

## 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.

Compare Options:	Smart Campaigns	Search Campaigns
<b>Bidding</b>	Automated	Advertiser managed
<b>Assets</b>	Simplified setup for advertiser	Detailed setup by advertiser
<b>Keyword creation</b>	Automated	Advertiser managed
<b>Keyword editing</b>	Advertiser can manage keyword themes	Advertiser can edit individual keywords
<b>Reporting</b>	Simplified dashboard highlighting important stats	Detailed reports for campaign, ad group, ad, keyword, and search terms
<b>Where ads show</b>	Automated	Advertiser managed
<b>Landing pages</b>	One per campaign	Multiple

Explore more comparisons in [Google Ads Help](#)



## Action Items

- ❑ Visit [google.com/ads](https://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](https://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](https://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](https://YouTube.com/GrowWithGoogle)

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

For additional resources check out

[google.com/grow](https://google.com/grow)

