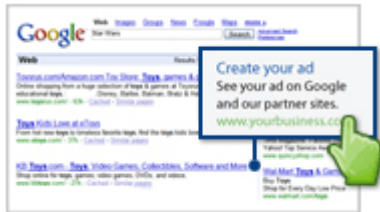


## You create your ads

You create ads and choose keywords, which are words or phrases related to your business.



Your *ad* appears beside relevant search results. [Get keyword ideas](#)

## Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.



*Keywords* are what people search for on Google.

## You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

Our advertising network includes:



### **Expand your reach through the content network**

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the [Google content network](#) can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

### **Target the right user in the right context**

Using your keywords, Google's [contextual targeting technology](#) can automatically match your ads to webpages in our content network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

### **Measure and optimize your results**

With the [Placement Performance Report](#), you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Concerned about costs? Don't worry—AdWords puts you in complete control of your spending.

### **Set your budget**

There's no minimum spending requirement--the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

### **Avoid guesswork**

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. ([Estimate keyword costs](#))

### **Pay only for results**

You're charged only if someone clicks your ad, not when your ad is displayed.

Payment options vary by country and currency. [Learn more](#)



Define a custom area to target around your business.



Promote your location with local business ads.

### Local and regional targeting

Set your ads to appear only to people searching in a particular state, city, or region. Now it's easy to target online customers within, say, 25 miles of your front door. [Learn more](#)

### Local business ads

Get noticed on Google Maps. People searching for information related to your business will see your location, contact information, and an image of your choosing highlighted on a map of your area.

### Carolina Rustica



**Goal: Bigger customer base, better shopping experience** Carolina Rustica used Google AdWords, Analytics, Checkout, and Base to increase its conversion rate by 20% and overall sales by 50%. [Read more.](#)



**GolfNow Goal: Reach new markets**  
GolfNow uses Google Print Ads, Audio Ads and Analytics to increase online signups and sales. [Read more.](#) **First Crush**



**Goal: Increase local business**  
First Crush Restaurant used Google AdWords to increase its site traffic by 400% and connect with out-of-town customers. [Read more](#)

[Sign up now](#)