



## Checklist 10 - Secrets to Google Ads Success

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Creating a new Ads campaign can be an exhilarating task that can lead to a lot of emotions getting built up. Below is a checklist to help you transform your Google Ads campaign from being stagnant to be outrageously profitable. Read on to find out more:*

### First Things First

- 1  
It is very crucial to figure out and determine the demands of the customer.  Yes  No
- 2  
Work on understanding the psychology of your customers.  Yes  No
- 3  
Understand the suitability of your product and service before moving on to creating an Ads campaign.  Yes  No
- 4  
To check keyword phrases, make use of the Google Keyword Suggestion Tool.  Yes  No
- 5  
Generate a great deal of relevant keywords that are famous and can help you give a tough time to your competitors.  Yes  No
- 6  
Make sure to invest in keywords that have high search volume.  Yes  No

*Notes*

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7

Make use of keywords that give a sense of purchase rather than just providing facts and information.

 

### **Second Things Second**

1

It is important to understand the basic mathematics of your campaign.

 

2

Choose keywords that are most relevant to your business.

 

3

Ask yourself whether you can afford to advertise on a specific keyword.

 

4

Calculate your Max Cost per Click to answer the above question.

 

5

Here is a formula to help you:

 

6

Max CPC=(Profit Per Customer) (1-Profit Margin) (Website Conversion Rate)/100

 

7

Carry out a competitor analysis. Make use of keywords like SpyFu and KeywordSpy to help you check out the strategies of your competitors.

 

*Notes*



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8    
How to use KeywordSpy:

9    
Type in a Domain, keyword or Ad phrase.

10    
Add a budget review.

11    
Look at the list of competitors and competitive keywords the tool will provide.

12    
Work on creating an irresistible offer; such that your customer cannot avoid.

13    
Do not forget to add a simple CTA to tell your prospect exactly what you wish him to do next.

### Third Things Third

1    
Compelling Ads are crucial to the success of your ad.

2    
Ensure a high CTR to boost your Quality Score and make sure to lower the Cost per Click of your keywords.

*Notes*



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3

Use a headline, two separate descriptions and a link to the relevant landing page that is aligned with the URL of the ad.

 

4

Align the Landing pages with your Ads.

 

*Notes*