

GOOGLE AD CHECKLIST



DEFINE YOUR GOALS

What do you want to achieve with your Google Ads campaign? Increase website traffic, generate leads, increase social media following, or boost sales? Take your time on this step and be specific!

SET YOUR BUDGET

Determine how much you're willing to spend on your campaign and set a daily or monthly budget. If you'll be running more than one campaign at a time, determine if your budget will be spread out equally or not.

CHOOSE KEYWORDS

Identify the keywords people are likely to use when searching for your products or services. Using tools like Semrush help you pick the best keywords for your target audience in your specific location.

CREATE YOUR AD

Write compelling ad copy that highlights your value proposition (what makes you unique) and encourages users to click. You can do A/B testing to see what verbiage gets the most clicks.

TARGET YOUR AUDIENCE

Define your ideal customer demographics, interests, and online behavior to ensure your ads reach the right people. Using your buyer's persona will help with this!

CREATE YOUR AD

Track your campaign performance and make adjustments to your keywords, bids, and ad copy based on the results.



Take a deep dive into keywords [here](#).



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