

All right, then. Time to ease into the AdWords marketing lifestyle. Follow along:

1. Go to the AdWords page at

adwords.google.com

2. Click the button labeled Click to begin.

3. Select your target language and country, and then click the Save & Continue button (see Figure 7-10).

You might be thinking, “Whoa! I’m just trying to set up the account, not build the campaign!” If so, relax. This is just Google doing its own marketing by roping you into the first steps of campaign design. (Google figures you’re more likely to finish the process if you’re forced to start it.) Google walks you through basic geo-targeting (this step), setting up an Ad Group, and writing an ad.

Your selections aren’t important at this stage, but if you’ve thought ahead to your target languages and countries, go for it. If not, leave the default selections or click English (under Languages) and United States — entire country (under Countries). Chapter 10 explores issues of geo-targeting in detail. You may change these initial selections at any time.

Figure 7-10:
Select one or more target languages and countries.

