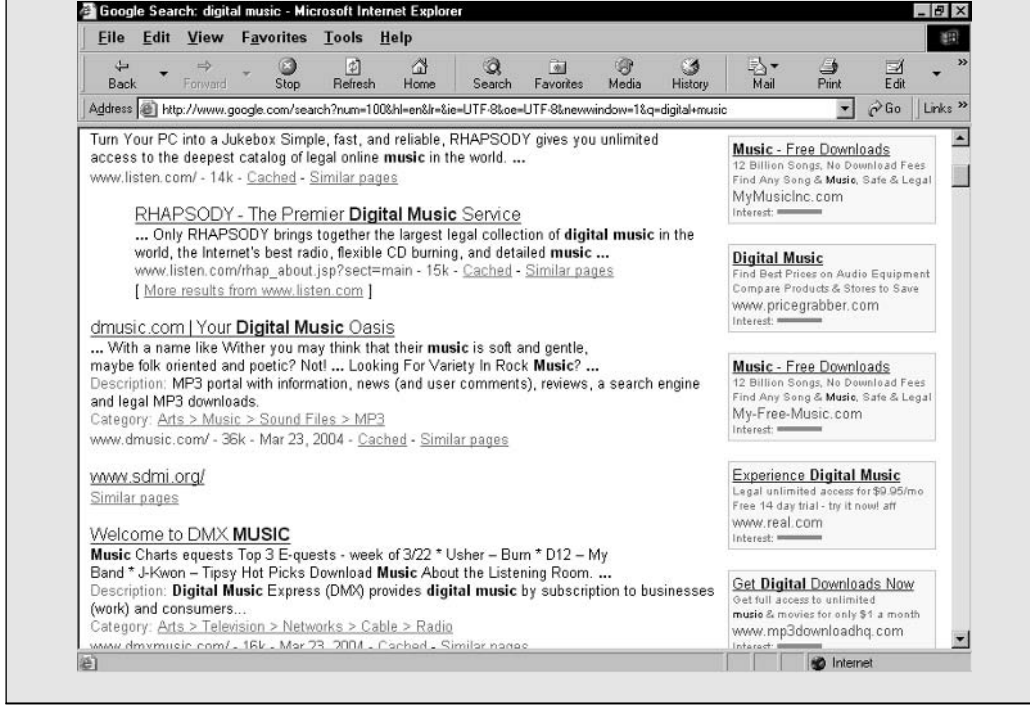


their effectiveness using third-party tracking software. A simpler way to track the ads would be to create separate Ad Groups for ads with and without calls to action. Perhaps even simpler, go

back to the two ads in the same Ad Group, but create two different landing pages. In that scenario, you can track the traffic of both landing pages in your site logs.



Creating an AdWords Account

If you've read this chapter to here, you have a good grip on how an AdWords account is structured and how an AdWords campaign proceeds. If you've read up to this point but skipped Chapter 6, and feel a little shaky in your understanding, I urge you to absorb Chapter 6 before proceeding with this section.

Here, I walk you through opening an AdWords account. The steps aren't difficult, and Google offers brief instructions on each screen. But in opening an account, you prepare your first AdWords campaign (or, to be more accurate, the first draft of your first campaign), so you should have the basics under your belt first.