



Checklist 3 - Do's and Dont's of Google Ads

Project Name: _____

Date: _____

Yes No

Google Ads is an amazing platform for the expansion and development of your business. However, it can get a little daunting and tricky if you are unaware of the Do's and Don'ts of the platform. For this very reason, we have come up with a checklist to help you nail your Ads:

The Don'ts of Google Ads

- | | | |
|---|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| 1 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Firstly, do not choose broad and irrelevant keywords. | |
| 2 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Do not decide to run your ads for broad and high volume keywords. This can lead you to find that their ROI is not so good as targeted ones. | |
| 3 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Do not underestimate the impact and influence of your Landing Page. | |
| 4 | | <input type="checkbox"/> <input type="checkbox"/> |
| | A landing page is responsible for the majority of your conversions. | |
| 5 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Therefore, ensure that you align your keywords, plan your campaign thoroughly and align your ads along with the landing page. | |
| 6 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Do not focus majorly on outbidding the Competitor. | |

Notes



Checklist 3 - Do's and Dont's of Google Ads

7
Make sure that your plan is a profitable strategy for the company overall.

8
Ranking high only isn't enough, and therefore, you need to show how that ranking has a relevance to the conversion strategy.

9
Never combine all the keywords into a Single Ad Group.

10
While making use of General Keywords, ensure that you use an extensive negative keywords list.

11
Never forget to rotate your ads evenly. Do not tell Google to optimize ads by clicks.

12
Do not send the traffic to generic pages.

13
Never forget to update your knowledge and keep up to date about the changes and developments. Join webinars and the latest tools to help you.

Do's of Google Ads

1
Make use of the keyword planner. Find a number of long tail keywords using the tool.

Notes



Checklist 3 - Do's and Dont's of Google Ads

2

Carry out test and measure.

3

Attract guests to your website again by making use of re-targeted ads.

4

Utilize A/B testing to make amazing converting advertisements.

5

Adjust your bids per geographic location based on your actual results.

Notes