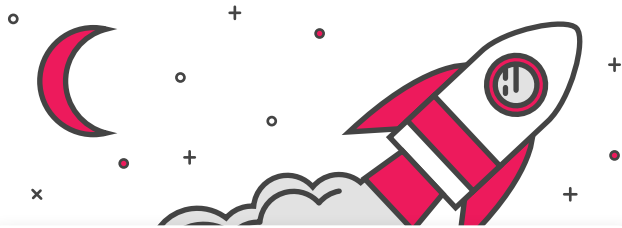


Google Ads: Your Campaign Set Up Checklist



Start up

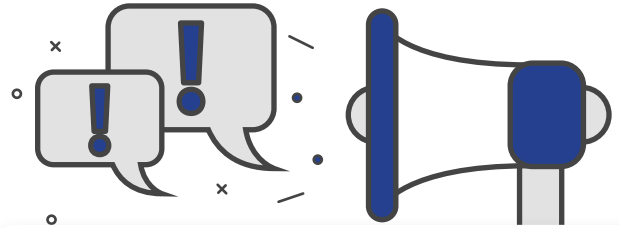
Define campaign goals

Identify the main objectives - to boost traffic, increase sales, drive awareness or improve your ROI.



Pick your network

Choose the best network type for you; Search for direct response and Display for awareness.



Ads

Pick your ad formats

Select preferred ad formats, whether it'll be text, image, video, shopping etc.



Create compelling ad copy

Keep your ads relevant, informative, responsive to device and extension rich.



Keywords

Build your keyword lists

Think like a customer - what phrases might they use to find your product? Use keyword match types to refine further.



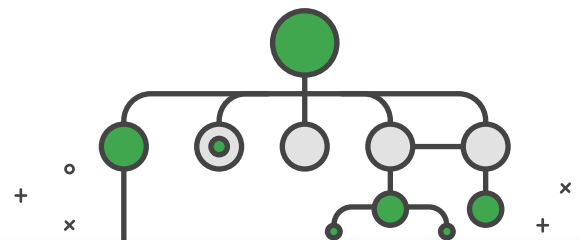
Group keywords by theme

Keep keywords and ads relevant by limiting keyword lists to <20 per ad group.



Use negative KWs

Use negative keywords to stop your ads from appearing against irrelevant searches.



Structure

Think about campaign framework

Mirror your structure to your website, making it easier to align them with goals.



Think about targeting

Target using keywords for Search, audiences for Display, and refine via location, language, device etc.



Bids

Set budgets and bids

Allocate your campaign budgets and pick the bidding strategy best suited to your goals and you're good to go.



Optimisation Checklist



Daily checks for common metrics

On a day to day basis you should be keeping an eye on all the common metrics most relevant to your goals, whether it's overall impressions, clicks, conversions and/or cost.



Weekly reporting

Use the Search term reports to identify any new keyword variants (including negatives) as well as focusing and broadening any match types where needed.



Run auction insights to gauge your place within the SERP's (Imp. share, avg. position etc.) and to discover any new competitors.



Finally, adjust any bids or bid adjustments up/down based on past performance.



Monthly modifying and restructuring

Determine your best performing ads and pause any that are faltering. You can then use successful ad copy to create ad variants with a similar message.



Make changes to your account structure if new categories are added on your site or if any new markets are identified.



Check and then refine or broaden your targeting options based on which devices, locations, languages and/or demographics are outperforming.



Extra Tips!

Use Google Ads Editor to make offline alterations in order to avoid any errors or mistakes you may make. Download the editor

Link your Google Ads and Analytics accounts to view in depth reporting on how people use your website. Link your accounts

For more help check out our full guide to starting with Google Ads at