



# The Ultimate Google PPC Ads Launch Checklist



# Campaign Pre-Launch



## ✓ GOAL DEFINITION

Define your campaign goal by leads, phone calls, sales, or email signups. How will you determine what success looks like? Ensure you're very specific here.



## ✓ COMPETITIVE ANALYSIS

Use Google Search to take screenshots of your competitor's PPC Ads by typing in key terms and taking note of the first few ad results. Note the keywords they're going after, how they structure their ads, and what you could be doing differently to attract even more visitors.



## ✓ AUDIENCE DEFINITION

Ensure you're targeting the correct location, device, and time of day so that you reach the right people at the right time. Most importantly at this stage is targeting by postal (zip) code, location radius, or city.



## ✓ KEYWORD RESEARCH

This step is critical to campaign success. Using a tool like the Google Keyword Planner, found in your Google Ads account, can be a great starting point to find high-level relevant search terms, then sifting down to the most relevant, high-intent, long-tail, and short-tail keywords.



## **SETTING YOUR BUDGET**

Define your total budget on a daily basis that align with your advertising budget. You will only be paying for clicks, so depending on the volume of searches for your keywords in your target area, you may not be using your entire daily budget everyday. Conversely, Google can spend up to 20% above your budget if the algorithm believes you are getting strong results.



## **CONVERSION TRACKING SETUP**

Ensure you are tracking the conversions that are most relevant to the goals you have set. The easiest way to set up Google Tracking Codes on your website is to use Google Tag Manager so that you can set up and test your conversion tracking prior to launching. Once set up, you'll have full visibility into how your campaigns are converting once they launch.



## **NEGATIVE KEYWORD LIST**

A “negative” keyword is simply a search term that you do not want your ads showing for. For example, you may not want to appear when someone searches for “at home” or “cheap” or even searches for competitor names. This list will help save your budget by not wasting it on low-intent or irrelevant searches.



## **USING AD EXTENSIONS**

Using this feature (like adding location, telephone, address, etc. to your ads) can use more screen real estate, as well as provide even more information about your business or offer at no additional cost to you.

# Campaign Daily Check-Ins



## CHECK YOUR BUDGETS

Keep an eye on the budgets on a daily basis by checking your overall spend versus conversions, and ensure the costs are aligned with your goals, and to also ensure Google isn't over-spending, and make adjustments as needed.



## ADJUST BIDS

Track the progress of your campaigns and ensure you are bidding for the top performing ads, making data-driven decisions according to the analytics. This practice will make sure you're getting the most out of your campaigns.



## CHECK SEARCH TERMS

Use the Search Terms tab in Google Ads to monitor the actual search queries that are triggering your ads to show, as well as which of your chosen key words are driving the most clicks and conversions. If you see a search query that is irrelevant, regularly select these terms and add them to your negative keyword list for your ad group.

# Campaign Weekly Check-Ins



## **CHECKING & RESEARCHING KEYWORDS**

Monitor which keywords are still performing well, and which should be excluded, replaced, or placed on a negative keyword list. Don't wait for them to work; instead, adjust your ad groups and campaigns for new keywords that perform better.



## **CREATING NEW ADS**

Analyze the performance of your ads and replace poorly performing ads with new updated ones. Incorporate what worked well, and make adjustments to the new ones as needed. Use A/B Testing as much as possible.



## **REFINING LANDING PAGES**

If your campaigns have high click-through rates but low conversion rates, the issue most likely lies with your landing page. Analyze what could be causing the low conversion rates and make adjustments, like a clearer Call To Action button, or a clearer and more concise offer.



## What To Do *next?*

If your ads are running but you aren't getting the results you were hoping for, our framework will help your ads scale faster and with minimal friction.

Book a call with us and we'll walk you through the bottlenecks of your campaign and how to remedy them.

No pressure or salesy tactics, we'll just show you how to increase the performance of your ads, and you'll walk away with some great ideas and insane value.

**BOOK A CALL NOW**