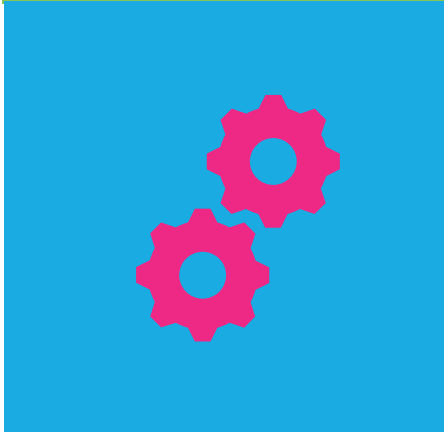
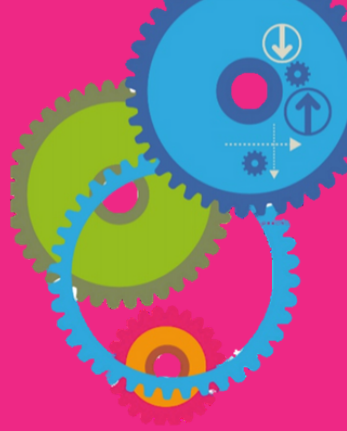


USE GOOGLE SEARCH ADS EFFECTIVELY

The Campaign Set Up Checklist



Campaign Set Up



It is easy to get the set up of a Google Ads campaign wrong and waste a lot of money.

This checklist can be used to help you set up your campaign correctly.



First you should review your strategy: What are we going to advertise for and what margins do we make on these products / services.



Then check your website: Make sure your landing pages are relevant and well designed. Also check that it is easy for people to convert on your website.



You should also make sure your conversion tracking is properly set up so you can judge your campaigns based on good data.



1

Undertake Keyword Research

Keyword research is used to find out the keywords you want to bid for

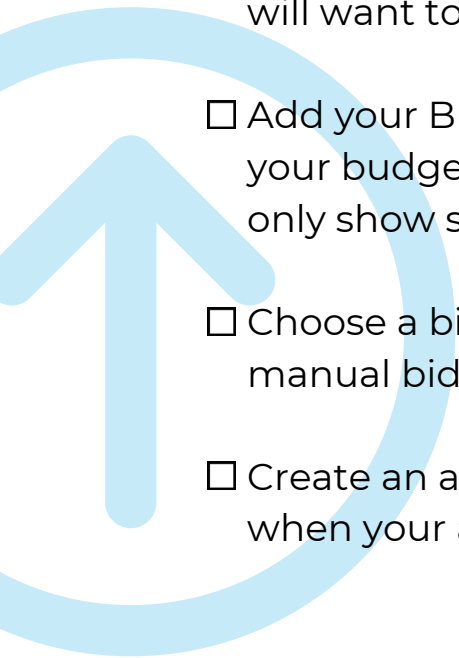
- Brainstorm ideas with colleagues.
- Use a keyword research tool such as Keyword Planner.
- Organise your keywords into groups which have the same intent – these will be your Ad Groups.
- Make a note of negative keywords.



2

Create a Campaign

- Follow the instructions to create the goals and choosing the right campaign (eg Search campaign).
- Don't include Display within a Search campaign.
- Add each location you want to target (and consider whether you will want to do bid adjustments).
- Add your Budget. If you are limiting your budget too much your ads will only show some of the time.
- Choose a bid strategy. Start with manual bidding or Enhanced CPC.
- Create an ad schedule to determine when your ads show.





3

Create an Ad Group

- Put in your keywords from the research you have done and take a look at the other suggestions it provides.
- Put in your default max cpc bid.
- Create 2 to 4 ads for this Ad Group to test different messages.
- Continue to Campaign & PAUSE your campaign or it will go live!
- You can now add other Ad Groups to this campaign if you want to.

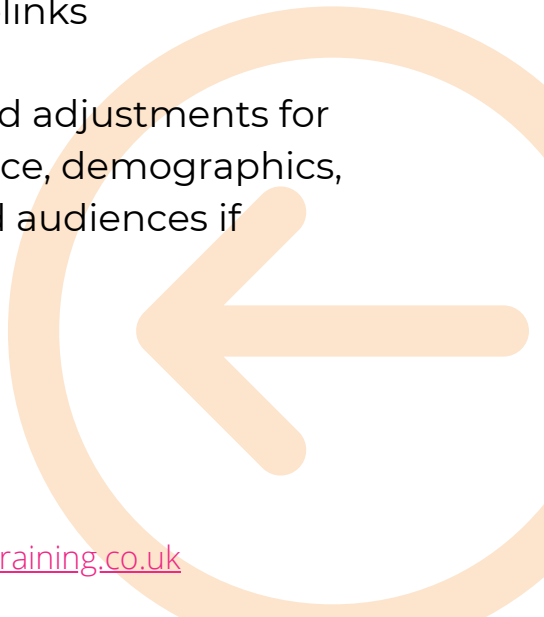




4

Optimise Your Targeting

- Change your match types from broad match to phrase, broad match modified or exact match.
- Add negative keywords.
- Change your bids for each keyword – base your bid on your research and strategy.
- Add relevant Ad Extensions e.g. Callout & Sitelinks
- Set up any bid adjustments for location, device, demographics, schedule and audiences if required.



Good luck with your Google Ad Search Campaigns!

If you would like more advice on how to optimise your Google Ad search campaigns then we can help.

1 Training

We teach you how to set up and optimise your own Google Ad Search campaigns with both public & private training courses available.

2 Consultancy

We offer consultancy services for those who want to know how to set up and optimise their campaigns, or if you would like us to run your Google Ads for you; on a contract or an hourly basis.



www.mtraining.co.uk

info@mtraining.co.uk / 0161 226 6032