

## Lesson no. 2: Google Adwords- PPC Advertising

### I. OVERVIEW OF MICROSOFT ADCENTER (BING & YAHOO) SETTING UP GOOGLE ADWORDS ACCOUNT

#### i. Sign up for a Bing Ads account

a) Go to the Bing Ads sign up page and select **Create a new email address** and click **Next**.

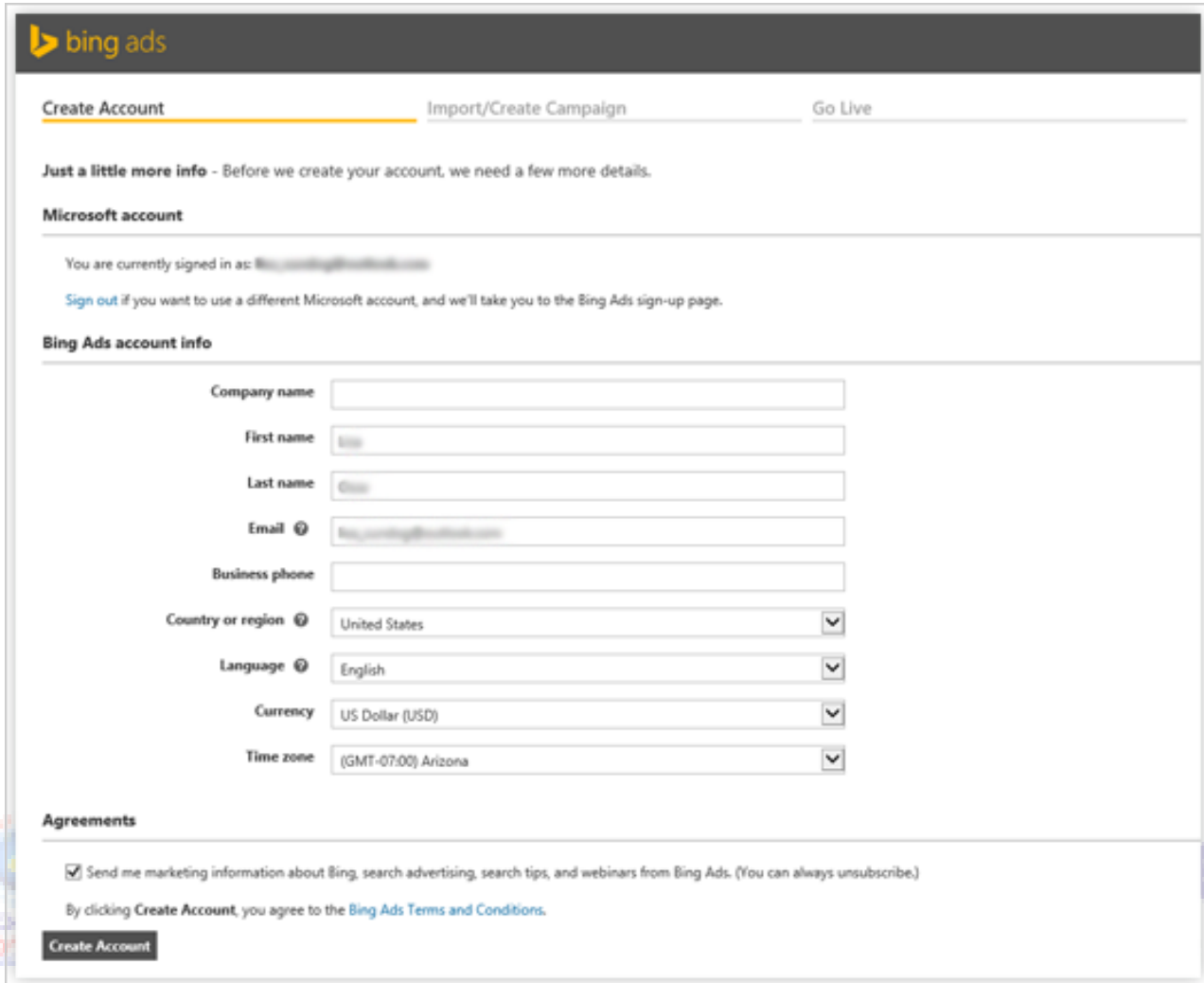
*(A Microsoft account is an email address and password you use to sign in to Microsoft services or devices. If you use an email address and password to sign in to services like Skype, Xbox LIVE, or Outlook.com, you already have a Microsoft account).*

b) Enter **information** for the new account.

c) Click **Create account**.

*(You'll be taken to the Bing Ads Create Account page directly after creating your new Microsoft account and will already be signed in with your new account).*

d) Enter **Bing Ads account info**.



e) Click **Create Account**.

*(You'll be taken to the Bing Ads Create Account page directly after creating your new Microsoft account and will already be signed in with your new account).*

f) After you've created your Bing Ads account, you can set up your campaign by importing from **Google AdWords** or by **creating a new campaign**. You can also **skip this step** and click **Continue**.

g) Enter your **billing and payment information** and click **Next**. You can also **skip this step** and enter your billing and payment information later by clicking **Skip**.

You're **now signed in** to Bing Ads!

ii. **Sign up for a yahoo ads account:**  
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