EazWorld

GUIDE

Beginner's Guide to Google Ads in Ghana

Set up your first Search campaign step by step: location targeting, keywords and match types, negative keywords, billing and tracking calls and WhatsApp clicks.

Which campaign should you start with?

Start with a Search campaign. Your ad appears when someone types a search that matches your keywords, such as “laptop repair Accra”. These people are already looking for what you sell, so it is the easiest campaign to learn and to measure.

Google's older Local campaigns have been upgraded into Performance Max. Performance Max can work well later, but it decides a lot for you. Learn on Search first, then test it once you have conversion tracking you trust.

Before you start

- [ ] A landing page for the one service or product you will advertise
- [ ] Your Google Business Profile verified (needed for location assets)
- [ ] A phone number and WhatsApp number that are answered
- [ ] A monthly budget you can keep for at least two to three months
- [ ] Google Analytics and Google Tag Manager installed on your site

Step-by-step setup

1. Go to ads.google.com and sign in with your business Google account.
2. Switch to Expert Mode when offered. Smart mode hides settings you will need.
3. Choose your billing country and account currency carefully: Google does not let you change the currency of an account after it is created.
4. Create a new campaign with the goal “Leads” or “Website traffic” and the type “Search”.
5. Untick the Display Network. Beginners get better results from Search only.
6. Locations: choose the towns or regions you actually serve, not all of Ghana unless you deliver everywhere.
7. Under location options choose “Presence: people in or regularly in your targeted locations”.
8. Languages: English (add others if your ads and site use them).
9. Budget: set a daily amount = monthly budget ÷ 30.4.
10. Bidding: start with “Maximise clicks” with a maximum cost-per-click limit, then switch to “Maximise conversions” once tracking records conversions.

11. Create one ad group per service, each with 5–15 closely related keywords.
12. Write responsive search ads: up to 15 headlines and 4 descriptions. Include your area, your offer and a reason to choose you.
13. Add assets: call, location, sitelinks to key pages, and callouts such as “Walk-ins welcome”.
14. Review and publish. New ads usually go through review before they run.

Keyword match types

Match type	How you write it	What it does
Broad match	phone repair accra	Widest reach: Google also shows your ad for related searches. Use with care and with negative keywords.
Phrase match	"phone repair accra"	Searches that include the meaning of your phrase, in order. A good middle ground.
Exact match	[phone repair accra]	Searches with the same meaning as your keyword. Most control, least reach.

> **Tip** Begin with phrase and exact match. Add broad match only when you have conversion tracking and enough budget for Google to learn.

Negative keywords

Negative keywords stop your ad showing for searches you do not want to pay for. Check the Search terms report every week and add the ones that waste money.

- Job seekers: jobs, vacancy, salary, training, course
- Do-it-yourself: how to, tutorial, free, DIY, YouTube
- Wrong product or service: anything you do not sell
- Places you do not serve

Billing and payment

- The payment methods you can use depend on your billing country and account currency. Before setting a budget, open Billing → Settings in your account to see the options available to you.
- Choose the account currency before creating the account; it cannot be changed afterwards.
- If a card payment is declined, ask your bank whether the card is enabled for international online payments.
- Watch the Billing summary in your first weeks so spending matches your plan.

Track calls and WhatsApp clicks

Without conversion tracking you cannot tell which keywords bring customers. Set up at least these:

- [ ] Calls from ads: turn on call reporting on your call asset
- [ ] Calls from your website: a website call conversion, or track taps on tel: links
- [ ] WhatsApp clicks: in Google Tag Manager, a trigger on clicks of links containing wa.me, sent to Google Analytics as an event and imported into Google Ads as a conversion
- [ ] Form submissions: track the thank-you page or the form submit event
- [ ] Each conversion given a value if some are worth more than others

Your weekly 15-minute check

- [ ] Search terms report: add negative keywords
- [ ] Pause keywords that spend with no conversions after a fair test
- [ ] Check the landing page still loads fast and the phone is answered
- [ ] Compare cost per conversion with what a customer is worth to you
- [ ] Keep notes of every change so you know what made a difference

Want EazWorld to do this for you?

We help businesses in Accra and across Ghana with web design, SEO, branding and digital marketing. See our services at **eazworldgh.com/services** or talk to us at **eazworldgh.com/contact**.