



Checklist 7 - A guide to Ads Schedule

Project Name: _____

Date: _____

Yes No

What is an Ad Schedule? An Ad schedule is such a schedule that allows you to display ads or change the bids at some certain times. Creating an ad schedule on Google Ads is pretty simple but might require guidance if you have no idea about what's going on. Here is a checklist that will explain how to create a schedule for an ad:

Creating an Ads Schedule

- 1
Start by signing into your Ads account. Yes No
- 2
Visit this link sign into your Ads account: Yes No
- 3
<https://ads.google.com/> Yes No
- 4
Once signed in, click on the **Campaigns** tab present at the top of the page. Yes No
- 5
Under the option of **All Campaigns**, click on the name of the campaign you wish to schedule. Yes No
- 6
Then, click on the **Settings** tab and click on Ad Schedule. Yes No

Notes

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- 7
If you are creating an ad schedule for the first time, click **on + create a custom** schedule.
- 8
If you have already created an ad schedule before, click on **+Ad** schedule.
- 9
Carry out selections based on specific days and times.
- 10
Adjust your ad schedule by keeping in mind the differences in the target customer's time zones.
- 11
Then click **Save**.
- Reviewing your Schedule**
- 1
To see exactly when your ad will appear:
- 2
Click on the campaign's **Settings** tab.
- 3
Now click on **Ad Schedule**.

Notes



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4

Then click on **Schedule details** from the drop-down menu.

5

Select if you wish to view your ad schedule by the Day of the week or by the Hour and Day of the week.

6

Carry out the steps above to make sure it includes all days and times you want your ad to show and be eligible for display.

Notes