

Learn the Basics of Google Ads with AI

- **Garza County SBDC – Lubbock TX**
- **SCORE Austin**
- **SCORE Houston**
- **Baker Riley**
- **Texas State SBDC – Austin TX**
- **Illinois SBDC Bradley University – Peoria IL**
- **SCORE San Antonio**
- **Texas Tech University SBDC – Lubbock TX**
- **Weslaco Chamber of Commerce – Weslaco TX**
- **Choctaw Small Business Development – Durant OK**
- **Community Action Agency of Oklahoma**
- **Texas A & M Victoria SBDC**
- **El Paso Community College SBDC**
- **SCORE Corpus Christi**
- **SCORE Rio Grande Valley**
- **Sul Ross State University International SBDC – Eagle Pass TX**
- **Texas Tech University SBDC – Abilene TX**
- **UT Rio Grande Valley SBDC – Edinburg and Brownsville TX**

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BENEFITS OF ONLINE ADVERTISING

Online advertising allows you to show your ads to people who are actively searching for your products and services.



Reach specific audiences



You control when and where ads appear and how much to spend



Measure the results

AGENDA

- 
- HOW GOOGLE ADS WORKS**
 - ADVERTISING ON GOOGLE**
 - IMPROVING YOUR ADS**
 - MEASURING SUCCESS**
 - RECAP & RESOURCES**

How Google Ads works



HOW ADS WORK ON GOOGLE SEARCH



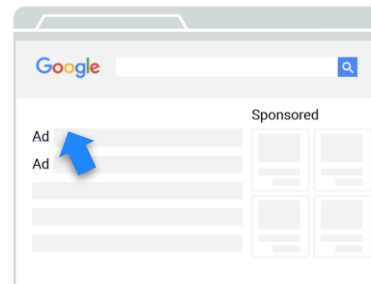
Starts with a search query



Google creates search results



Advertisers bid for opportunities to show ads

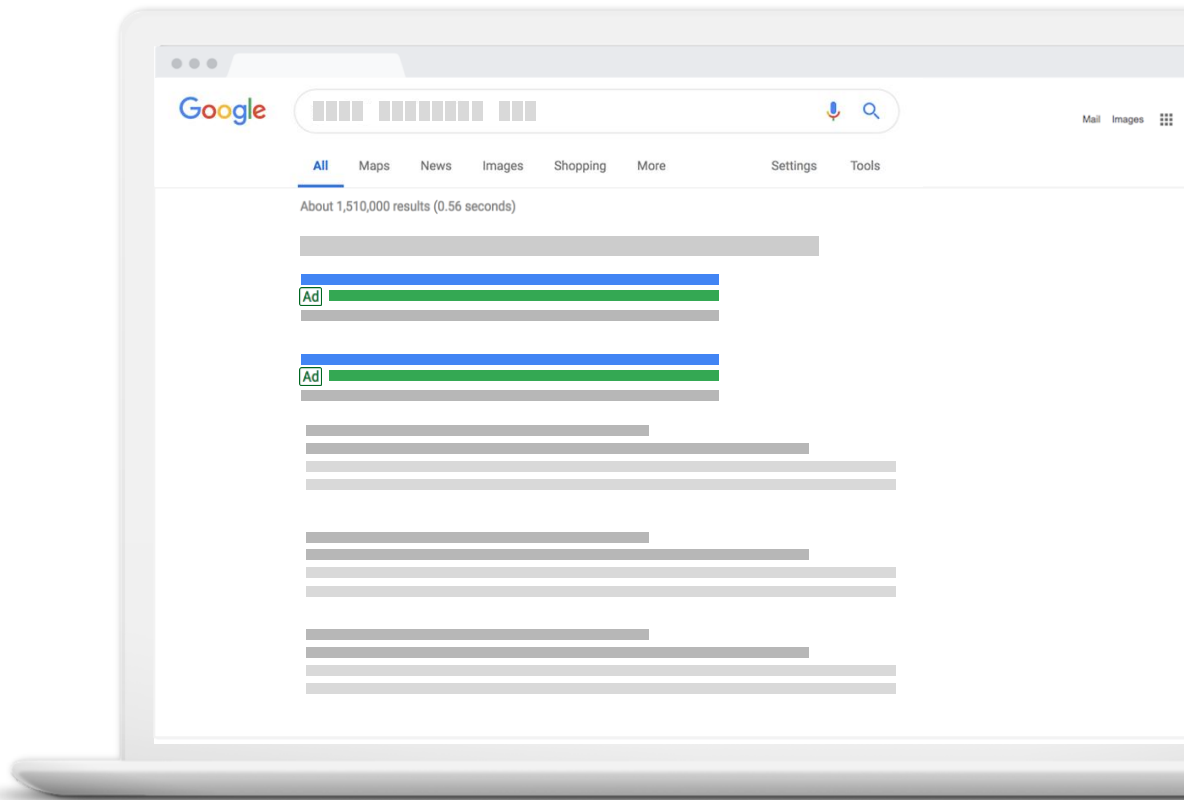


"Winners" appear in results with an [Ads](#) label.

Advertisers pay if searchers click an ad.

HOW THE AUCTION WORKS

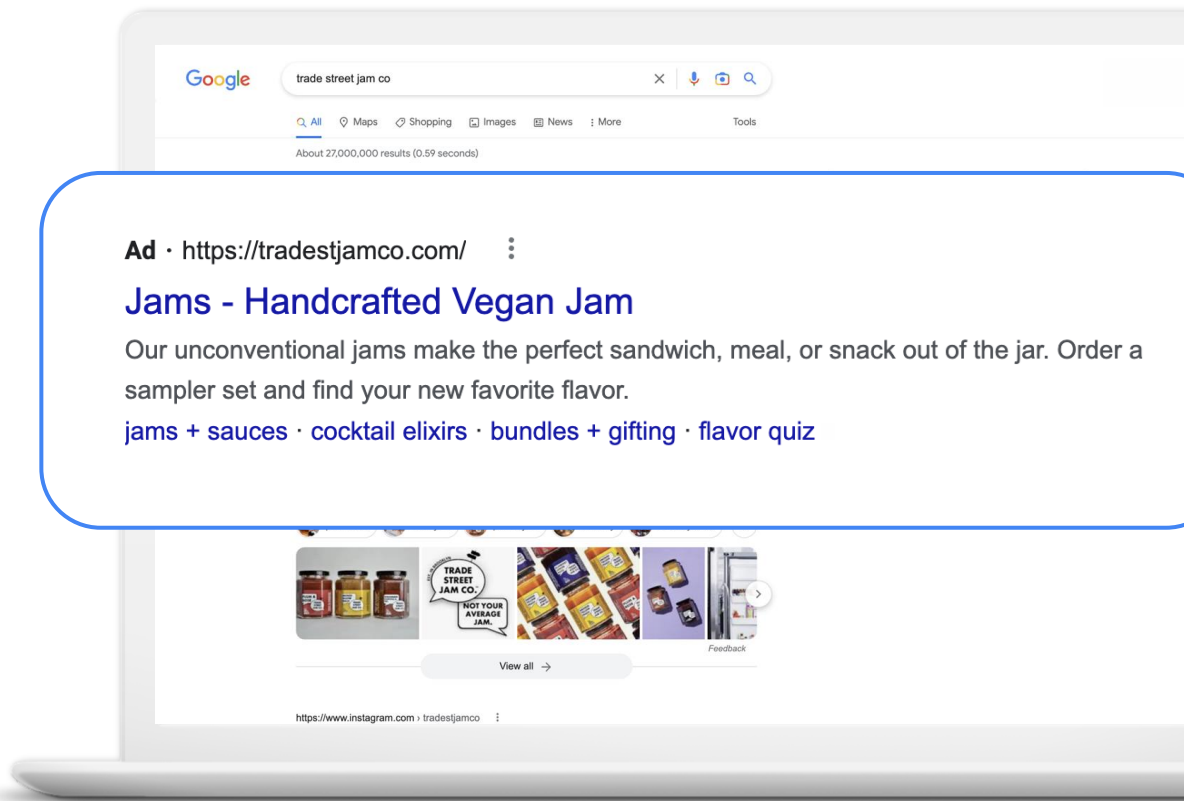
- The **auction** determines which ads show and their position.
- Google calculates **Ad Rank** to determine auction winners.
- Ad Rank fluctuates depending on competition, context, and quality.



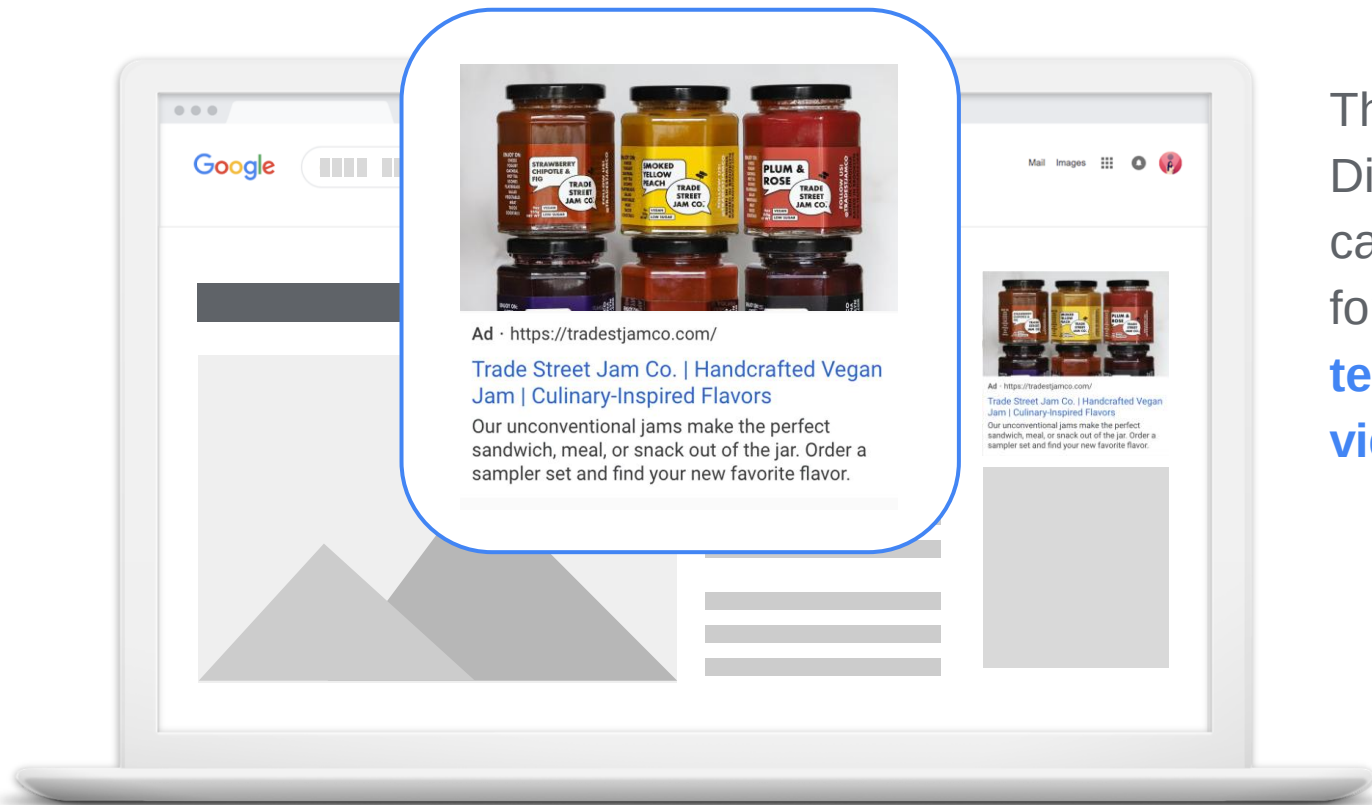
THIS WORKSHOP FOCUSES ON TEXT ADS

Pay-per-click:

Advertisers pay only when searchers click an ad.



ADS CAN ALSO APPEAR ON PARTNER WEBSITES



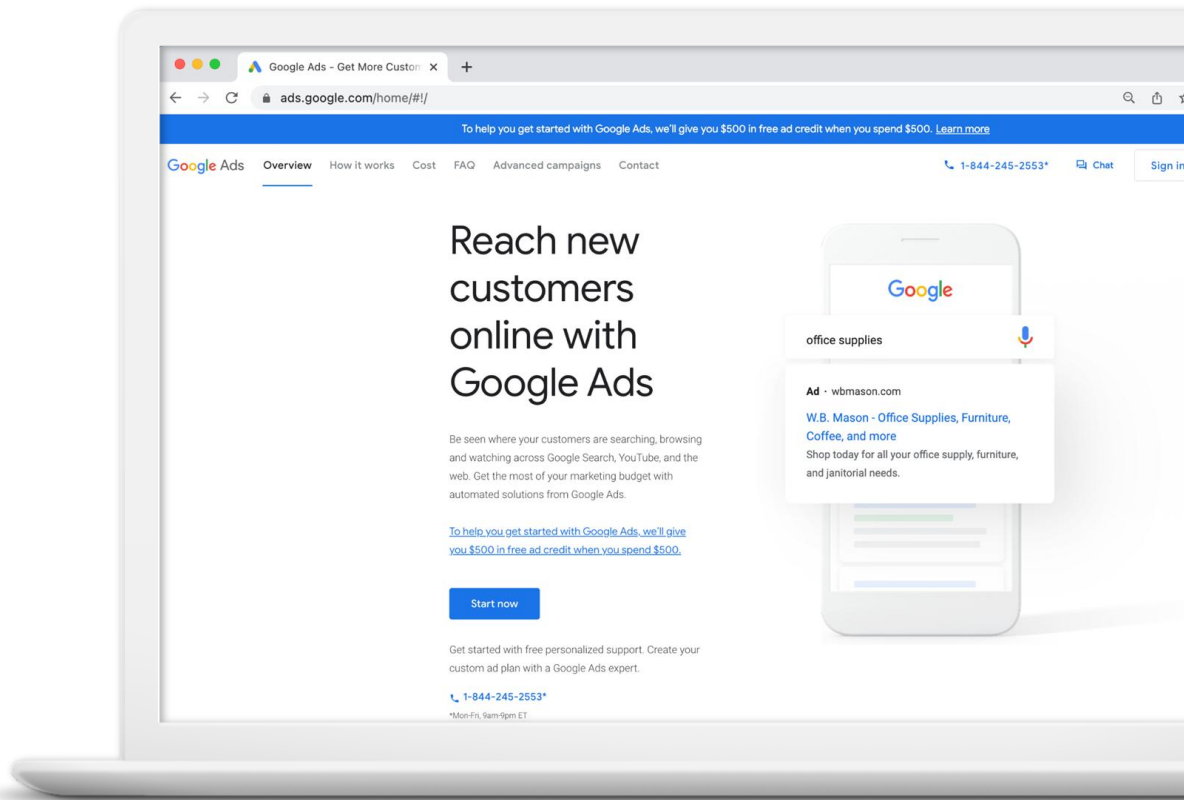
The Google Display Network can show many ad formats, including **text, image, and video ads.**

Advertising on Google

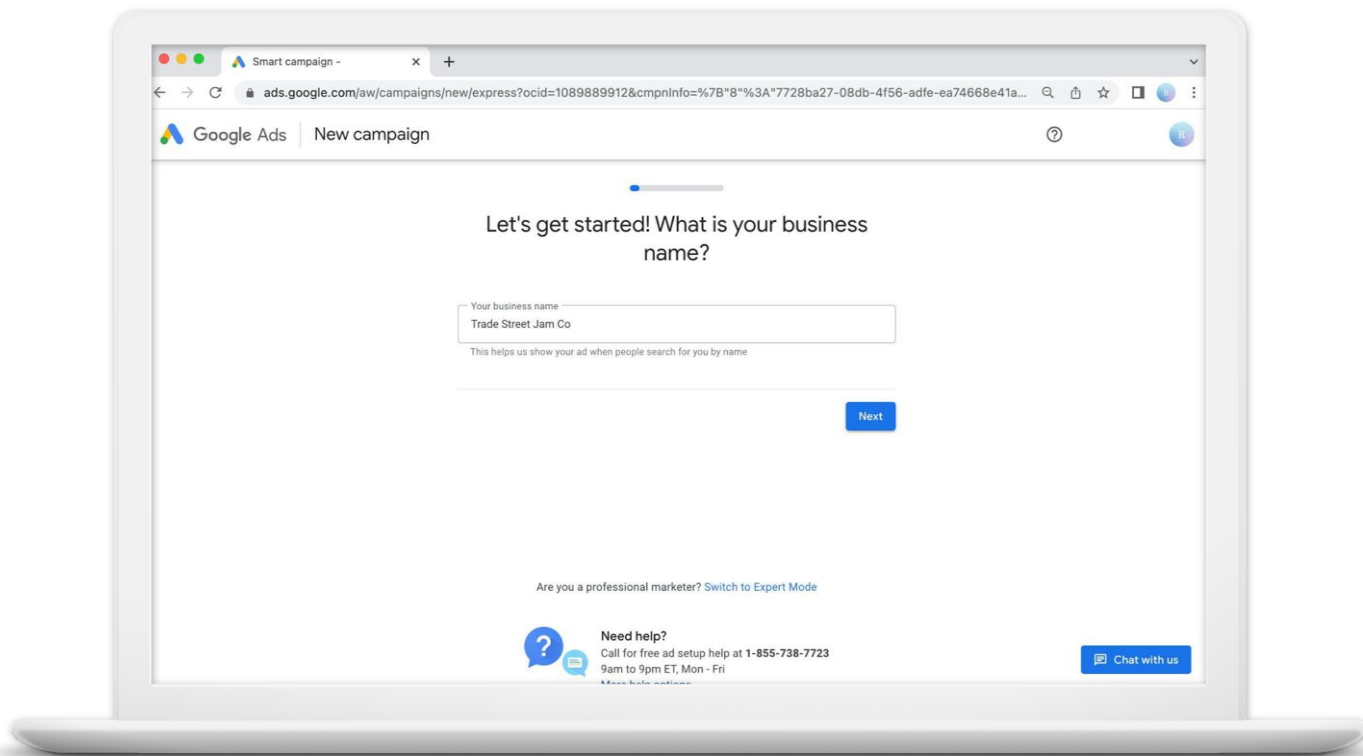


STEP 1: GET STARTED WITH GOOGLE ADS

- Visit google.com/ads
- Click [Start now](#)
- Sign into your Google Account.
- Google Ads will default to Smart Mode to allow:
 - Quick campaign setup
 - Automated ad management



STEP 2: ENTER YOUR BUSINESS NAME



The screenshot shows a web browser window with the Google Ads 'New campaign' setup page. The browser's address bar shows the URL: `ads.google.com/aw/campaigns/new/express?ocid=1089888912&cmpninfo=%7B%3A%7728ba27-08db-4f56-adfe-ea74668e41a...`. The page title is 'Google Ads | New campaign'. The main heading is 'Let's get started! What is your business name?'. Below this is a text input field labeled 'Your business name' with the text 'Trade Street Jam Co' entered. A small note below the field says 'This helps us show your ad when people search for you by name'. A blue 'Next' button is positioned to the right of the input field. At the bottom of the page, there is a link 'Are you a professional marketer? Switch to Expert Mode' and a 'Need help?' section with contact information: 'Call for free ad setup help at 1-855-738-7723 9am to 9pm ET, Mon - Fri'. A 'Chat with us' button is also present in the bottom right corner.

Smart campaign - x +

ads.google.com/aw/campaigns/new/express?ocid=1089888912&cmpninfo=%7B%3A%7728ba27-08db-4f56-adfe-ea74668e41a...

Google Ads | New campaign

Let's get started! What is your business name?

Your business name

Trade Street Jam Co

This helps us show your ad when people search for you by name

Next

Are you a professional marketer? [Switch to Expert Mode](#)

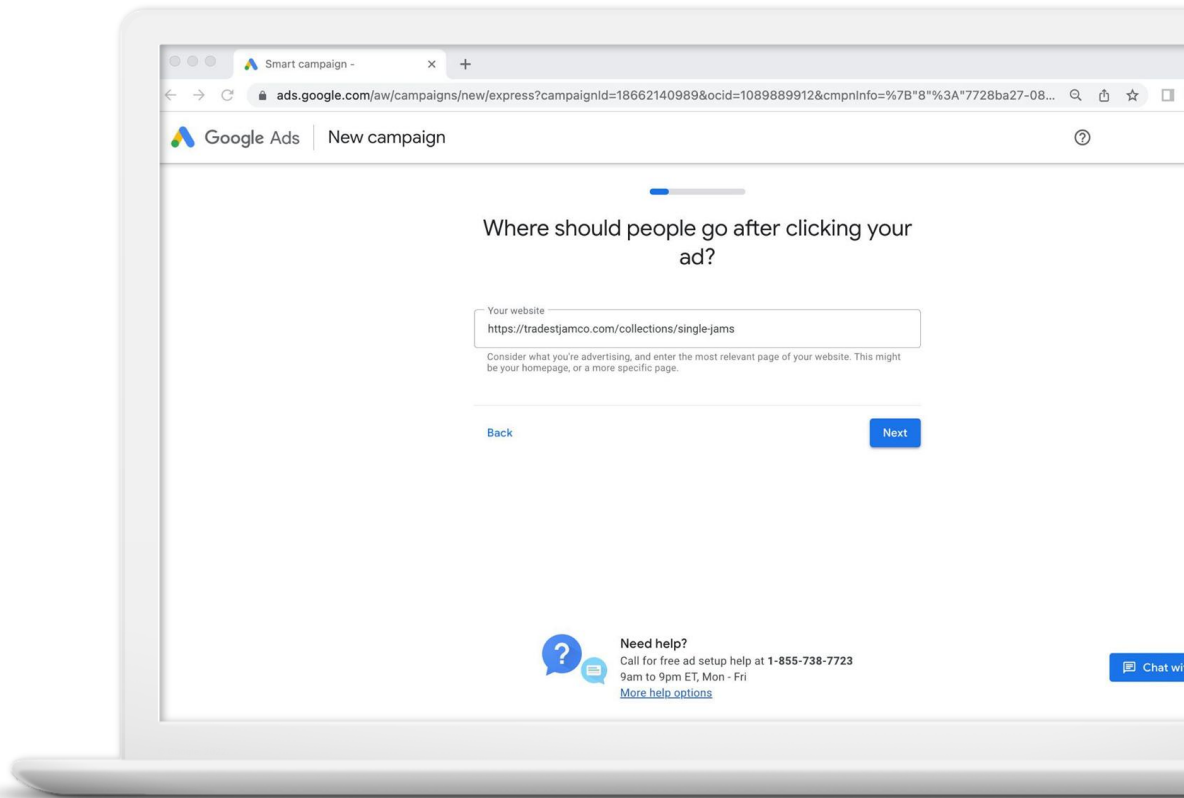
Need help?
Call for free ad setup help at 1-855-738-7723
9am to 9pm ET, Mon - Fri
[View help options](#)

Chat with us

STEP 3: ENTER WEBSITE

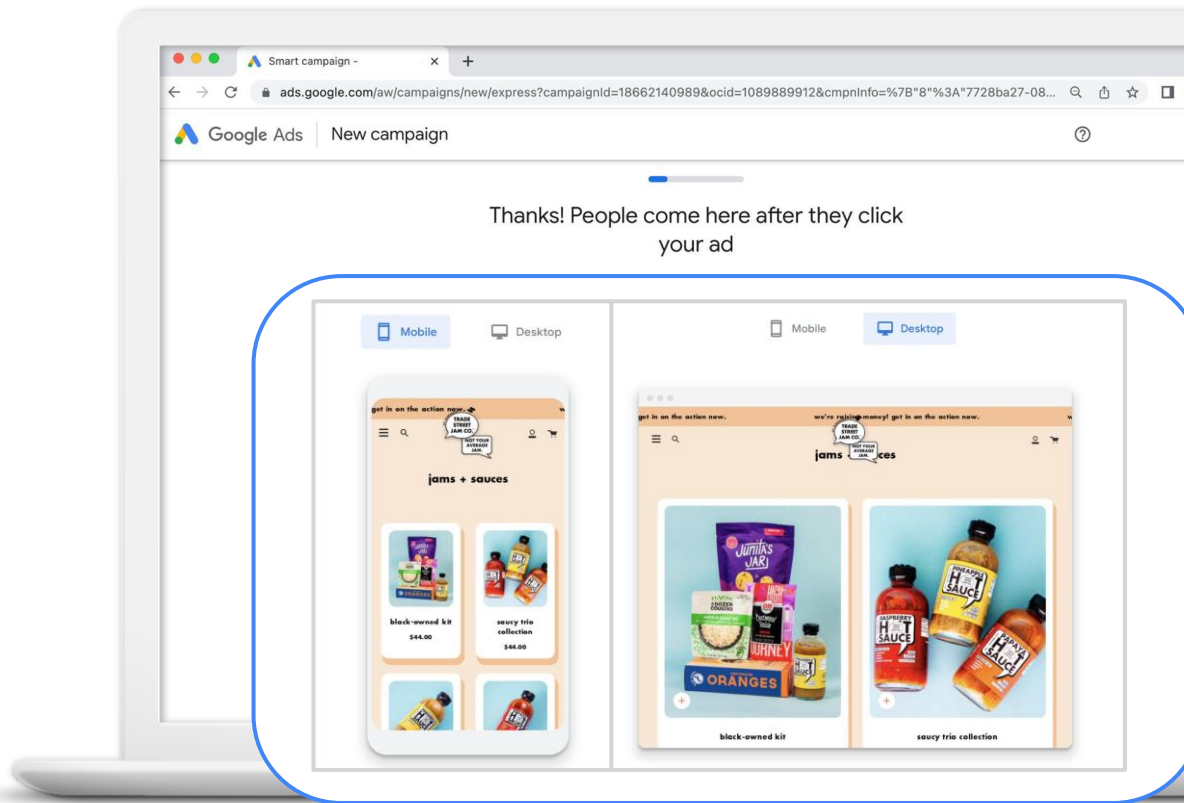
Enter the page URL where you want the searcher to go after clicking your ad.

This might **not** be your website's homepage.



STEP 4: PREVIEW THE LANDING PAGE

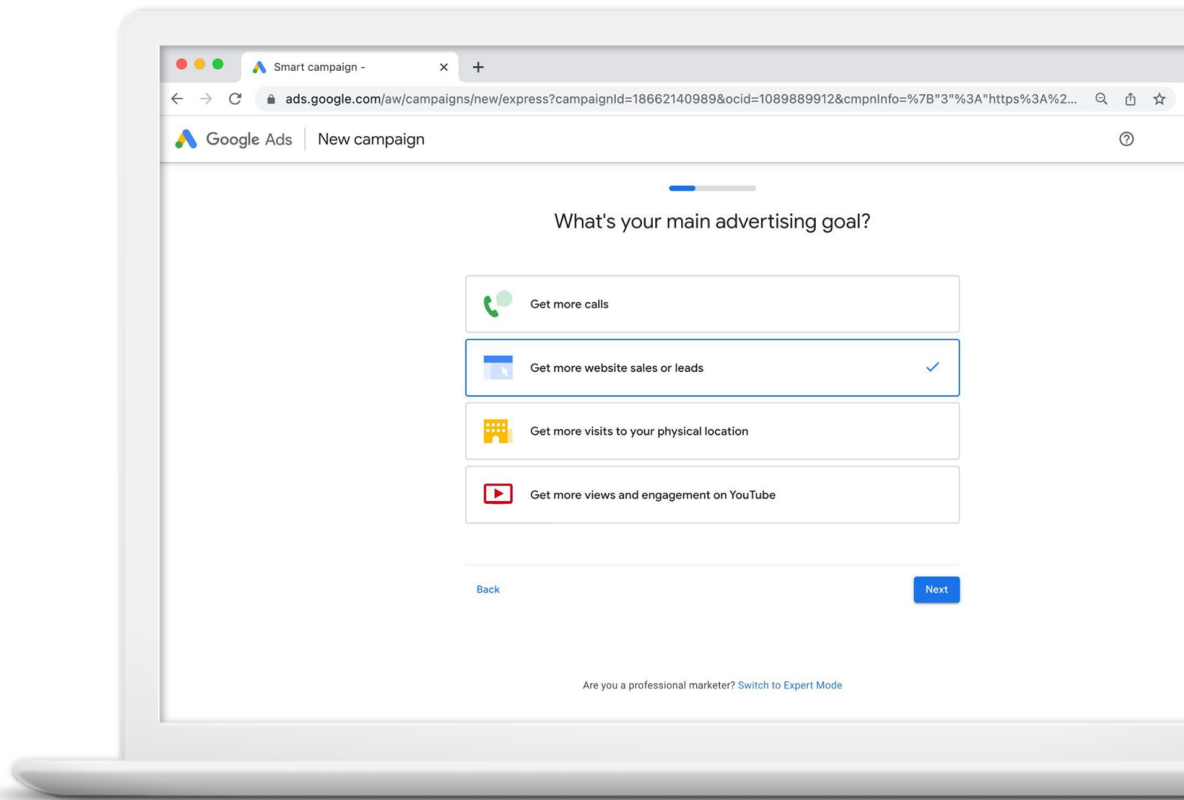
Preview the web page on mobile and desktop.



STEP 5: SELECT AN ADVERTISING GOAL

Choose an advertising goal.

Ask yourself: what should potential customers do after they see your ad?



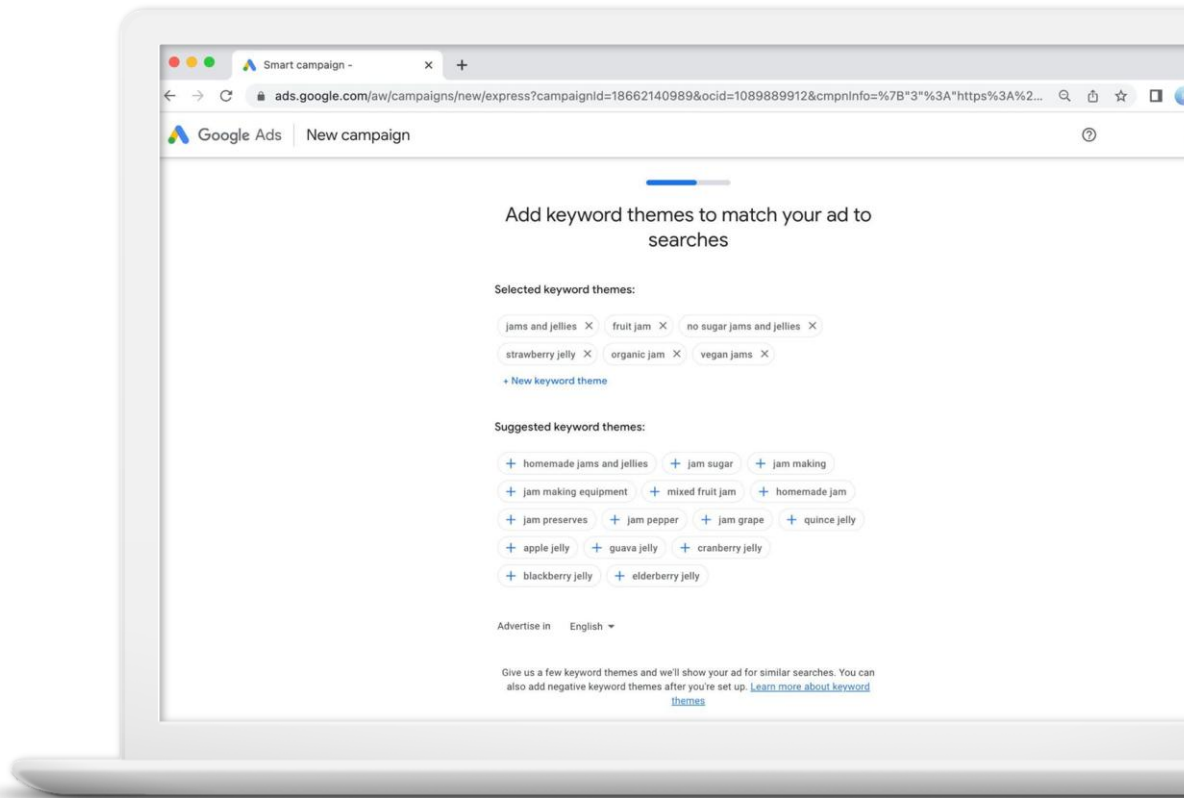
STEP 6: WRITE YOUR AD

- Ads have three headlines and two description lines.
- Optional: include a clickable call button.

[illegible]

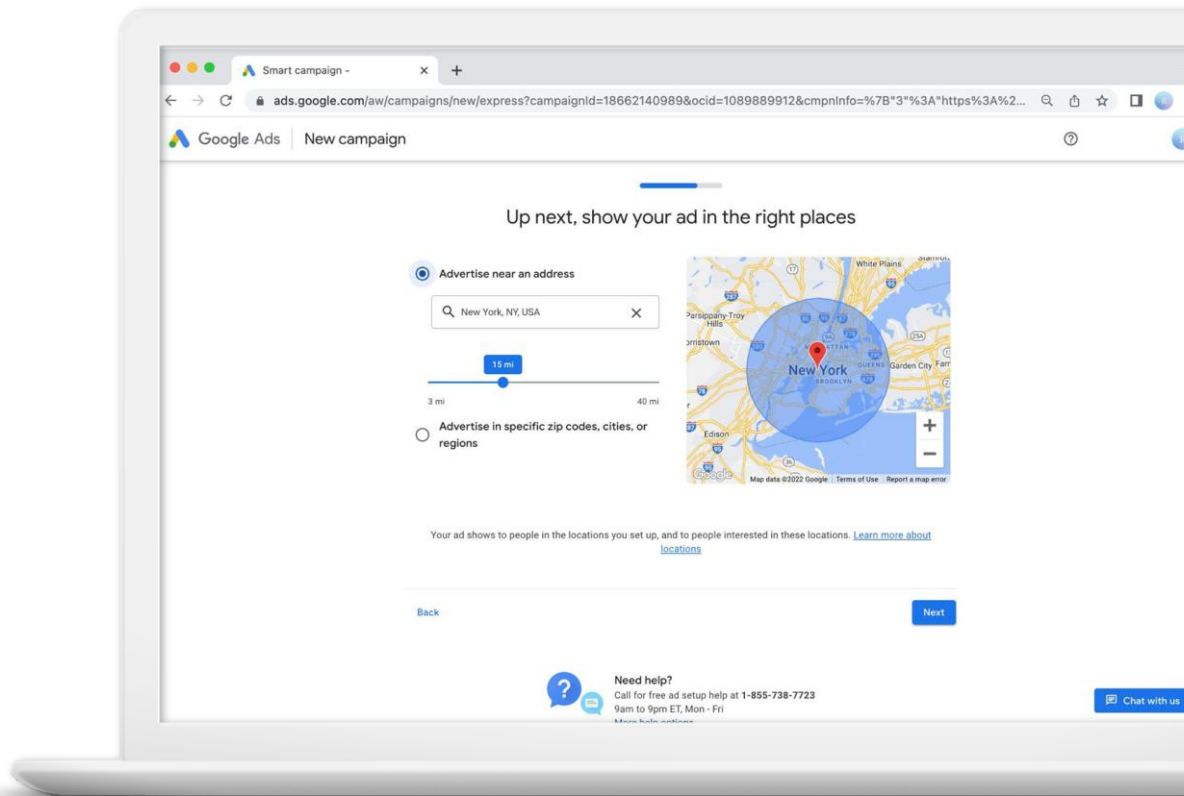
STEP 7: ADD KEYWORD THEMES

- Themes should be relevant to the advertised product or service.
- Themes help match your ad to related searches.



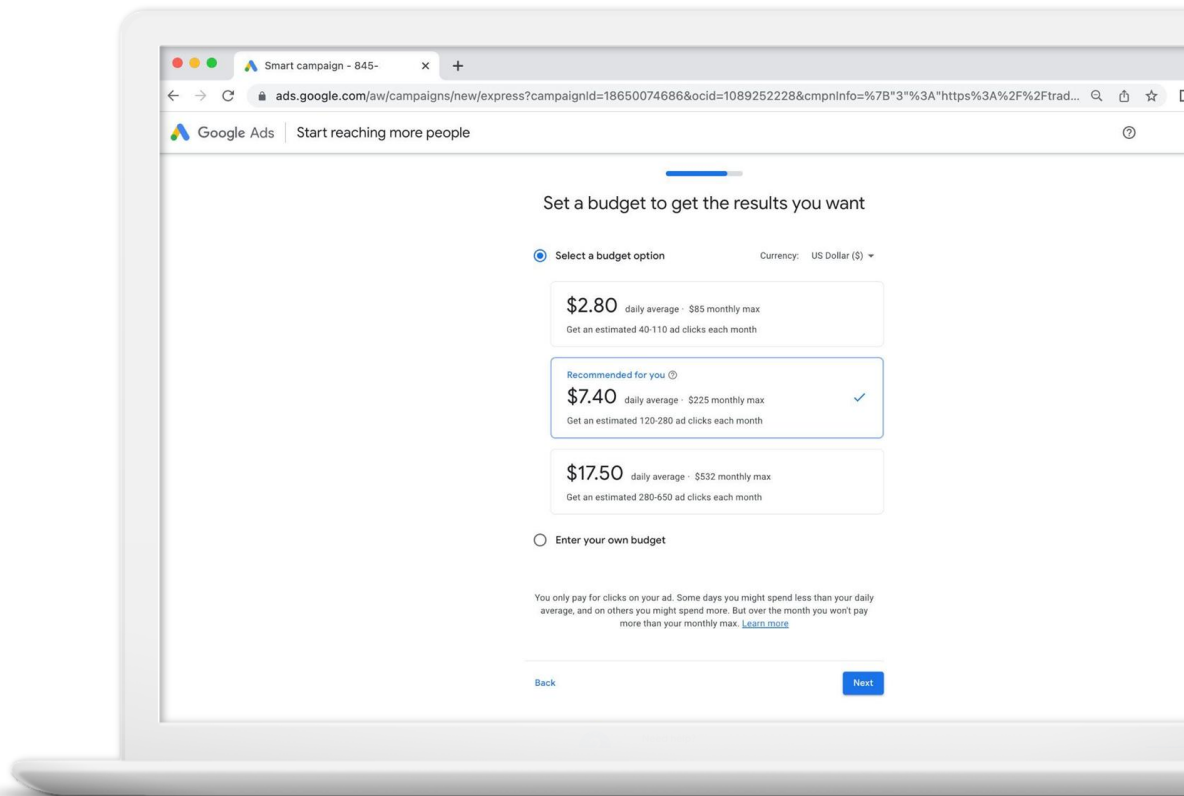
STEP 8: SELECT A LOCATION

- Decide where to display your ad.
- Options include a radius around an address or specific zip codes, cities, or regions.



STEP 9: SET A BUDGET

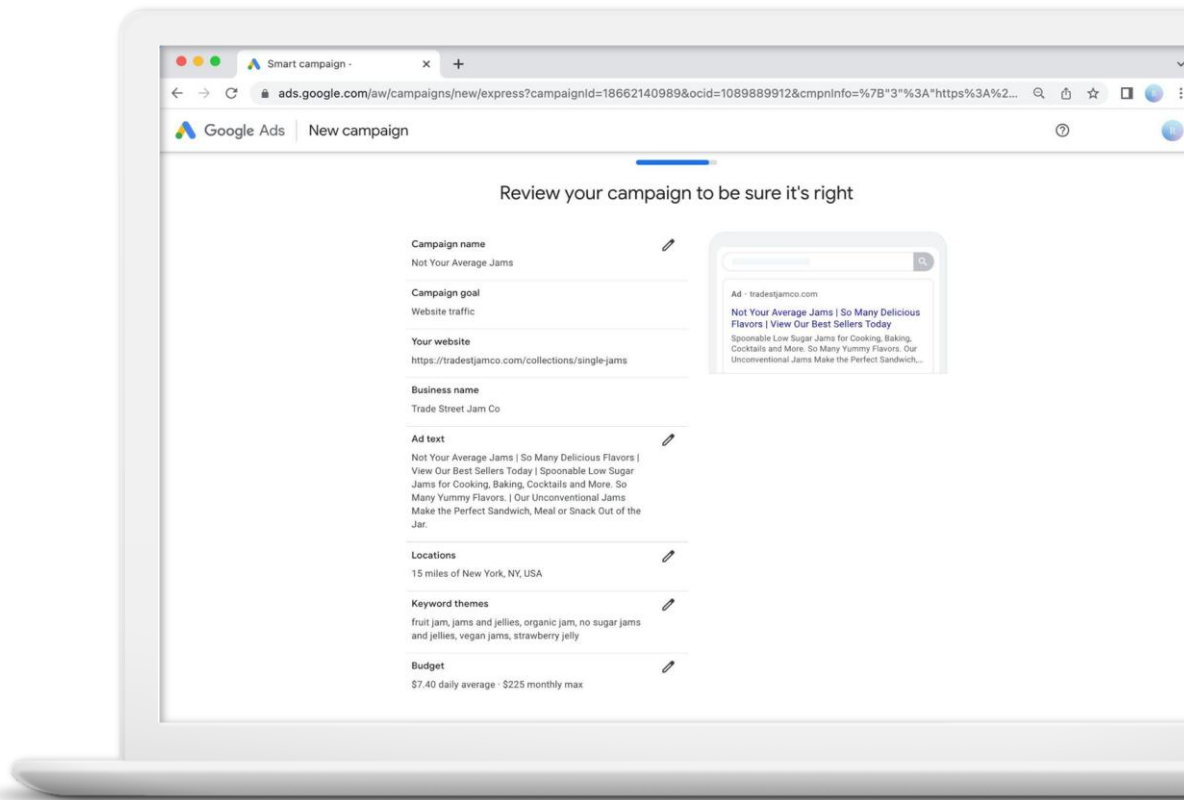
- Select a budget option or enter your own.
- See an estimate of monthly clicks.
- Change or pause at any time.



STEP 10: REVIEW YOUR CAMPAIGN

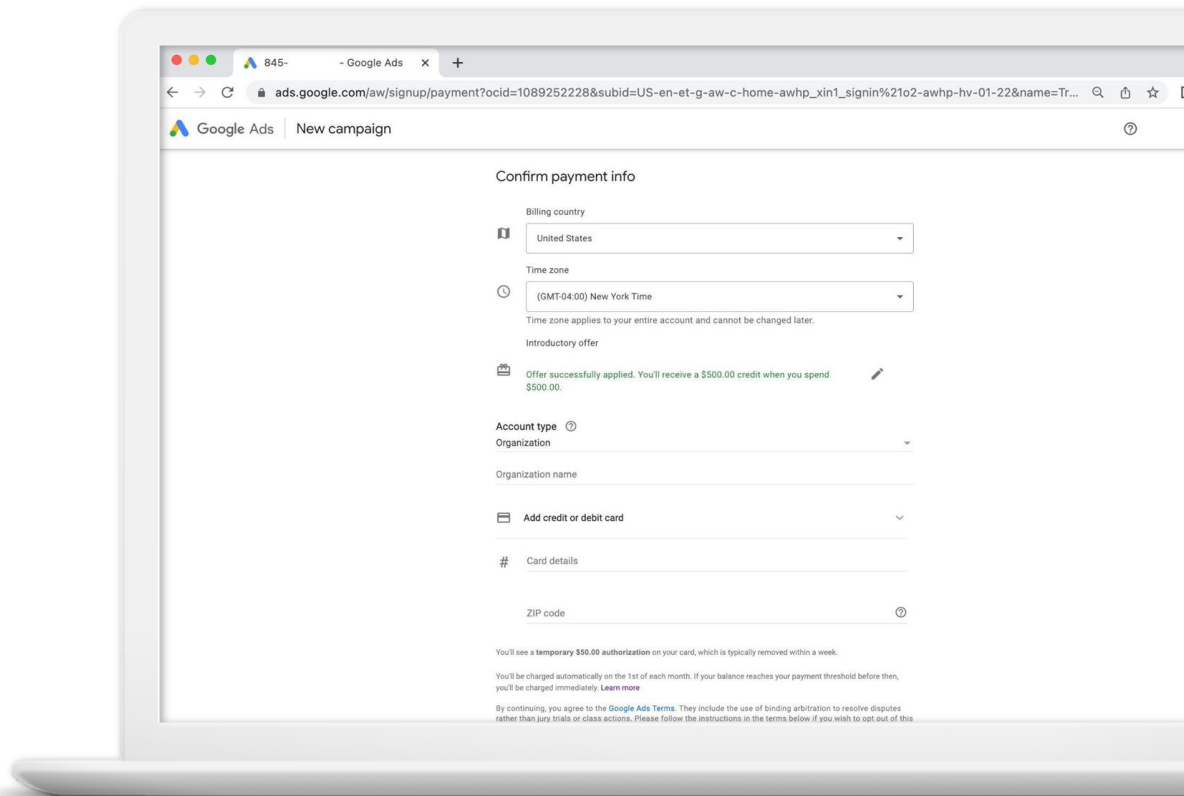
Review your campaign to make sure all of the information is accurate.

You can make edits before sending the campaign live.



FINAL STEP: SET UP BILLING

Confirm your payment information and submit.



The screenshot shows a web browser window with the Google Ads interface. The page title is "Confirm payment info". The URL in the address bar is ads.google.com/aw/signup/payment?ocid=1089252228&subid=US-en-et-g-aw-c-home-awhp_xin1_signin%21o2-awhp-hv-01-22&name=Tr.... The page contains the following fields and information:

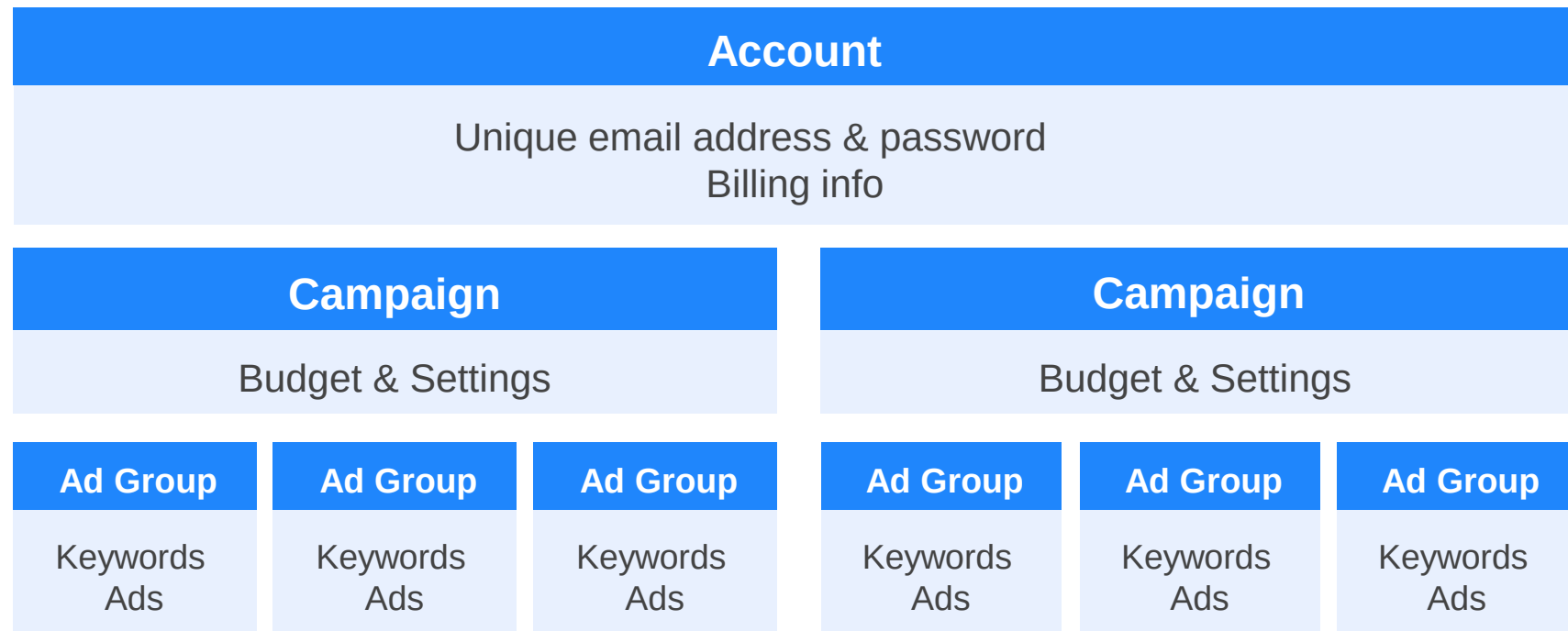
- Billing country:** A dropdown menu showing "United States".
- Time zone:** A dropdown menu showing "(GMT-04:00) New York Time". Below this, a note states: "Time zone applies to your entire account and cannot be changed later."
- Introductory offer:** A section with a gift icon and text: "Offer successfully applied. You'll receive a \$500.00 credit when you spend \$500.00." There is an edit icon to the right.
- Account type:** A dropdown menu showing "Organization".
- Organization name:** A text input field.
- Add credit or debit card:** A dropdown menu.
- Card details:** A section with a hash icon and a text input field.
- ZIP code:** A text input field with a help icon.

At the bottom, there is a note: "You'll see a temporary \$50.00 authorization on your card, which is typically removed within a week." Below this, it says: "You'll be charged automatically on the 1st of each month. If your balance reaches your payment threshold before then, you'll be charged immediately. [Learn more](#)". At the very bottom, it states: "By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this."

COMPARE CAMPAIGN OPTIONS

	Smart campaigns	Search campaigns
Bidding	Automated	Advertiser-managed
Ad assets	Automated	Advertiser-managed
Keyword creation	Automated	Advertiser-managed
Keyword editing	Advertiser can manage keyword themes	Advertiser can edit individual keywords
Reporting	Simplified dashboard highlighting important stats	Detailed reports for campaign, ad group, ad, keyword, and search terms
Where ads show	Automated	Advertiser-managed
Landing pages	One per campaign	Multiple

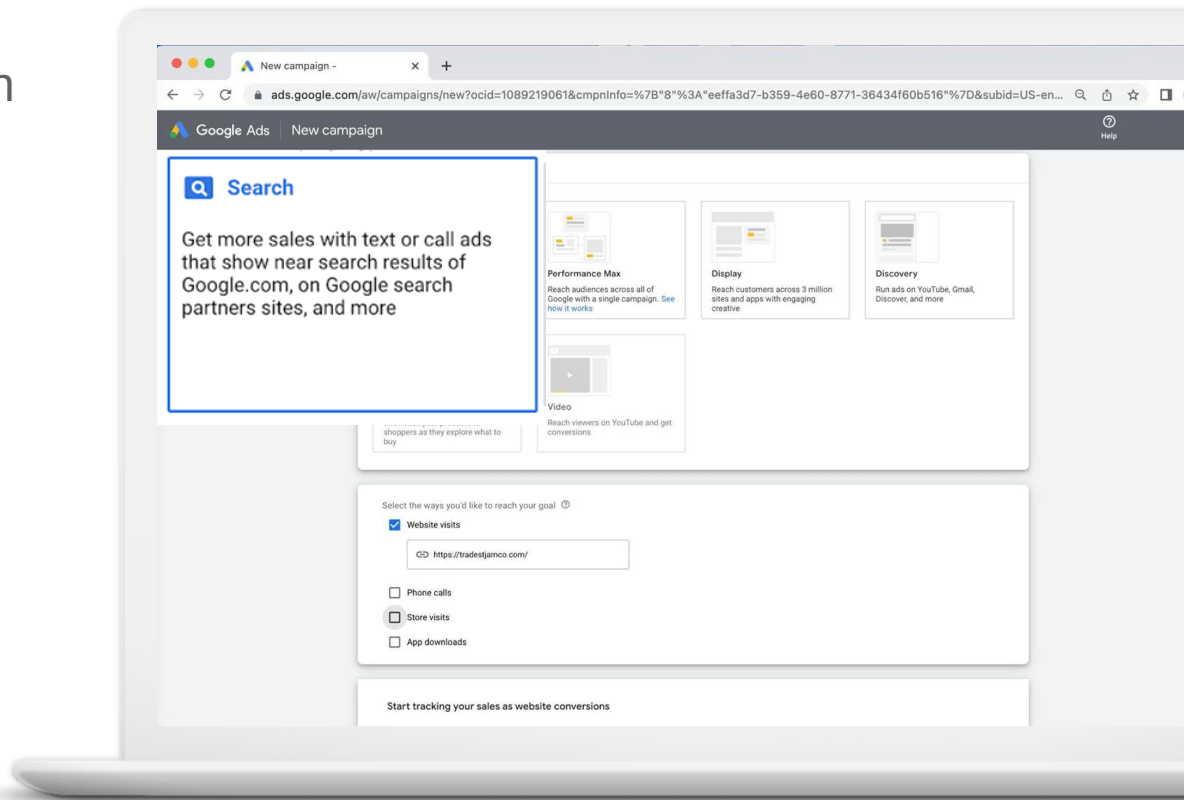
IT'S HELPFUL TO UNDERSTAND ACCOUNT STRUCTURE



TO CREATE A SEARCH CAMPAIGN

Select **Search** under campaign type, then:

- Select campaign settings
- Set up ad groups
- Create ads
- Review and launch

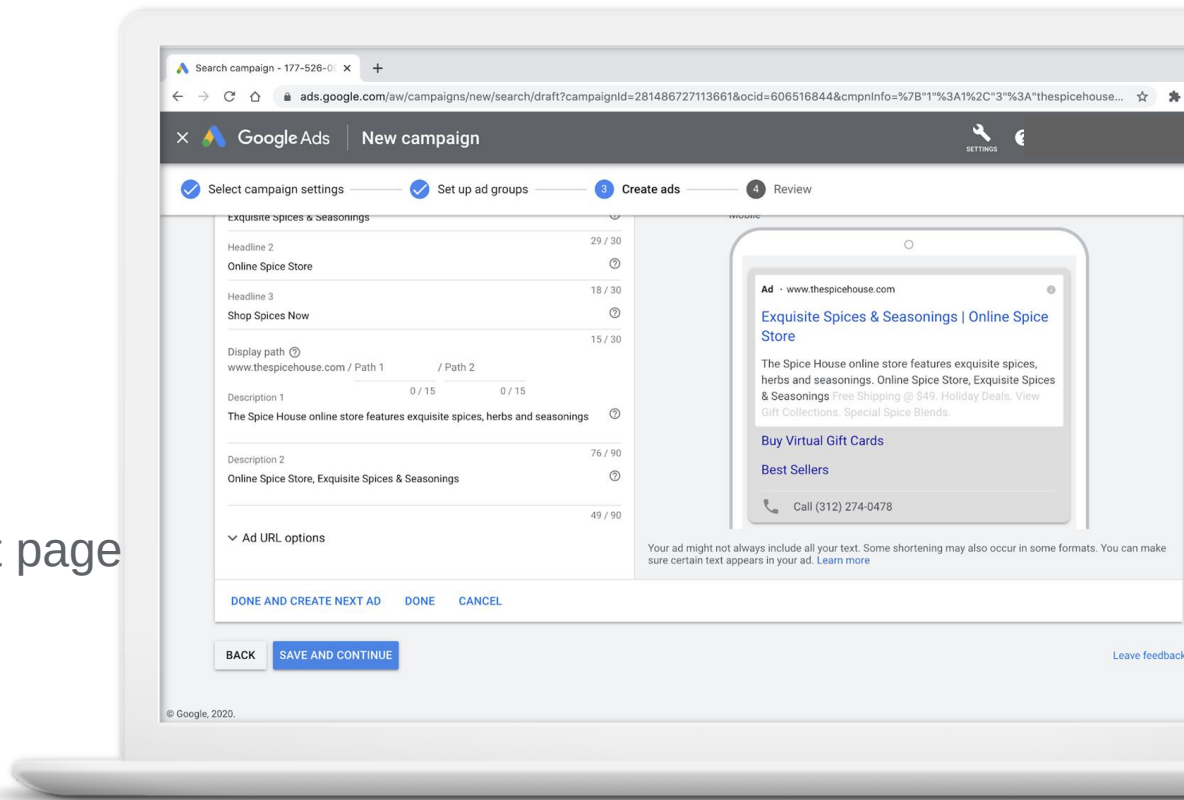


Improving your ads



WHAT'S IN A TEXT AD?

- Three headlines
 - Each 30 characters max
- Two description lines
 - Each 90 characters max
- One final URL
 - Choose the most relevant page on your site.



TIPS FOR WRITING GREAT ADS

A great ad:

- Is relevant to the searcher's query: **jam vs. buy cranberry jam**
- Includes keywords in ad text
- Inspires action: **Call now! - Order today!**

Quick Tip:

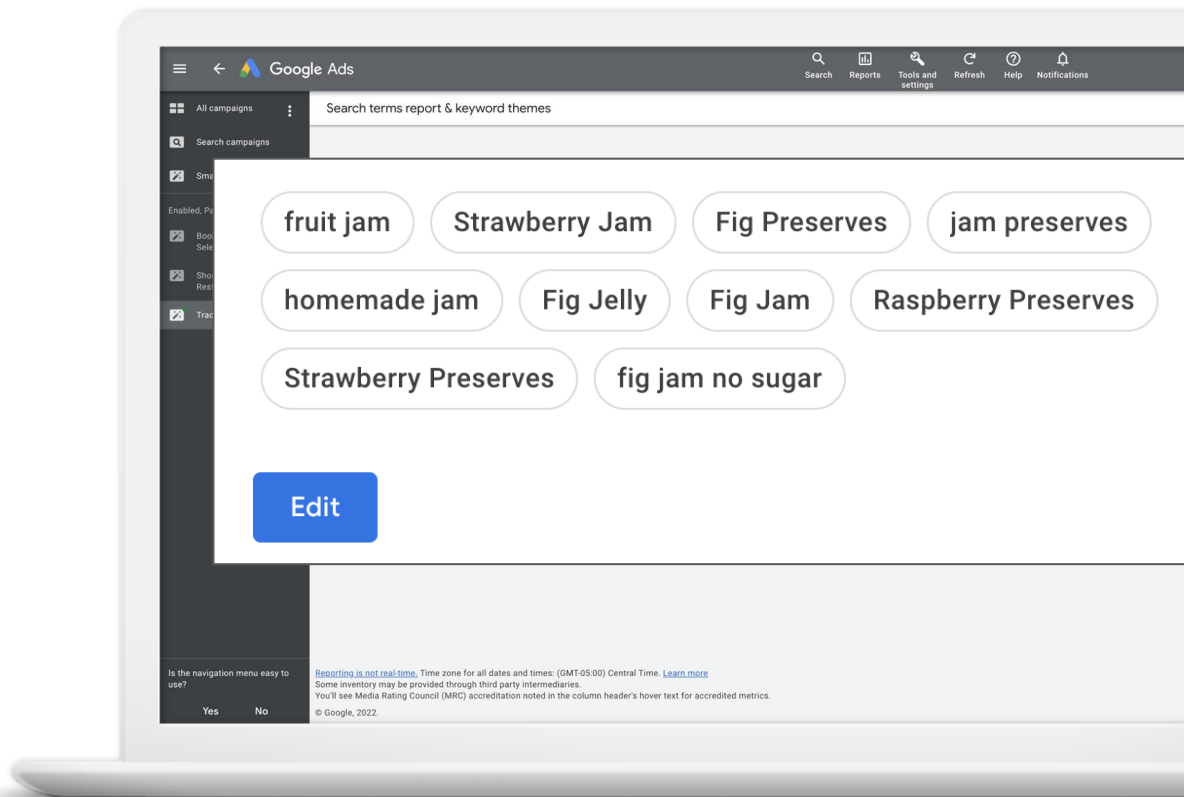
For more help writing effective ads, visit:

g.co/textadtips



SMART CAMPAIGNS: WHAT IS A KEYWORD THEME?

Keyword themes are words or phrases that help match your ads with Google searches.



SMART CAMPAIGNS: HOW TO IMPROVE KEYWORD THEMES

- Aim for a maximum of 7-10 themes
- Think like your customers
- Remember your advertising strategy
- Create separate campaigns for different groups of keyword themes
- Add negative keyword themes

Your ads show when people search for your keyword themes and related phrases. [Learn more](#)

fruit jam

Strawberry Jam

Fig Preserves

jam preserves

homemade jam

Fig Jelly

Fig Jam

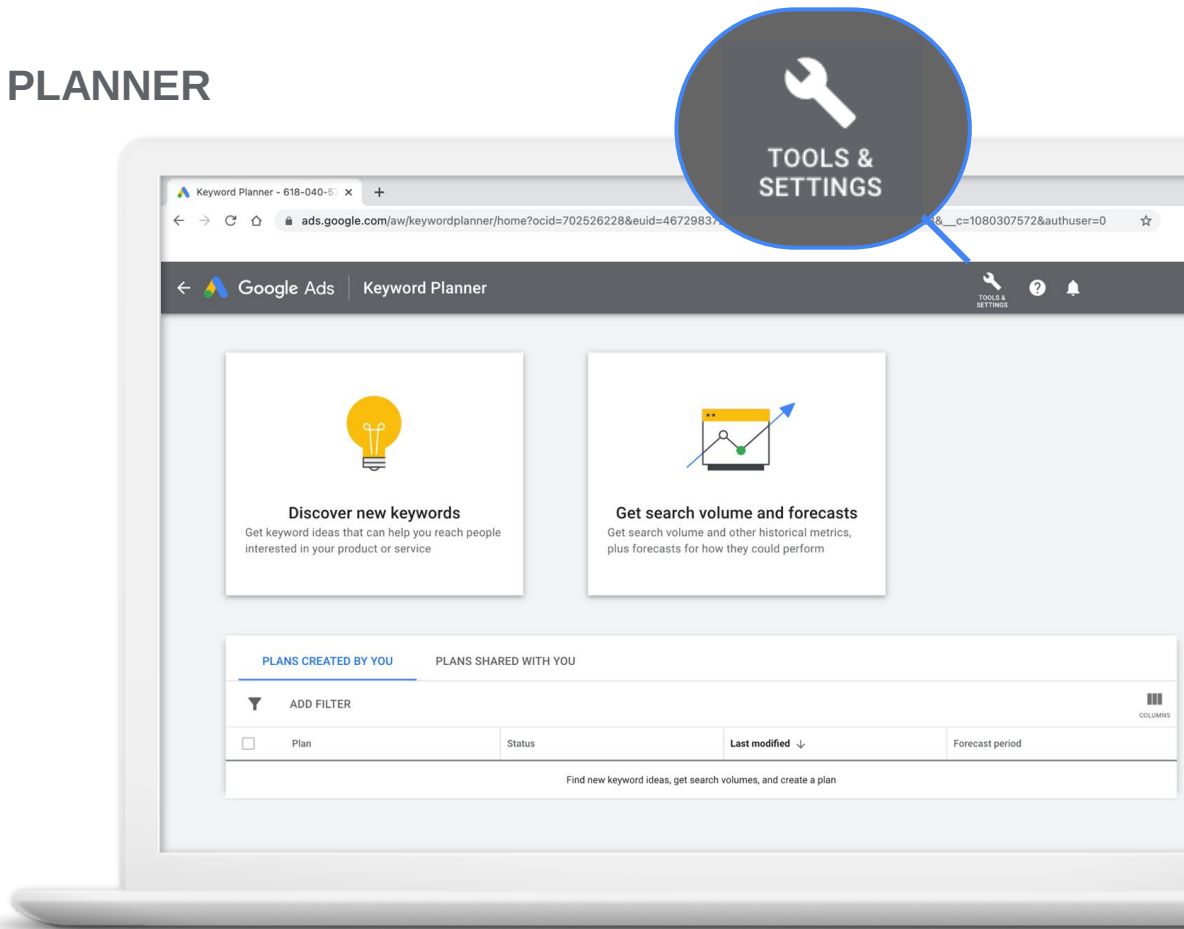
Raspberry Preserves

Strawberry Preserves

fig jam no sugar

EXPERT MODE TIP: KEYWORD PLANNER

Keyword Planner helps you discover new keywords, get search volume and see performance forecasts.



First, Know What This Is

Local Services Ads are not the same as regular Google Search Ads.

They are designed for local service businesses that want calls, messages, bookings, or leads from people nearby.

You pay for leads, not regular clicks. Google says Local Services Ads are moving into Google Ads as Performance Max campaigns with pay-per-lead goals, while still keeping the pay-per-lead model.



Who This Matters For

This matters most for local service businesses, such as:

Home services

Repair businesses

Legal services

Real estate services

**Health, wellness, beauty, care,
learning, and automotive services**

Other eligible local service providers

The exact requirements depend on your business category and location.

How to Find Your Local Services Ads Account

Go to:

adwords.google.com/localservices

Sign in with the exact Google account connected to your business.

If you sign in with the wrong personal Gmail account, you may not see the business account.

 Tip: If you cannot find the account, try opening a private or incognito browser window and sign in with the correct business email.

What to Look for When You Log In

Once you are inside the account, look for:

Your business name

Your verification or badge status

Your leads

Your budget

What to Look for When You Log In (continued)

Also check:

Your service areas

Your business categories

Your reports

Your account alerts or notifications

Do not rush past the alerts. Google may use those alerts to tell you what needs attention.

The Badge of Trust Is Now Google Verified

Google has been moving Local Services Ads badges into one clearer badge called Google Verified.

Google says Google Verified is replacing older Local Services Ads badges and programs like Google Guaranteed, Google Screened, License Verified by Google, and the Money Back Guarantee.

The point of the badge is simple:

Google wants customers to see that the business passed the required screening and verification checks.



What Google May Ask You to Verify

Google's screening and verification may include:

Business information

Business registration

Licenses

Insurance

Background checks

What Google May Ask You to Verify (continued)

Verification may also include:

Identity verification

Reviews

Service areas

Business category details

Not every business will need every item. Requirements depend on your category and location. Google says businesses must pass the screening and verification process to advertise through Local Services Ads.



Why Verification Matters

Verification is not just a setup task.

It affects whether your ads can run and whether customers see trust signals on your ad.

For a small business owner, this means:

- Keep licenses current.
- Keep insurance documents current.
- Keep business information accurate.
- Watch for account alerts.
- Do not advertise services you are not licensed, insured, or able to complete.

The 2026 Shift: Local Services Ads Are Moving

Google says Local Services Ads are transitioning into Google Ads as Performance Max campaigns with pay-per-lead goals.

What stays the same:

- You continue paying for valid leads.
- Ads can still appear on Google Search and Maps.
- Campaigns remain focused on services and service areas.
- The goal is still high-intent local customers.

What changes:

You may manage the campaign inside Google Ads instead of the old standalone Local Services Ads dashboard.

Change 1: Your Reports May Not Move

Before your account is migrated, export the performance history you want to keep.

Google says Local Services Ads performance reports will not transition into Google Ads.

What to do:

01

Go into your account.

02

Open Reports.

03

**Download important
history.**

04

Save it in Google Drive.

05

Keep a copy for future comparison.

Change 2: Weekly Budget Becomes Daily Budget

Google says weekly budgets will be converted into daily average budgets when Local Services Ads transition into Google Ads.

The simple math:

Old weekly budget ÷ 7 = new daily average budget

Example:

\$350 per week ÷ 7 = \$50 per day

Google says this daily budget does not change your monthly spend cap, which is based on your daily average budget times 30.4.

Budget Protection Step

Before the migration:

- 1 Write down your current weekly budget.**
- 2 Divide it by 7.**
- 3 Write down your expected daily budget.**
- 4 Compare that number after migration.**
- 5 Check your first few weeks of spend closely.**

Do not assume everything moved exactly the way you expected.

Change 3: Bidding Controls Are Changing

Google says manual bidding and some vertical-level target CPA settings will no longer be supported after migration.

Plain-English version:

You may have fewer manual controls than before.

What to do:

- Check your campaign after migration.
- Review your budget.

Change 3: Bidding Controls (continued)

Also review after migration:

- Review your service categories.
- Review lead quality.
- If you have multiple service lines, consider whether they need separate campaigns after migration.

About AI and Automatically Created Ads

Google is putting more automation and AI into Google Ads.

If you run Performance Max, AI Max, or campaigns with automatically created assets, Google's systems may help create or customize ad text and assets.

Your job is to review what the system uses.

Do not assume AI-written or AI-supported ad text is accurate just because Google created it.



What to Review in Google Ads

Look for places where Google may be using business text, assets, or automation.

Review:

Business name

Services

Headlines

Descriptions

Images

What to Review in Google Ads (continued)

Also review:

Landing pages

Service areas

Final URLs

Calls to action

Any AI-generated or automatically created assets

Turn off, edit, or correct anything that does not match your business.

Beginner Warning



Do not advertise something you do not actually offer.

Do not list a service area you cannot serve.

Do not use licenses, insurance, or claims that are not accurate.

Do not let AI or automation describe your business in a way that creates promises you cannot keep.

Google's Local Services Ads policies say businesses should not misrepresent licenses, insurance, service areas, prices, or other business details.

Change 4: Language Targeting Is Changing

Google Ads is removing campaign-level language targeting for Search campaigns, AI Max for Search, and the Search inventory inside Performance Max.

Plain-English version:

Instead of relying on a simple "English only" setting for Search, Google will pay more attention to the language of the ad, the landing page, and the user's search context.

Language Protection Step

Read your ads.

Read your landing page.

Ask:

Is the language clear? Is it written for the customer I want?

Does the landing page match the ad?

If I serve Spanish-speaking customers, do I have Spanish content?

If I only serve English-speaking customers, is the ad and page clearly written in English?

Your ad language and page language now matter even more.



The 3 Things to Do Today

1 Find your Local Services Ads account.

Use the right Google account.

2 Check your verification status.

Look for anything Google says is missing or expired.

3 Save your history.

Download reports before migration if your account has not already moved.

The 3 Things to Watch After Migration

1 Budget

Did the weekly-to-daily budget conversion make sense?

2 Lead quality

Are the leads still relevant and worth paying for?

3 Business accuracy

Are your services, service areas, ad text, and assets still correct?

Simple Weekly Check

Once a week, review:

How many leads came in

How many leads were useful

How much you spent

Which services leads came from

Whether calls or messages were answered quickly

Whether any alerts appeared in the account

Do not only ask, "Did I get leads?"

Ask, "Did I get the right leads?"

What to Save in Google Drive

Create a folder named:

Google Local Services Ads

Save:

Verification documents

Licenses

Insurance

Downloaded reports

Budget notes

What to Save in Google Drive (continued)

Also save:

**Screenshots of major
settings**

Lead quality notes

**Migration emails or
alerts**

Support conversations

This protects you if something changes later.

The Human Review Rule

Google automation can help.

AI can help.

But you still need to review:

What your ads say

What your business promises

What services are listed

What locations are shown

What leads you are paying for

What documents are current

Automation does not remove your responsibility.

Final Takeaway

Local Services Ads can be powerful for local businesses because they focus on real local leads.

But the 2026 changes mean business owners need to pay closer attention.

Find the account.

Save your history.

Check the badge and verification.

Review the budget.

Watch the automated assets.

Make sure your ads match the business you actually run.

Measuring success



SOMETHING TO THINK ABOUT

What are your advertising goals? What do you want to accomplish?

Do your ads help you reach these business goals?



REPORTING TERMINOLOGY



Impressions

How many times your ad was displayed, whether it was clicked or not



Clicks

When a user clicks on an ad



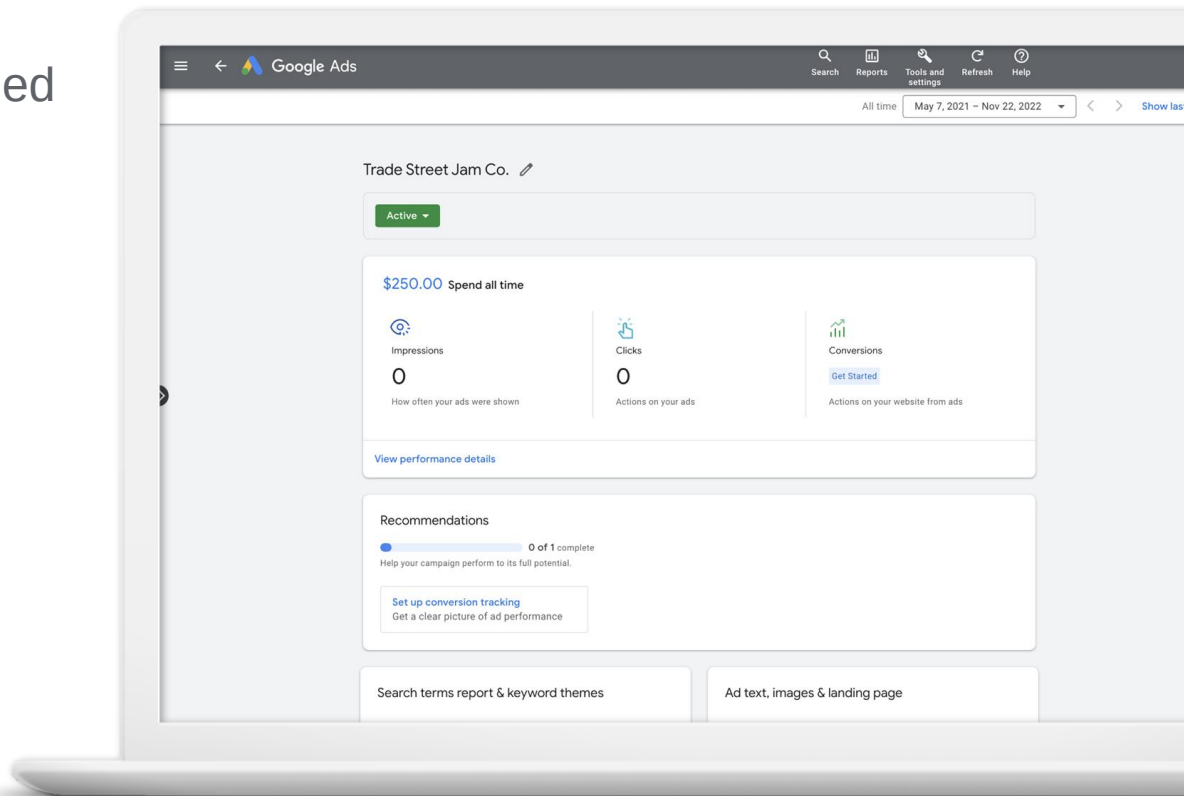
Conversions

When a click on an ad results in a desirable outcome

REPORTS IN SMART CAMPAIGNS

Smart campaigns offer simplified reports, including:

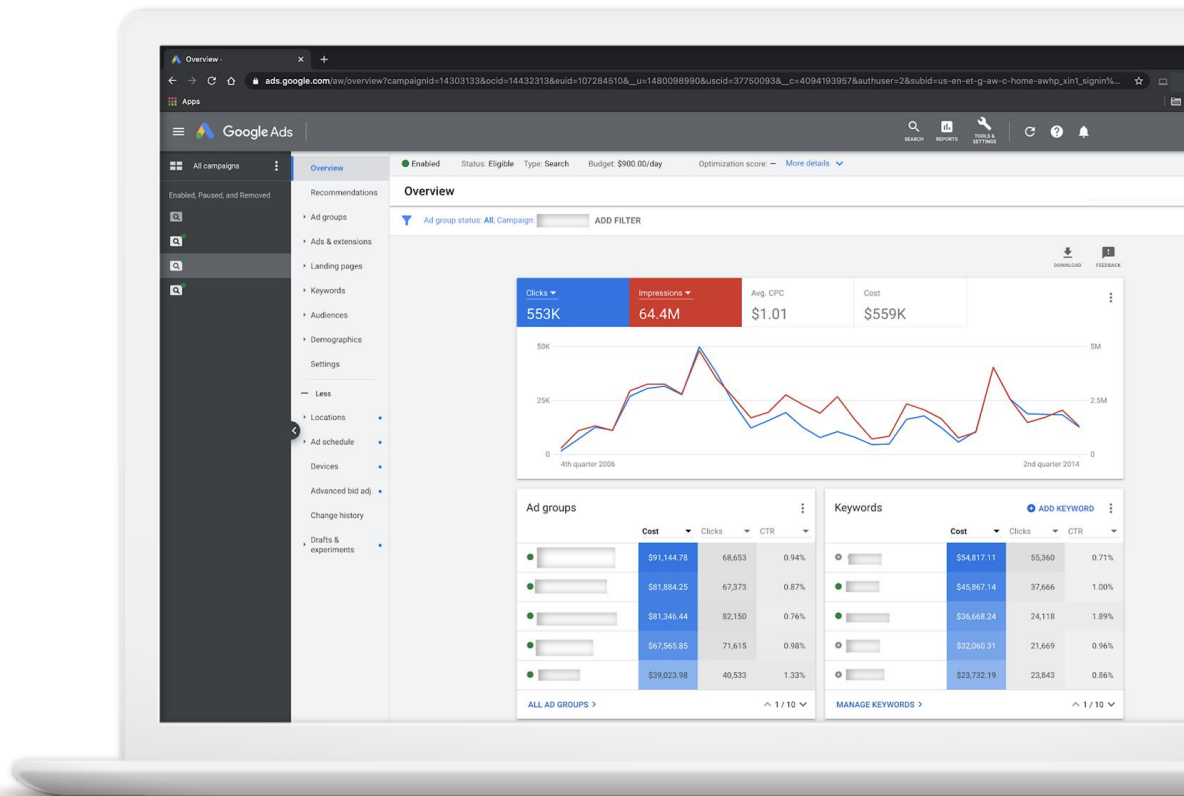
- Impressions
- Clicks
- Conversions (optional)



REPORTS IN SEARCH CAMPAIGNS

Search campaigns include detailed reports, including:

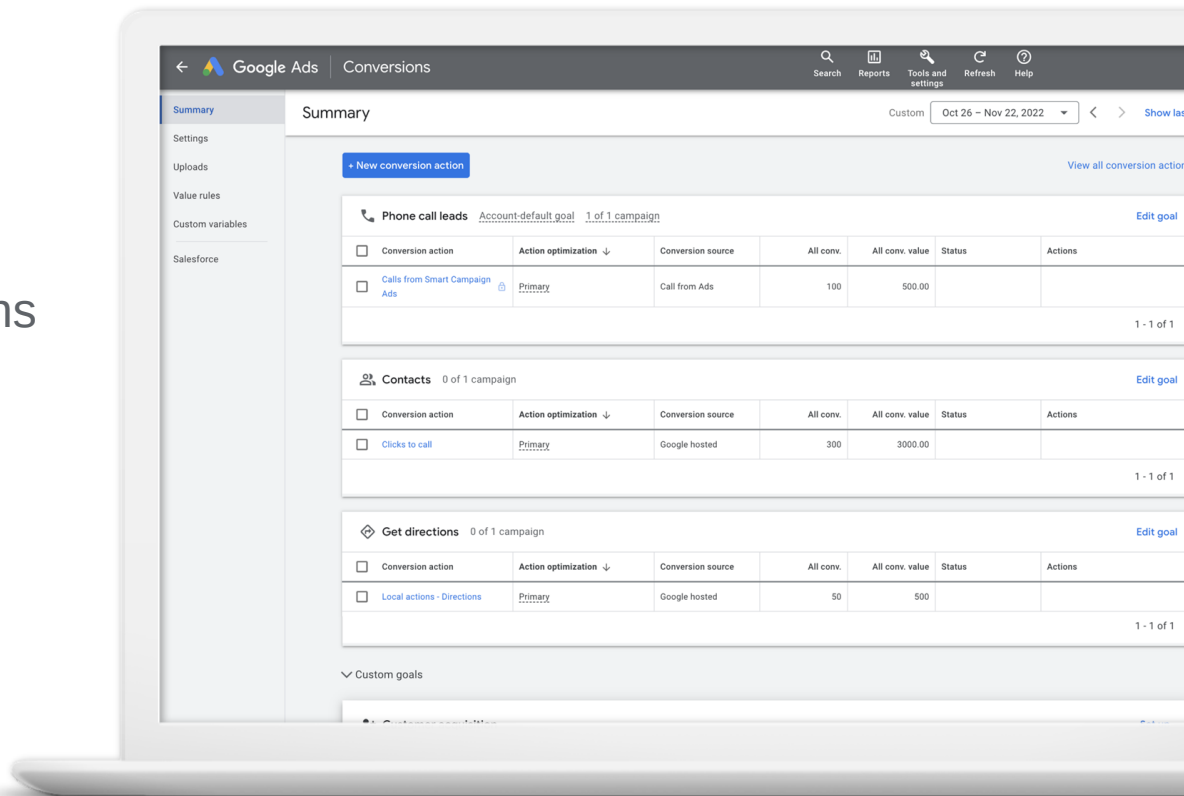
- Ad groups
- Ads
- Landing pages
- Keywords



TRACK CONVERSIONS IN GOOGLE ADS

Reporting columns show how ads lead to valuable customer actions. Learn things like:

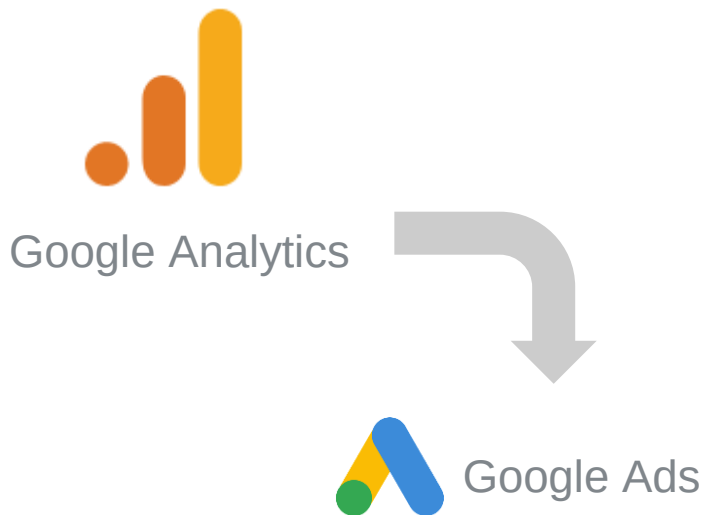
- The number of conversions
- Cost per conversion
- Conversion rate
- And much more



TRACK CONVERSIONS WITH GOOGLE ANALYTICS

Linking your Google Ads account to your Analytics property lets you see the full customer cycle.

Follow your customers from the point where they first interact with your site to completing the goal you've set for them.



Quick Tip:

Sign up for Google Analytics

g.co/analytics

RECAP

- 
- HOW GOOGLE ADS WORKS
 - ADVERTISING ON GOOGLE
 - IMPROVING YOUR ADS
 - MEASURING SUCCESS
 - RECAP & RESOURCES

Resources

What's your action plan?



Write down one thing you will do to promote your products and services online.

grow.google/SMB

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

[Watch on YouTube](#)



Google AI Professional Certificate

COURSE • 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

NEW
vibe coding
course!

U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit

[grow.google/smb](#)

Small Group Deep Dive:
2 Available Spots



smartbrandkit.com/coach

- **Garza County SBDC – Lubbock TX**
- **SCORE Austin**
- **SCORE Houston**
- **Baker Riley**
- **Texas State SBDC – Austin TX**
- **Illinois SBDC Bradley University – Peoria IL**
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- ✓ 370+ ★★★★★ Google reviews



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