

## Section1

learn  
with Google™

So, what is AdWords ?

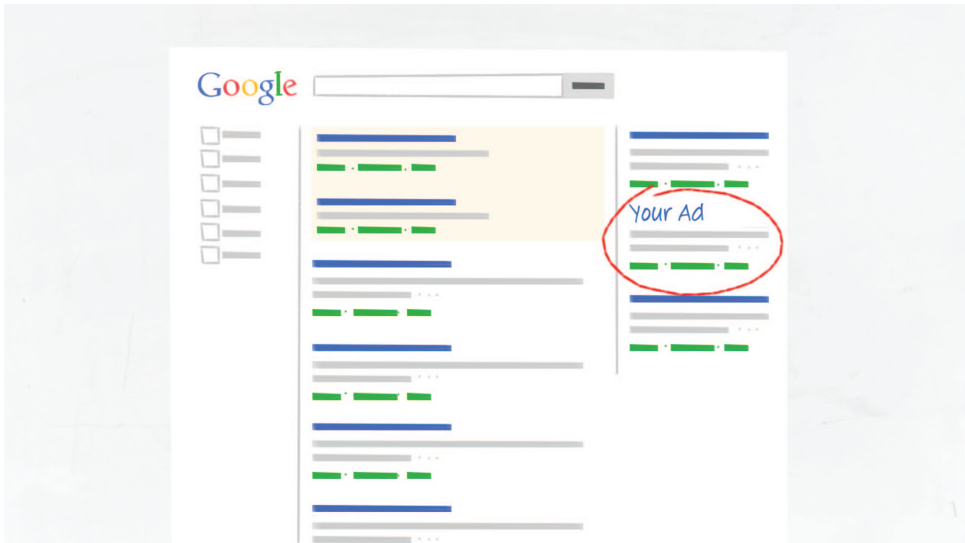
So, what is AdWords?  
Put simply, AdWords is Google's  
online advertising platform..



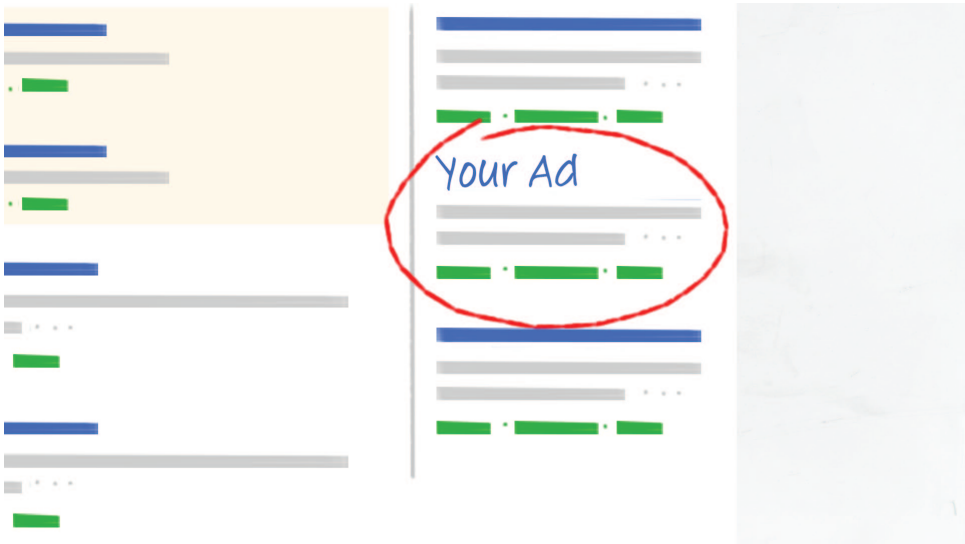
...that can help you drive inter-  
ested people to your website.



AdWords allows you to take advantage of the millions of searches conducted on Google each day.



You create ads for your business and choose when you want them to appear on Google above or next to relevant search results.



## Welcome to AdWords!

Create your first campaign



The concept is simple: you select words that are relevant to your products or services,

## Select words

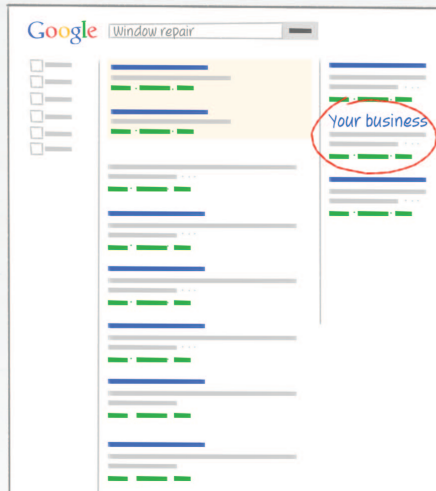
- ☐ [Redacted]
- ☒ Your Keyword
- ☐ [Redacted]
- ☐ [Redacted]
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Google

Your keyword



and then AdWords shows your ad on Google when someone searches for those words.



# Section2

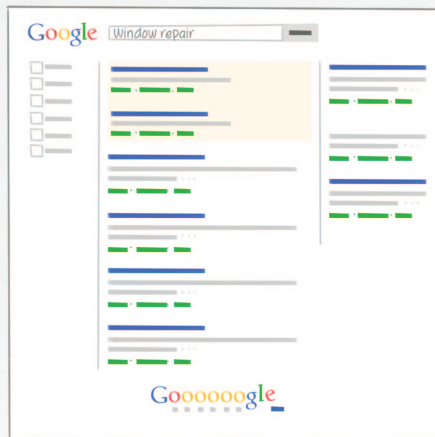


Say you searched for “window repair.”



Google combs through billions of web pages, blogs, and other listings to find the ones most relevant to “window repair”.

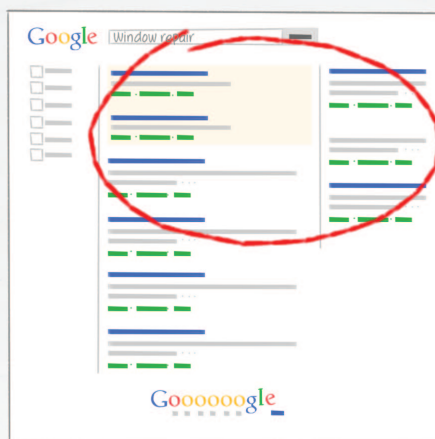




These are your search results.  
Looks familiar, right?

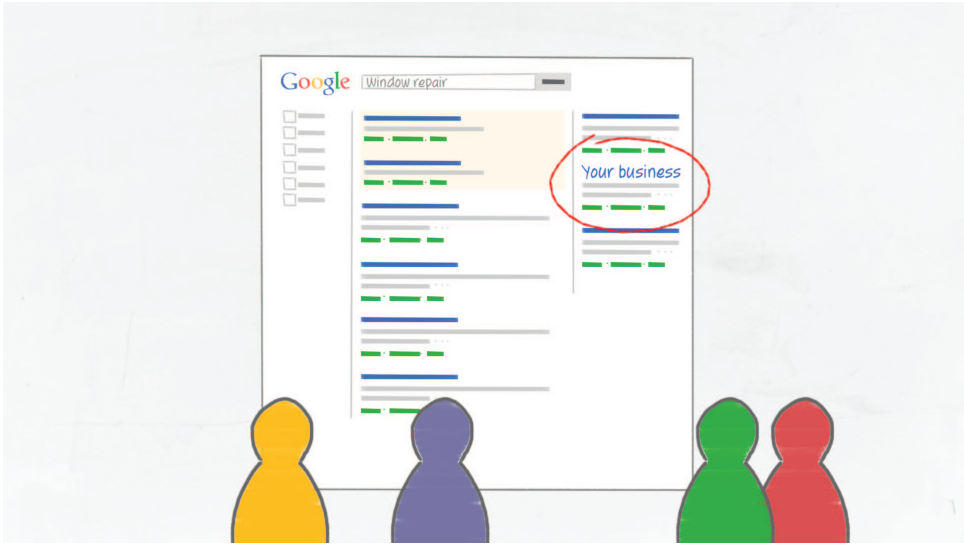


But wait! There are thousands  
of search results here! Many of  
them being businesses that sell  
window repair services.

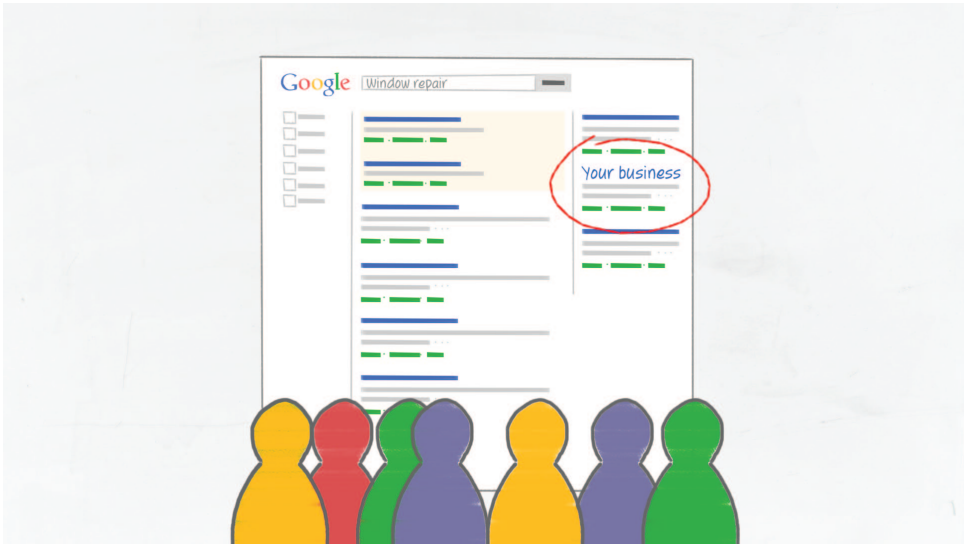


Top results

But not all businesses may be  
listed amongst the top results.  
That's where AdWords can give  
you more control!



AdWords can help you get your business to appear on Google, in front of many potential customers.



They search. They find your business. They click. They could become your customers.