4. **Create an Ad Group.**

   Simply type a name for your first Ad Group. Remember, you can change or delete the name at any time. Simply call it *test group* if you want to get past these steps quickly.

5. **Scroll down the page and write an ad (see Figure 7-11), and then click the Create Ad & Continue button.**

   Writing ads is a concise art that I discuss previously in this chapter. Spend time on this step if you like, or throw something together quickly and move on. Fill in every box. Remember, the display URL should be short because it's visible in the ad. The destination URL is the Web location of the landing page.

6. **Choose keywords (see Figure 7-12), and then click the Save Keywords button.**

   Keyword selection is a complex and important issue that dominates a big chunk of Chapter 9. If you haven't absorbed that information and engaged in painstaking keyword research, the keywords you enter at this step are nearly meaningless. Google provides a few hints, scratching the surface. Throw some keywords into the box and move on.

Figure 7-11: Write your first ad, but don't labor too hard. You'll *undoubtedly* change it later.