



Effective Google Ads Campaign Checklist



Powered by Focus PPC

Pre-Launch Campaign Activities

1

Define Your Goal

Determine your campaign's purpose and set a specific target. Are you looking to increase subscribers, boost sales, or gather sign-ups? Clear goals help measure your campaign's success.



2

Analyze your Competition

Study what your competitors are doing with PPC ads in the same field. Examine their Google ads, and the keywords they're targeting, and think about how you can stand out. Don't just guess; thoroughly evaluate your competition. Consider using tools like SEMrush for extra insights.



Pre-Launch Campaign Activities

3

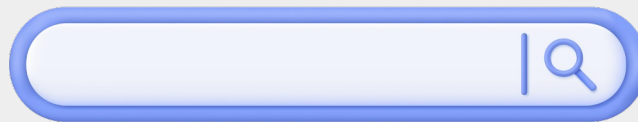
Define your Audience & Campaign Settings

Ensure your campaign settings, like location, device, and scheduling, are aimed at reaching the right people at the right time and place. Remember that different stages of the buyer's journey may require different targeting. You can define your audience at both the campaign and ad group levels.

4

Keyword Research

Comprehensive keyword research is crucial for a successful ad campaign. Start with broad searches to identify all relevant keywords. Then, choose the most relevant ones based on criteria like search volume, competitiveness, and cost per click (CPC). Don't forget to include both specific long-tail keywords and broader, short-tail ones in your list.



Pre-Launch Campaign Activities

5

Set your Budget

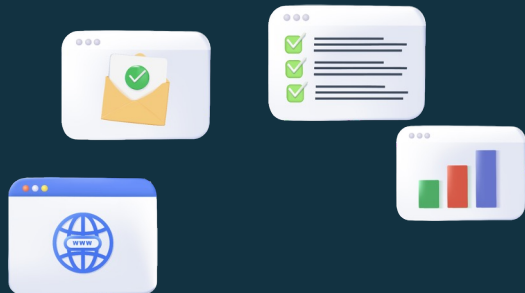
Determine your overall campaign budget and the daily spending limit. Keep in mind that you pay for every click on your ads. Plan your budget accordingly.



6

Set up Conversion Tracking

Make sure you are tracking conversions relevant to your goals. Set up Google Ads Conversion Pixels on your confirmation pages or import Goals from Google Analytics. This way, you can see how well your campaigns are converting once they go live.

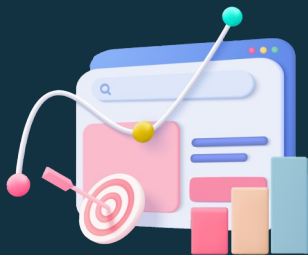


Organizing Your Campaign

1

Campaign Organization / Naming:

Create separate campaigns based on factors like region, language, goals, and brand vs. non-brand keywords. Align your campaign structure with your website's layout.



2

Grouping Keywords in Ad Groups:

Use ad groups to organize ads around a common theme, like product or service type. Limit the number of keywords in each group. Ideally, focus on using just one keyword per ad group.



3

Set Match Types:

Use broad match for broader reach, but be mindful of costs. For a more targeted audience, consider modified broad, phrase, or exact match types.

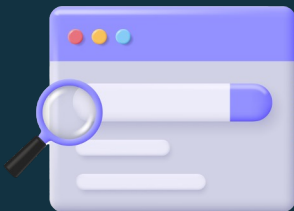


Organizing Your Campaign

4

Managing Cross-Group Negatives:

Prevent your ads from competing with each other by adding cross-group negative keywords. These specify which ads should or should not appear for specific search terms.



5

Creating Ads:

Write engaging ad copy with a clear call-to-action. Follow Google's character limits.



6

Ad Extensions:

Include relevant ad extensions (like location, phone number, and address) to enhance your ads at no extra cost.



Organizing Your Campaign

7

Determining Bids:

Bid more on keywords expected to have higher click-through-rates, such as branded and exact match terms. Start with a lower budget for uncertain keywords and adjust based on performance.



8

Set Up A/B Testing:

When testing multiple ads, configure your ad groups accordingly and set up ad rotation to gather sufficient data for analysis.



9

Kick Off Campaign:

Double-check everything and launch your campaigns. Create a schedule for regular check-ins to monitor ad progress, including daily, weekly, and monthly reviews. This simplified checklist should make it easier for beginners to grasp the essential steps in setting up a Google Ads campaign.





Running Your Campaign Daily

1

Check Budgets:

Daily monitoring is essential. Compare your spending with the conversions you're getting. This helps you understand if your campaign is on track or if adjustments are needed.

2


Adjust Bids:

As you track your campaigns, fine-tune your bids for the top-performing ads to maximize results.

3

Check Search Terms:

Use Google Ads' Search Terms Report to see which search queries trigger your ads. Add irrelevant terms as negative keywords to prevent wasted clicks.



Weekly Check-In

1

Check Budgets:

Keep an eye on keyword performance. Replace underperforming keywords promptly and focus on those that work best.

2

Adjust Bids:

Analyze your campaign's performance and replace ads that aren't doing well with new ones. Apply successful elements from top-performing ads to your revised campaigns.

3

Check Search Terms:

Reflect on how your campaigns met their goals. What did you learn, what worked, what didn't, and what to experiment with in the future? Use this knowledge for improving future campaigns and performance reporting.



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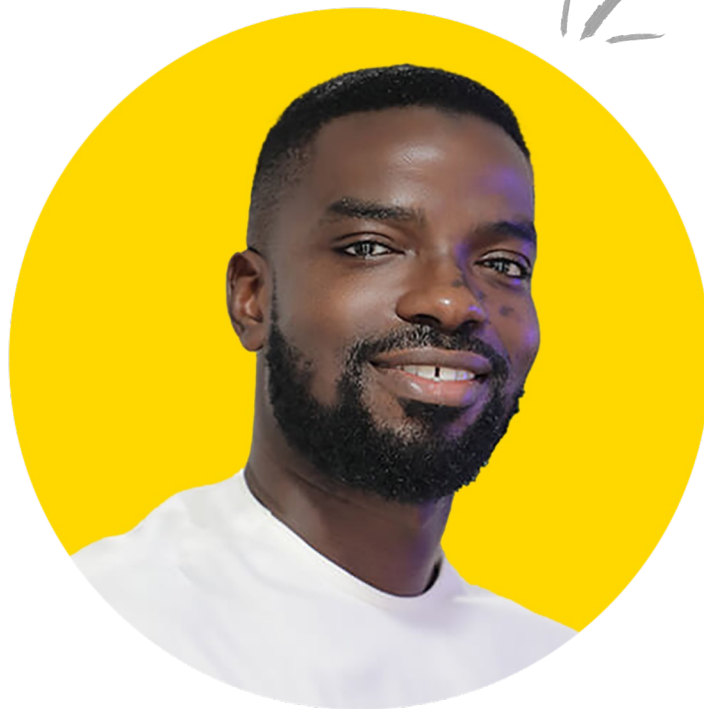


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