

GOOGLE ADS PRE-LAUNCH CHECKLIST



Follow these steps below to better prepare yourself for successful and lead generating Google Ads Campaigns, no matter your Google Ads budget.



DEFINE YOUR GOALS

Your goals should be **SMART** goals. **Specific**, such as do you want to increase your mailing list? **Measurable**, can you measure the size of your mailing list? **Achievable**, is this goal within your scope? **Realistic**, can you realistically achieve this goal? **Timely**, when do you want to achieve this goal? Set a date and try to stick to it.



CHECK OUT THE COMPETITION

Conducting some competitive analysis goes a long way. Look at their ads on Google, look for keywords that they are going after, and think about what you could be doing differently to attract more clicks. There are a few competitive intelligence tools out there like SEMrush and SpyFu.



DEFINE YOUR AUDIENCE & CAMPAIGN SETTINGS

Think about your current customers to decide on who your audience is, how they buy, and what their day might be like. This trickles into your Google Ads campaign settings. Say your buyers are all in Key West and they stop looking for business solutions at 4pm on the dot. Use later when you are setting up your campaign settings.





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CONDUCT KEYWORD RESEARCH

Ad campaign success depends almost entirely on keyword research. Start with high level keywords, then choose the most relevant keywords and search terms with your preferred parameters. Don't forget to include long-tail keywords as well as short-tail keywords.

DECIDE YOUR BUDGET

Your Google Ads account is set up with a daily budget. So, think of how much advertising dollars your business can spend in a month, then divide that by 30 to find your daily budget. Your daily budget is the maximum amount allowed for your ads. Once your account reaches this limit, the ads will no longer display for the rest of the day.

CONVERSION TRACKING

Lastly, you want to make sure your conversion tracking is set up, so you have visibility into how well your campaigns are converting after they launch. You can do this easily by importing your Goals from Google Analytics.

Use this checklist to make sure your Google Ads Campaign is set up for success so you can start seeing those conversions right away and get those leads in hand!



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