



# The Ultimate Google Ads Checklist

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# Introduction

The Ultimate Google Ads Checklist outlines the key actions you need to take to create a profitable Google Ads Search campaign from scratch. This is the checklist we use internally to set up and manage Ads advertising campaigns for our clients.

## The 8 steps are:

1. Plan for success
2. Keyword research
3. Create a compelling offer
4. Write magnetic ads
5. Create a high-converting landing page
6. Setup conversion tracking
7. Use our recommended campaign settings
8. Continually optimise your campaign

## Step 1. Plan

The first step is to plan your campaign, before you spend a dime. Many businesses rush too quickly into setting up their Ads campaigns to get traffic. Successful advertisers plan their campaigns ahead of time, so they minimize risk and maximize the chances of creating a profitable campaign.

- ☑ Select the product or service you're going to sell
- ☑ Determine your acceptable customer acquisition cost (CPA)
- ☑ Estimate your maximum cost per click (CPC)  
$$\text{Max CPC} = (\text{profit per customer}) \times (\text{sales conversion rate}) \times (1 - \text{profit margin})$$
- ☑ Approximate your test advertising budget

## Step 2. Research

Once you have an idea for your direction and metrics, it's time to research your customers, keywords, and competitors. Note: for most businesses, we recommend starting with Search advertising before expanding to the Display Network.

- ☑ Define your target customer (i.e. create your customer avatar)



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## Search Campaign Checklist:

- ☐ Build your initial Search keyword list (use Google's Keyword Planner: <http://Ads.google.com/ko/KeywordPlanner/Home>)
- ☐ Identify keywords to block (negative keywords)
- ☐ Uncover your competitors' keywords (use SpyFu tool: <https://www.spyfu.com> )
- ☐ Sort keywords and identify Buying-Intent keywords vs. Research keywords
- ☐ Organize keywords into relevant, similar groups
- ☐ Finalise test advertising budget  
Budget to test keyword = (100 clicks) x (Estimated CPC)

## Display Campaign Checklist

- ☐ Identify your target customer demographics (gender, age ranges, parental status, income level)
- ☐ Identify relevant Interests for behavioural targeting (use Google's Display Planner: <https://Ads.google.com/da/DisplayPlanner/Home> )
- ☐ Identify relevant keywords for contextual targeting (display ads on webpages that are related to the keywords)
- ☐ Identify relevant Topics (use Google's Display Planner: <https://Ads.google.com/da/DisplayPlanner/Home> )
- ☐ Identify relevant placements (use Google's Display Planner: <https://Ads.google.com/da/DisplayPlanner/Home> )

## Step 3. Offer

The 3 biggest factors in the success of your advertising are: your audience, your offer and your copy (in that order).

- ☐ Analyse your competitors' offers
- ☐ Choose your offer structure, e.g.:
  - o Free sample
  - o Special discount
  - o Guarantee
  - o Free gift with order
  - o Free information
- ☐ Additional factors to consider
  - o Price
  - o Story (reason why you're making the offer)
  - o Deadline

## Step 4. Ads

If you can get more people to click on your ads, you'll not only get more traffic, but you can also get discounts on your cost per-click and better ad position.

- ☑ For Search campaigns, use keywords in ads to increase relevance
- ☑ For Display campaigns, match the ad copy to the demographics, interests, placements, and topics you're targeting to increase relevance
- ☑ Communicate benefits (results), not just features
- ☑ Include call-to-action in ads (can't use "Click Here" in text ads)
- ☑ Use all relevant ad extensions to increase click-through-rates
  - o Sitelinks
  - o Call
  - o Callout
  - o Location
  - o Structured snippet
  - o Review
- ☑ Dimensions for Text Ads
  - o Headline: 25 characters
  - o Description Line 1: 35 characters
  - o Description Line 2: 35 characters
  - o Display URL: 35 characters
- ☑ Dimensions for Image Ads
  - o 728 x 90
  - o 300 x 250
  - o 336 x 280
  - o 120 x 600
  - o 160 x 600
  - o 250 x 250
  - o 200 x 200
  - o 468 x 60

## Step 5. Landing Pages

Your landing page is where people "land" after clicking on your ad. Your landing page conversion rate is one of your biggest leverage points in online advertising.

- ☑ Always send traffic to a dedicated landing page (NOT your homepage!)
- ☑ Attention-grabbing headline
- ☑ Limit navigational options to reduce distractions
- ☑ Irresistible offer

- ☑ Clear and immediately obvious Call-To-Action
  - o Ideally “above the fold”
- ☑ Simple, benefit-focused copy
- ☑ Credibility / Social proof
  - o Testimonials
  - o Endorsements
  - o Media mentions
- ☑ Required links for Ads
  - o About
  - o Contact
  - o Privacy

## Step 6. Tracking

If you're not properly tracking your conversions and sales, you're almost certainly wasting money. In order to maximize your ROI from Ads, you must track the entire sales funnel from keyword to customer.

- ☑ Setup all relevant Google Ads conversion tracking
  - o Webform submissions
  - o E-commerce sales
  - o Phone calls from the website
  - o Phone calls from ads
  - o Offline import
- ☑ Setup call tracking with a tool such as:
  - o Convirza (<http://www.convirza.com/> )
  - o ClickPath by Who's Calling
  - o DialogTech
- ☑ Use CRM to track sales
  - o InfusionSoft (<http://www.mainstreetroi.com/infusionsoft-demo> )
  - o SalesForce
  - o Microsoft Excel
  - o Google Spreadsheets
- ☑ KPIs/Metrics to track
  - o # of Prospects from campaign
  - o # of Sales from campaign
  - o Sales conversion rate
  - o Revenue per click
  - o Profit per click



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## Step 7. Campaign Settings

For most (but not all) businesses, we recommend starting with Search advertising, because search traffic has the strongest Buying intent. Regardless, make sure to create separate campaigns for Search versus Display because they need to be setup and managed differently.

- ☑ For Search advertising, target Search and disable the Display Network
- ☑ For Display advertising, target Display and disable Search Network
- ☑ Advertise one product per campaign
- ☑ Limit keywords per Ad Group to no more than 50. All keywords in an Ad Group should use a similar phrase so that your ads repeat the same phrase.
- ☑ Always have 2-3 active ads split testing per Ad Group
- ☑ For Search campaigns, start with Phrase Match
  - o Negative Match obviously irrelevant keywords
  - o Goal is to identify profitable exact match keywords
- ☑ For Display campaigns, start by using the 100% relevant targeting options for demographics, interests, and placements. Then expand to additional targeting options later.
- ☑ Choose proper Location settings
- ☑ Choose proper Language
- ☑ Start with Google's Keyword Tool estimated bids
- ☑ Start with Daily budget = Monthly Budget divided by 30
- ☑ Setup Ad Scheduling based on business hours or relevant times
- ☑ Rotate ads evenly to split test
  - o Eventually optimise for conversions

## Step 8. Continually Optimise

Google Ads advertising is not a “set it and forget it” marketing tactic. To be successful, you must continually optimise your campaign by improving your targeting, your ad copy, and your landing pages.

- ☑ Use the keyword Search terms report to find poor performing keywords to negative match in the campaign or ad group. Review quality scores and cost per action.
- ☑ Use the keyword Search terms report to find top performing keywords to add to your campaign
- ☑ Move top keywords to their own campaign. Move unproven keywords to their



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own campaign with fixed budget

- ☑ Optimise for target CPA. If no conversion data, then optimise for most clicks with budget
- ☑ Check quality scores and follow Google's recommendations to improve
- ☑ Make sure there are at least 2 ads per ad group. Test dynamic keyword insertion (DKI). Continually replace the poor performing ad with new ad copy to test
- ☑ Make sure your offer is compelling versus your competition and congruent with your landing page.
- ☑ Add all ad extensions: Call, Location, Sitelinks, Callout, Review, and Structured snippets
- ☑ Test your landing page headline to capture attention and get prospect to keep reading
- ☑ Make sure your landing page is 100% relevant to what the prospect is looking for (this is why homepage is not a good landing page)
- ☑ Add social proof like testimonials, case studies, before/after pics to your landing page
- ☑ Add credibility indicators like BBB logo, press mentions, 3rd party seals like VeriSign or MacAfee to your landing page
- ☑ Test different offers and calls to action
- ☑ Test short and long sales pages
- ☑ Test video to improve your sales message

## Want More Help with Google Ads?

Click the link below to request a Free Google Ads Quote:

<https://digitalattraction.solutions/contact-us/>

Or call **1300 113 444** in Australia to speak with one of our Marketing Advisors.

To Your Success!



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