MATT BACAK'S CHECKLIST

Checklist 18 - The Ultimate Google Ads Checklist

Project Name: _____ **Date:** _____

Planning and setting up your Google Ads campaign is only half the battle. The other half of the battle involves the optimization of your campaign and maintaining its performance to generate maximum results for your business. Here, we have an ultimate checklist to help you get on the right tracks of Google Ads:

		Yes	*No*
1	Start by working on the ad targeting ability of your campaign.	☐	☐
2	Make sure your ad is targeting your ideal and potential customers.	☐	☐
3	Keep the various targeting factors in your mind while you work on your ad, such as time of day, device and geographic location.	☐	☐
4	After making sure that your ads are targeting the right audience, focus on your ad copy.	☐	☐
5	Work on copywriting of your ad to get the best results.	☐	☐
6	Test your drafts and come up with new ad copies to determine what works best for you and your potential customers.	☐	☐

Notes

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Put in a lot of hard work on your landing pages.

8

Make sure your landing page can convert a website visitor into a lead or sale.

9

Carry out keyword pruning to delete keyword phrases that are irrelevant or are generating mere clicks rather than conversions.

10

Prune using negative keywords. Add negative keywords to your campaign or ad group to avoid your ads for being shown only for specific searches.

11

Carry outbid optimization.

12

Determine the keyword level bids that result in the most profitable conversions for every keyword.

13

Set up conversion tracking in your Ads account.

14

To do this:

15

Find out how much you can profitably pay for a conversion depending upon your business and customer lifetime value.

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Then measure the conversion rate for each keyword.

17

Then determine your maximum cost per click.

18

Work on headlines, description lines to catch the attention of your prospective customers.

Notes

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