

3 Steps to Budget Smarts Checklist

Most of us have to think twice before buying that diamond encrusted toilet. Keeping tabs on how much we spend is normal practice and the smarter way to live. And when it comes to managing your client's AdWords campaigns, things are no different.

Follow our steps to budget smarter so that your clients can reach as many profitable customers as possible, without flushing good money away.

1. Decide how much to spend

AdWords lets you set daily budgets for your clients' campaigns with the flexibility to change them at any time. So if something isn't working, all you've to do is try something else.

With higher bids, your campaign is likely to receive more traffic, although you'll probably spend more money. With lower bids, your campaign is likely to receive fewer clicks and [conversions](#).

Example: Let's say that your [cost-per-click](#) is \$0.10 on average, and you'd like around 100 clicks per day. You might budget \$10 per day. Using this example, here's how you'd work out your daily budget:

$\$0.10 \times 100 = \10 per day (*Cost-per-click x Clicks per day = Daily budget*)

- To work with a monthly advertising budget, you can calculate the amount that you might budget per day by dividing the monthly budget by 30.4 – the average number of days per month.
- You can also create [shared budgets](#), which let you allocate budget across multiple campaigns.

2. Set your daily budget


Your daily budget applies to a single campaign, not all campaigns in your account.

Here's how to set your daily budget for a new campaign:

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click **+ Campaign** and select the **campaign type** that you'd like to create:
 - "Search Network with Display Select"
 - "Search Network only"
 - "Display Network only"
4. On the "Select campaign settings" page, scroll to the "Budget" section and enter an individual daily budget or use a shared budget.
5. Finish (or skip) choosing your other campaign settings and click **Save** and continue.

Budget 

\$ per day

Actual daily spend may vary. 

Tip: *Don't set and forget.* Check your account regularly to look for campaigns that are limited by budget or have leftover dollars.

3. Change your daily budget

You can change your daily budget at any time and as many times as you like.

Here's how to edit your daily campaign budget from the **Campaigns** tab:

1. In the **Campaigns** table, click the budget that you'd like to edit.
2. Enter a new campaign budget.
3. Click **Save**.

Here's how to edit your daily campaign budget from a campaign's **Settings** tab:

1. Select the campaign that you want to edit.
2. Click the **Settings** tab.
3. In the "Budget" section, click the **Edit** link next to your campaign's daily budget.
4. Enter the new budget.
5. Click **Save**.

Learn more about [how to set an AdWords budget](#).