Create Your First Project

Setting Up Your Account · https://www.serpsmoothie.com/support/setting-up-your-account/create-your-first-project/

Create a project per client to keep access and data isolated. Projects are created within a specific client.

Prerequisites

- You’re signed in and have (at least) one client
- Optional: Your Google accounts are connected (you can link later)

Steps (actual flow)

1. Go to Clients → select the client → New Project
2. Enter Project name (e.g., "Acme – US")
3. Optional settings

- Country/region default (used for project filtering and time zone defaults)
- Categories selection for this project
- NeuronWriter project ID (if you use that integration)

1. Optional Google linking (if available in the form)

- Map Google Ads accounts to this project (from your connected Google account)
- Choose a Search Console property to link

1. Create/Save

What happens after you create

- If Google Ads and/or Search Console are linked during creation, initial data sync jobs are queued automatically. Data will appear as soon as the first sync completes.

- If you didn’t link during creation, you can link later from the project/client area; the initial sync will start after linking.
- Currency is inferred from the first linked Google Ads account when available and used in dashboards.

Manage and collaborate

- Invite teammates at the client level to grant them access to this project
- Adjust project settings (country, categories) any time

Tips

- Use consistent naming across clients/regions (e.g., Brand – Country/Market)
- Keep separate projects if business lines, budgets, or teams are distinct

Next

Connect Google Accounts (OAuth)