



Ducks In Rows

Google Ads Search Campaign Setup Checklist

Last Updated: March 2020

Search Campaigns - Expanded Text Ads

Keywords

- Complete keyword research and choose keywords
- Review match types
 - Begin with exact and phrase match
 - Use broad match modified (+) only when expanding reach
- Add negative keywords
- Remove duplicate keywords

Ads

- Check that landing pages are functional and resolve to 200 status code
- Review ad copy for spelling errors
- Ad copy should be proper case (Just Like This.)
- Ensure keywords are in your ad copy
- Set page paths (optional, but recommended)
- Set CPC bids

Ad Groups

- Similar keywords are grouped together
- Ad groups are named according to their keywords
- No more than 10 keywords per ad group



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Campaigns

- Budgets are determined and set at daily
- Bid strategies have been set
- Location targeting is accurate
- Your campaign targets the language your website is written in
- Ad rotation is set (not optimized)
- Delivery method is set to standard
- "Search network" only is selected
- Ad scheduling is outlined (optional)
- Exclude your IP address
- Target devices (optional)
- Conversion tracking is set up in your Google Ads/Google Analytics account and on your website