

## Get results from your ad dollars

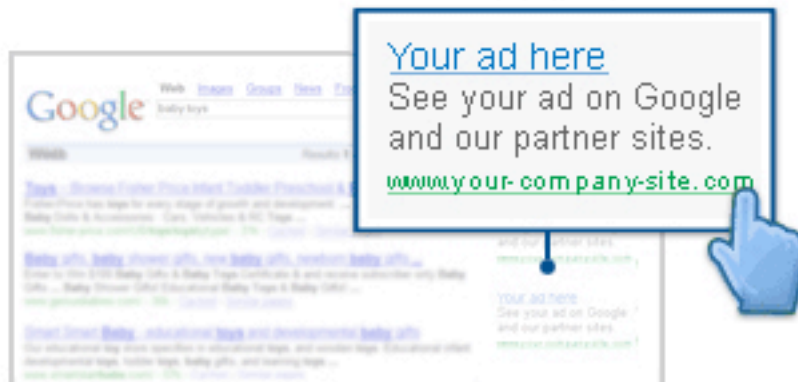
Tight on budget? AdWords lets you cost-effectively reach new customers with no minimum spend requirement. Set your budget and never spend more than you can afford.

**Start now »**

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Sign in to Google AdWords with your **Google Account**

Email:

Password:

••••••••

Sign in

[I cannot access my account](#)

### Learn about AdWords

How it works

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

#### You create your ads

You create ads and choose keywords, which are words or phrases related to your business.

[Get keyword ideas](#)

#### Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

#### You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

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*Keywords* are what people search for on Google.



Your *ad* appears beside relevant search results.