



Checklist 12 - Top Google Ads Tools for Success

Project Name: _____

Date: _____

Yes No

Google Ads is a must have PPC platform where regular maintenance and optimization is the key to a successful driving traffic rate. It can be a full-time job and can become quite daunting. This is exactly why we've come up with this checklist to help you save your time with some of these tools:

KW Finder

1

This is just the right tool if you are on the hunt for keyword ideas.

2

You can make use of a free version that will allow you three lookups per 24 hours and 50 related keywords per search.

3

The package of the tool starts from approximately \$13 per month.

4

Make use of top-ranking sites provided by the tool to get ideas for keywords and other external links that can prove to be beneficial for you.

Google Ads Keyword Tool

1

This tool is a great help in researching new and winning keywords.

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2
You can find the best-suited short phrases and words with the tool.

3
Compare new keyword trends with old ones.

4
Discover, create, and share new keyword plans.

Answer the Public

1
This tool will provide you with keyword terms in the form of questions.

2
It allows you to find the questions that browsers are using based on topics around your service and niche.

3
Answer the public gives you an idea of the problems of the potential customers and helps you address these with your Ads campaign.

Ads Wrapper

1
Ads Wrapper is a handy tool that will split your keywords into phrase matches and exact matches.

2 It will help you to get rid of all those duplicates.

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- 3 Have your lists sorted and copy them back easily into your Excel or text files.

Google Trends

- 1 Google Trends is a must-use tool for any store owner during the time of testing out new keywords.

- 2 It allows you to have a great comparison of the product searches and helps you find out keywords that have the most searches.

Google Analytics

- 1 No Ads campaign can be optimized without having access to Google Analytics.

- 2 This is because the tool allows you to have access to just the right data.

- 3 Google Analytics shows you the keywords that convert and can bring the most traffic to your page.

- 4 It shows you where the traffic comes from and what time of the day attracts the highest traffic.

Notes



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