter your business info.
- Create your first ad campaign. New to advertising? Try a Smart campaign.
- Run your ad and review performance. Make adjustments as necessary.
- Link Google Ads to Google Analytics. Need a free account? Visit g.co/analytics

Basic Terminology

- **Impressions**: How many times your ad was displayed, whether it was clicked or not
- **Clicks**: When a user clicks on an ad
- **Conversions**: When a click on an ad results in a desirable outcome

Additional Resources From Grow with Google

**Google Career Certificates**
grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

**YouTube Channel**
YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

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