

PPC Campaign Setup Checklist for Google AdWords

For explanatory notes please refer to our website

Account Set-up

- Get Gmail account
- Add billing and contact information
- Select language
- Choose time zone
- Link accounts (e.g. Google Analytics, Merchant Centre, etc)
- Configure account access

Campaign Settings

- Select Campaign type (Search with Display, Search, Display, Shopping, Video, Universal App)
- Choose Feature level (based on campaign objective)
- Target Device(s)
- Specify Locations
- Select Language(s)
- Set Bid Strategy
- Fix Budget
- Add Extensions: (Location, Sitelinks, Call, Callouts, Structured Snippet)
- Identify Targeting (Placements, Topics, Interests, Demographic)
- Specify Exclusions (Industry, Product, Audiences, IP addresses)
- Set Ad Scheduling
- Choose Ad Delivery method
- Select Ad Rotation preference
- Set Bid Adjustments (Time, Location, Audiences, etc)

Ad Group Set-up

- Enter Landing Page URL
- Choose Keywords
- Add Negative Keywords
- Set Match Types
- Define Remarketing Lists
- Set CPC bids
- Create Ad variants
- Specify Custom Tracking Parameters

Final Checks

- Do your ads have a call-to-action?
- Have you included an offer?
- Have you proof read your ads?
- Have you checked your destination URLs?
- Have you removed duplicate keywords?
- Do your keywords appear in your ads?

Questions

Need help setting up your PPC Account? **FREE** Advice

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