

# Google Ads Campaign Setup Checklist

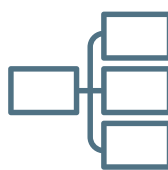


## Goals

Decide what you want to achieve.

Calculate a target cost/conversion

Decide on max. budget



## Campaign Structure

Draft the first version of your campaign.

Create a large keyword list

Group keywords into ad groups

Use different match types

Add negatives



## Ad Copies

Start drafting your first ad copies.

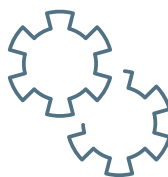
Use keyword insertion in each ad copy

add your unique selling points

Use a strong Call-To-Action

Use unique landing pages

Set up an ad testing structure



## Campaign Settings

Update your settings to get the best results from start.

Check that Campaign Type is Search Only

Disable search partners

Set ad rotation to Rotate indefinitely

Set language targeting

Set location targeting (!)



## Track & Launch

We are ready to launch the campaigns!

Set up conversion tracking

Link with Google Analytics

Set your campaign live!



## Ongoing optimisation

Think you could sit back and relax?

A/B test ad copies

Optimise keyword bids

Add negative keywords

Expand keyword list

and much more...