



You can learn more about how AdWords works by visiting the [AdWords Overview](#). Or simply get started right away with Step 1 below. For help on any step in the account setup process, click "Details" in the upper right corner.

**Step 1 of 4: Target languages & countries.**

[Details](#)

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|--|--|
| <b>Languages:</b><br>All Languages<br>-----<br>English<br>French | <b>Countries:</b><br>All Countries<br>-----<br>United States<br>United Kingdom |
|--|--|

Hold down the *control* or *option* key to select multiple countries.

Save & Continue » »

**Step 2: Create Ad Group.**

Design your ads, choose targeted keywords to trigger those ads, and specify the maximum amount you are willing to pay when users click on your ads.

**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.