

Create a Google account for your school

Setting up an account to use with Adwords

“Google Adwords has been effective for us.”

Mekey Lepulu,

Mekey Lepulu has demonstrated success in online advertising with Google Adwords--thank you Mekey for graciously sharing your experiences.

This will be the first in a series on using Google Adwords for your school.

If your school has a school-owned Google account already, you are done for this week.

Smile and have a nice hot drink.

Psst... If your school has a Gmail address (e.g. galtadventistschool@gmail.com) it automatically has a Google account with that Gmail address as the email of record.

If not, decide what email address you want to use for a Google account

A Google account is the single access point to all Google services (Gmail, Google Docs, Google Drive, Google Adwords, etc.)

If you have a Gmail address for your personal email you already have a Google account--but I don't recommend you use it for this purpose.

This Google account should belong to the school and continue with the school, even after you have retired to a sunny beach in Tahiti (we can all dream)

You can use a non-gmail email address for your Google account.

If your school has it's own email addresses (e.g. @mypaa.net, lodiacademy.net) you can set up and use an account such as principal@_____ or info@_____.

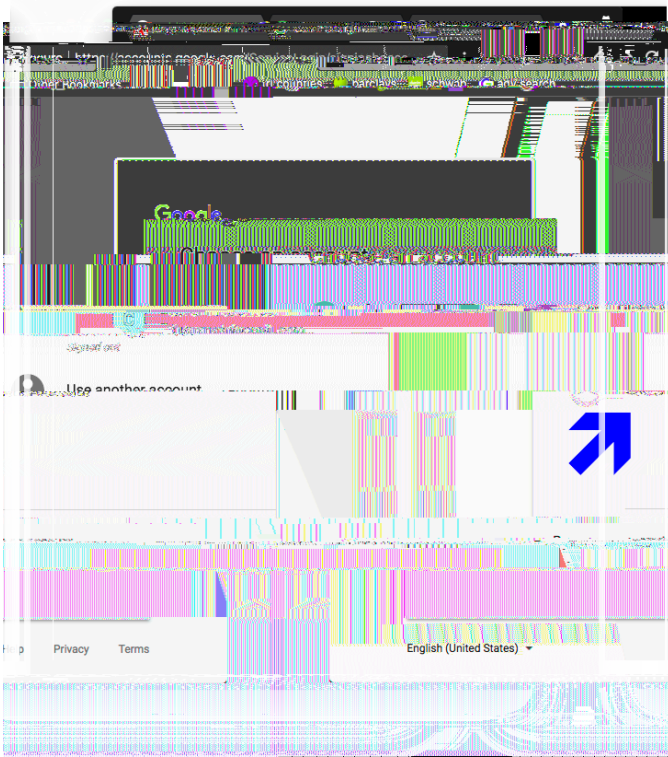
If your school does not have it's own email addresses you could choose create a Gmail address for the school itself (e.g. galtadventistschool@gmail.com). I will note how to do this below.

To set up a school-owned Google account...

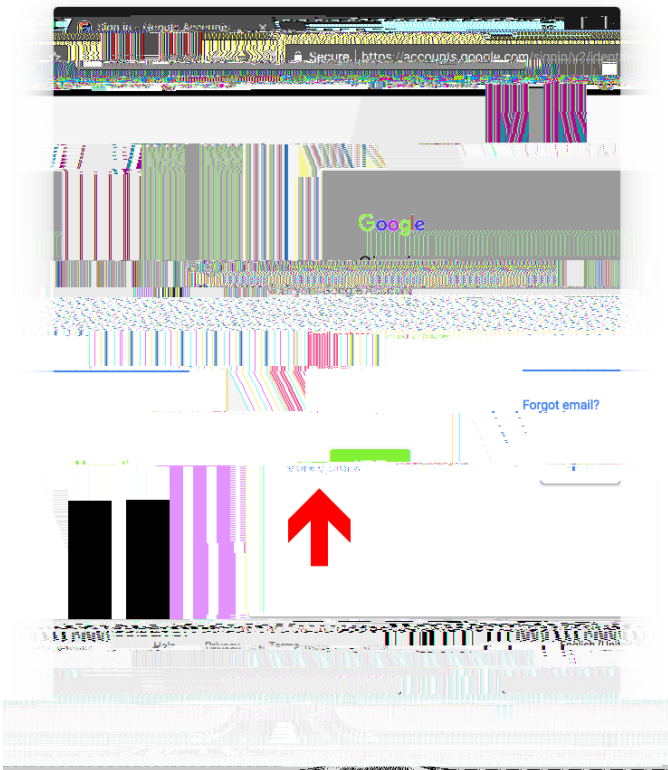
Go to accounts.google.com

There are two sets of instructions below depending on whether you have a personal
CPE 10.253 2m B6217 6m BT 50500 TT1 1 Tf [Go Y be

Click "sign out." You will next see a screen like this:



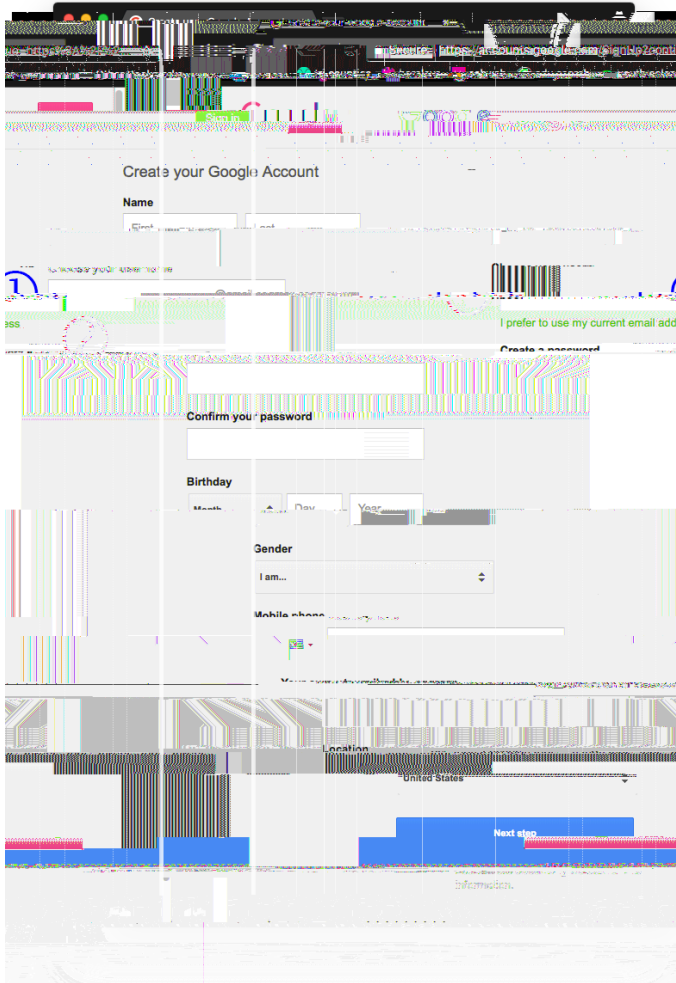
Click "use another account." You will next see a screen like this:



Click "more options." You will next see a dialog box like this:



Click "create account." You will next see a screen like this:

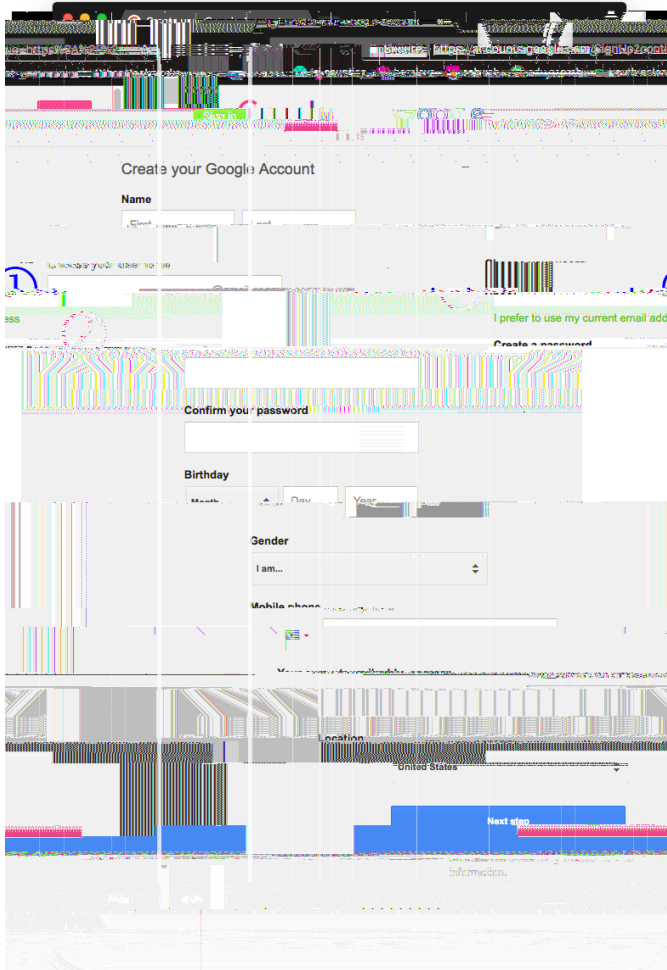


Fill in the fields and go through their steps. Please notice:

They have set the default for a Gmail address but I recommend NOT using your personal Gmail address (remember: this will be inconvenient for you and the school when you are retired on that beach in Tahiti).

You can click on "I prefer to use my current email address" and then input whatever email address you choose. But once again, make this an email account that the school will have access to whether you are there or not. If you want this school-owned account to be based on a Gmail address, you will see that option when you click "I prefer to use my current email address."

Click "create account." You will next see a screen like this:



Fill in the fields and go through their steps. Please notice:

The default is a Gmail address but I recommend NOT using your personal Gmail address (remember: this will be inconvenient for the school when you are retired on that beach in Tahiti).

You can click on "I prefer to use my current email address" and then input whatever email address you choose. But once again, make this an email account that the school will have access to whether you are there or not. If you want this school-owned account to be based on a Gmail address, you will see that option when you click "I prefer to use my current email address."

Create a place to keep track of the school's Google account

Be kind to yourself, and a possible successor, by recording the email address and password for the school's Google account. Put this in a location (file or binder) where you will keep track of Google Adwords activity and results.

Delegating:

All of this can be delegated as long as you are comfortable with the delegatee knowing the password for the school's Google account.

Credits:

Mekey Lepulu, thank you for sharing your experience with Google Adwords.

Binder tab: December