

## **Beginner's guide to Google AdWords for the OA fellowship**

Here is a short beginner's guide to *Google AdWords* for the OA service bodies, large and small. At first, this process can seem a bit complicated because there are many buttons and features. Please don't let this scare you. Creating a simple ad is not so complicated. The other advanced features can be learned at later stages.

After you spend some time learning the basics, this powerful tool can then be used to help reach compulsive overeaters "out there" who haven't heard about the existence of our OA fellowship. This document is designed as a beginner's guide to show you how to create a *Google AdWords* account and how to create your first ad campaign.

### **What is Google Adwords?**

*Google AdWords* is Google's online advertising program that lets you reach and send messages to potential compulsive overeaters on the internet. This is done through Google and other websites with this advertising program. When the internet user clicks on the ad, they are directed to a website selected by you. With *AdWords*, you can choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.

### **Why is Google AdWords useful for Overeaters Anonymous?**

In today's digital world, most people go online daily and Google is the largest online search engine in the world. Using *Google AdWords* increases the likelihood of reaching people who are in need of the fellowship. It's also possible to target different demographics when establishing the ad's parameters. For example, it is possible to target people who search for the word "diet" or "lose weight." This means that if a user searches for these words, the ad from OA will appear higher in search results on Google, which will increase the likelihood of your ad reaching the right people.

### **Step-by-step starter guide to starting your Ad campaign**

Note: You need to have valid email address and credit card to be able to use *Google Adwords*.

#### ***Step 1: Create a login***

To create your AdWords account, you need to provide a valid email address and create your password (Gmail email address is recommended). You can sign-in to your AdWords account anytime to change your settings or see how your ads are performing.

#### **Step 2: Email address and password**

(<http://adwords.google.com/um/StartNow?sourceid=awo&subid=ww-ww-et-canal-new&hl=en> )

Follow the instructions to enter your email address and choose a password.

Google AdWords

1 About your business 2 Your first campaign 3 Billing 4 Review

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.  
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?  
oaisland15@gmail.com  
Next you'll sign in to your Google Account before setting up your first campaign.

What is your website?  
www.oa.is

Continue

Get started advertising on Google in just 4 steps.

If you're creating a new Google Account, you'll be asked to verify your email address. You'll receive an email from their system with a link to confirm your address. Just click on that link and you'll be ready to go!

### **Step 3: Target a geographic region**

Step three is to choose the region or geographic area. If you only want to advertise your local intergroup, then you should choose the relevant geographic area where you'd like your ads to appear.

#### **Step-by-step instructions**

- Click on the “Create your first campaign” button.
- Go to **Campaign Settings** and **Audience** if you want to change the language settings.
- If you want to advertise in a specific location only, go to **Campaign Settings** and **Audience** to change your targeted location.
- Simply select the countries, regions or cities where you would like your ad to appear – or just exclude specific regions.

Locations

All countries and territories  Iceland  Let me choose...

Targeted locations	Reach ?	Remove all
Iceland - country	191,000	Remove   Nearby

Enter a location to target or exclude.

[Advanced search](#)  
For example, a country, city, region, or postal code.

Save Cancel

### **Step 4: Set your daily budget**

With *Google AdWords*, you decide how much you're willing to pay per day. You only pay when someone clicks on your ad. In other words, you only pay when your advertising works. This approach has allowed AdWords to establish itself as a cost-effective advertising platform for businesses of all shapes and sizes.

You set your budget under the “Bidding and budget” section of your campaign settings. Your budget should be the amount you're comfortable spending on AdWords advertising **each day**.

1. Decide how much to spend

**Your budget** Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.

USD \$ 1 per day

You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.

Save Cancel

How high should I go?

In OA, money and spending can be a sensitive matter. Your intergroup, national board or relevant committee may want to take a group conscience to decide how much to spend on your *Google AdWords* campaign. It is very easy to spend a lot of money on a *Google AdWords* campaign, so it's highly recommended to start with low budget and measure the performance of the ads before committing larger sums of money. A serious consideration is whether to advertise heavily for short time (e.g. 10 Euros per day) or advertise less per day (2-5 Euros per day) for a longer period of time.

**Step 5: Control how much you spend per click on your ad**



Under **Bidding and Budget** select the **Automatic bidding** option. AdWords will then automatically adjust your bids to try to bring you the most clicks possible within your budget.

**Bid** The most you're willing to pay for a click on your ad.

Automatically set my bids to get the most clicks within my budget

We recommend having AdWords automatically set your bids to start out.

I'll set my bids manually

Save Cancel

**For Advanced users:**

If you want to control how much you spend per click on your ad, you can set a CPC (cost-per-click) bid limit. We recommend starting out with an amount you're comfortable spending per click on your ad (many advertisers start out with about \$1.00) and then continuing to adjust as you monitor your ad's performance. If you enter a CPC bid limit that's too low, your budget may not be completely used, or your ad may not show at all. If this happens, increase your CPC bid limit or add more keywords. **You can change your CPC bid at any time. The best thing is to get started and begin experimenting.**

### **Step 6: Create ad(s)**

Creating good ads is important but not difficult. What's more, it's not like creating a newspaper ad. **A key advantage of AdWords is that you can adjust and improve your ads at any time.** When creating the ad, **we need to think about how to grab the attention of the potential compulsive overeater.**

### **How can we create a good ad?**

The best way to do this is to start creating a few different ads and run them at the same time, then after some time, compare the results and use the one with the best results. Use the most important keywords in the ad text. If search terms appear in the ad, they will appear in bold. This means that the ad has a better chance of being noticed and will be clicked on more often.

### **Landing page: choosing the right landing page is extremely important!!!!**

After we have created the ad that will get the attention of the compulsive overeater, it is important to choose the right landing page for the ad. The landing page is the message or the first impression that the user will get about the fellowship. Service bodies using Adwords and other social media advertising in the past, have often opted for the OA questionnaire ("Is OA for you?"), or the "Find a meeting" page on their local website.

Example:

4. Write your ad

Text ad

Landing page  
http://www.oa.is

Ad

Are you tired of dieting?  
www.oa.is  
Are you a compulsive overeater?  
The solution is here

Are you tired of dieting?  
www.oa.is  
Are you a compulsive overeater?  
The solution is here

Tips for writing your ad:  
• Include a call to action  
• Highlight what makes your business, product or offer unique  
• Include prices, promotions, and exclusives  
• Match your ad to your landing page

Save Cancel

### **Step 7: Select keywords**

Keywords are the words or phrases that will trigger the appearance of your ad when a user searches for them. It's important to select keywords carefully, as they'll determine the audience that will see your ads - but don't worry about getting it exactly right the first time. **You can always add new keywords or edit or delete existing ones later.**

When choosing search keywords we have to think about what's in the mind of the compulsive overeater who does not know about the fellowship. For example, "diet" and "lose weight" could be words that the user is searching for because this is the perceived solution to their problem. *Google Adwords* will tell you how good your word selection is for your target audience. As you can see in the picture below, the word "diet" is a very strong word and is likely to generate good results. On the other hand, "abuse food" is not likely to show good results.

Keyword	Search popularity
diet	301000
lose weight	14800
overeating	12100
abuse food	10
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	

### **Step 8: Enter billing information**

To take the final step and activate your account, enter your billing information. Most credit cards are accepted, but payment options may vary according to the currency you use and the location of your billing address

### **Step-by-step instructions (billing)**

1. Click on the **Billing tab** and then on **Billing preferences**.
2. Select a payment method and enter your billing information.
3. Accept the AdWords Terms and Conditions and click on **Save and Activate**.

***Congratulations! You have successfully created your first campaign!***

If you want to find out more information, you might want to watch this video to gain more understanding of the system. <https://www.youtube.com/watch?v=uhBCmC2FT00>

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