

Location

What location would you like your ads to be displayed. National, Regions, Cities?

Where do you want your ads to be displayed? E.g. Google search, youtube, websites.

Budget

How much do you want to pay per day/week/month on Adwords? (Budget may peak at 20% above your budget to reach its potential)

Content

Each ad contains a headline (25 chars), two description lines (35 chars), and a url to link to.

Keywords

What people will search to display your ad.

Schedule

When do you want your ads to be displayed? E.g. Monday-Friday 9-5.

What period do you want your ads to be displayed?

Start date: End date:

Extensions

Location – Extend your ads with local information including store address

Sitelinks – Include multiple links on your ad

Call – Extend your ads with a phone number