



### Step 1: Target languages & countries.

Show your ads to: **English; United Kingdom** [Edit](#)

### Step 2 of 4: Create Ad Groups.


#### Create ads.

#### Details

#### Choose keywords and maximum cost-per-click.

Create your ad by entering a headline, two lines of description, and a URL.

Example:

**Your ads on Google UK**  
in just minutes. Instant posting,  
instant traffic, instant results!  
[adwords.google.co.uk](#)  
Interest: 

To maximise your clickthrough rate and your ad's position, be as specific as possible in the description lines, and be sure you meet the requirements for ad format and content listed in the [AdWords Editorial Guidelines](#).

Headline (maximum 25 characters)

Your ads on Google UK

Description line 1 (maximum 35 characters)

in just minutes. Instant posting,

Description line 2 (maximum 35 characters)

instant traffic, instant results!

Display URL (maximum 35 characters)

http://adwords.google.co.uk

Destination URL (maximum 1024 characters)

http://adwords.google.co.uk

Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to Google using the browser's back button.

Create Ad & Continue » »

*You need to create at least one ad before selecting keywords and maximum cost-per-click.*

### Step 3: Specify your daily budget.

Control the amount you want to spend on your campaign each day. No minimum budget is required.

### Step 4: Sign up.

Create an AdWords account by providing your email address and choosing a password. When you are ready to activate your ads, log in to your new account and submit your billing information.