




# Google Ads Checklist



## Pre-setup

- ✓ Select/create landing pages
- ✓ Research keywords
- ✓ Write ad copy
- ✓ Set up conversion tracking
- ✓ Create negative keyword lists
- ✓ **Learn Google Ads Editor**  
 **watch my tutorial**



## Setup

- ✓ Select a campaign objective
- ✓ Select a campaign type
- ✓ Add your conversion action(s)
- ✓ Name your campaign
- ✓ Select a bidding strategy
- ✓ Set your location targeting
- ✓ Opt out of the Display network
- ✓ Opt out of broad keywords
- ✓ Add keywords
- ✓ Create ads and ad extensions
- ✓ Set your budget
- ✓ Create a narrow ad group structure
- ✓ Create a broad campaign structure




## Keyword Research

- ✓ Brainstorm seed keywords
- ✓ Use ChatGPT/Bard for additional ideas
- ✓ Perform competitor research
- ✓ Use Google Ads Keyword Planner
- ✓ Use Google Forecast Tool
- ✓ Group your keywords by topic



## Ad copy

- ✓ Prepare your ad copy "database"
- ✓ Prepare keyword-specific copy for every ad group
- ✓ Create 2 responsive search ads for every ad group
- ✓ Create relevant ad extensions
- ✓ Set the most relevant Final URL
-  **Find a free pre-formatted Google Sheets file in the blog post**



## Optimization

- ✓ Review negative keywords
- ✓ Optimize your campaign structure
- ✓ Review and revise ad copy
- ✓ Find new relevant keywords
- ✓ Review your bid caps
- ✓ Optimize your budget
- ✓ Test different bidding strategies
- ✓ Test broad keywords, carefully
- ✓ Pause underperforming keywords or search terms
- ✓ Test other campaign types
- ✓ Test different product/service focuses
- ✓ Optimize your landing pages
- ✓ Refine location targeting
- ✓ Apply device bid adjustments