Google Ads Setup Checklist

These are the minimum steps we go through when setting up a client's Google Ads account. You are welcome to use this list to setup / manage your own account!

ACCOUNT LEVEL

☐ Get out of Smart View and into Advanced View (our preference but not necessary)

☐ Connect your Google Ads account to Google Analytics

- o Ensure auto tagging is enabled
- o Import Google Analytics Conversion Goals

☐ Link to Google My Business (for location extensions and showing ads in maps)

☐ Add payment info including HST number

☐ Set ad extensions:

- o Sitelink: use description lines
- o Callout: use main selling points, trying to avoid repeating what is in ads
- o Structured Snippet Extension
- o Call Extension (be sure it only runs at times that you are able to answer the phone)
- o Location Extension
- o Price Extension

CAMPAIGN SETTINGS

☐ Will You Use Smart Bidding?

☐ Separate branded keywords into their own Campaign

☐ Choose your network (Search Network only recommended unless it is a remarketing campaign)

☐ Locations – the smaller your budget, the smaller your geographic reach will likely need to be

☐ Language

☐ Campaign Budget – multiple adgroups can share this budget

☐ Percentage of budget to towards mobile vs desktop visitors

- ☐ Bidding strategy – Cost Per Click (CPC)? Cost per Million Impressions (CPM)
- ☐ Start and End Dates so you don't have manually take care of this
- ☐ Ad Rotation – by default Google would like to determine which ads get shown
- ☐ Audiences
- ☐ Demographics – age, gender, etc.
- ☐ Set ad schedule – do you want ads to run 24/7?

ADGROUPS

- ☐ Group similar keywords together
- ☐ Ensure intent of keywords is relevant to your goal – e.g. you may not wish to pay for more information related phrases therefore you'd set them up as negatives
- ☐ Avoid having too many keywords in an Adgroup
- ☐ Check bids

ADS

- ☐ Verify landing page is correct and has a good user experience
- ☐ Consider using heatmapping software on your landing page(s)
- ☐ Use target keywords in ad copy
- ☐ Insert a call to action
- ☐ Set page paths (optional but recommended)
- ☐ Use multiple headlines and multiple descriptions so that Google can mix and match

KEYWORDS

- ☐ Check match types
  - o A combo of exact, phrase and broad are usually effective
- ☐ Negative keyword lists (at the campaign level where possible)