



Checklist 17: How to Setup an Effective AdWords Advertising Budget

Project Name: _____

Date: _____

Yes No

Budgeting is a priority and a chore, always. There are ways to effective budgeting in AdWords advertising. Here is a checklist of how you can achieve the target:

Determine the initial Google AdWords Budget

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Ask yourself four key questions when you sit to determine your initial Google Ads budget: | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | How does Google AdWords get along and fit into the latest marketing strategy? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Where the competitors spending and what are they paying? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | How much are the costs per click for keywords that I bid on? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Which is that key performance indicator that is the most important for me? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Answer these four questions and then move onto the types of campaigns, optimization, and expansion. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 7 Use tools like Keyword Planner or SEMRush.
- 8 How to create an account on Keyword Planner:
- 9 Sign in to your Google Ads account by visiting its homepage.
- 10 Look in the upper right corner for a tools icon and click on it.
- 11 Under the category of planning, click on Keyword Planner.
- 12 Type into the "Find new keywords" search box words or phrases that relate to what you're advertising.
- 13 Or type the URL of the site that is related to your business.
- 14 Then click on Get Started.

Maximizing your AdWords budget

- 1 Do not overbid. Do this by sticking to your AdWords budget.

Notes



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- 2 Use Google Analytics to find out the keywords that have the highest conversion rates.

- 3 Creating a Google Analytics account:

- 4 Visit the homepage of Google Analytics. Sign in with your Google account. If you do not have one, click on Create an account.

- 5 Click on Access Google Analytics.

- 6 Then, click on Sign up. Fill in the required details to complete the process. Click on get tracking ID.

- 7 Accept terms of service and click on I accept.

- 8 Avoid auto-pilot.

Notes