

"This checklist
will save you
money and time."



GOOGLE ADS CHECKLIST

RED

MARKETINGBYRED.COM



Google Ads

INTRODUCTION

73% of Google Ads budgets are blown because of the way the campaigns are set up. It's user error. Google wants your money and they will take it. Don't let them!

Google Ads looks easy and a lot of business owners create campaigns on their own. Within one week, they have blown their budgets and quit.

This doesn't have to be you. Use the checklist and save your money! This Checklist is going to cover the mistakes most are making.



GOOGLE ADS CHECKLIST

- ☐ Campaign budgets are accurate and realistic
- ☐ Do not use Google Default Campaign settings
- ☐ Ad extensions are created & receiving impressions
- ☐ 3 different ads are created per ad group
- ☐ Using Broad Modifier, Phrase Match and Exact Match only
- ☐ Keywords have been researched
- ☐ Add negative keywords to campaigns
- ☐ Location is set and 'people in your area' is selected
- ☐ Build campaigns for mobile and desktop
- ☐ Exclude all mobile apps from display campaigns
- ☐ Google Conversion Tracking is in place and working
- ☐ Remarketing Audiences are set up
- ☐ Remarketing Ad Group Target setting is OFF
- ☐ Changes are made weekly to the account for optimization
- ☐ Buying keywords are taking 80% of impressions shares
- ☐ Landing page matches ad title, offer, look and feel

Resources:

Negative Keyword List: <http://bit.ly/2r8aq8l>



WATCH OUT FOR THIS!

✓ The Daily Budget Confusion

When you set your daily budget, you need to calculate your budget based on a 30 day time period. If you set a \$100 per day budget, Google can spend \$3000 on day one. It's confusing, it's a rip off and **it's in the FINE print**. They take your daily budget calculate it over a month and that is what they can spend in one day. So watch carefully. Daily budget doesn't mean daily budget!

How To Fix It

- Check on all new campaigns daily and see what Google is spending
- Set the right Daily Budget
- Start small and scale
- Avoid display campaigns at first

✓ Keyword Match Type

Fastest way to blow a budget is to use the wrong keyword match type. ****Do not use Broad Match**** unless you are looking to discover more keywords. See image below for explanation.

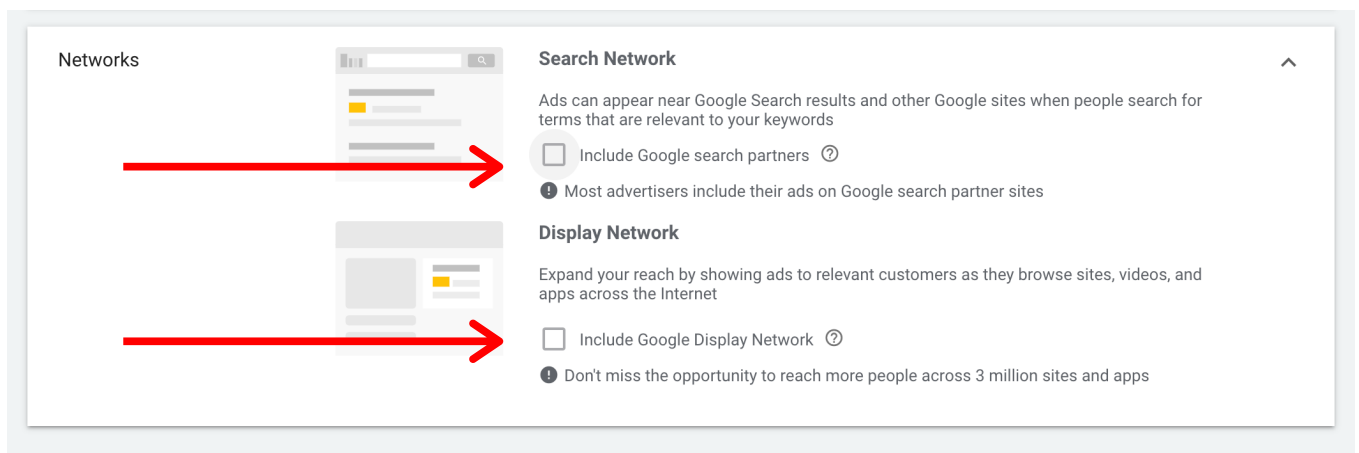
Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>



WATCH OUT FOR THIS #2

✓ Choose The Right Network

When building a search campaign, turn off the Google Search Partners and the Display Network. These are checked automatically and need to be turned off. Uncheck them.



"Google Loves
to take your
money, Don't
Let them!"



BUDGET WASTERS

✓ Remove all Mobile Apps on Remarketing and Display

NEVER run a display campaign or remarketing campaign without excluding mobile apps. Exclude all mobile apps in your placement settings.



☒ Add placement exclusion ☐ Use placement exclusion list

Exclude from Campaign Brand Display

Search by word, phrase, URL, or video ID

App categories

Apple App Store (84)

Google Play (56)

- ☒ Art & Design
- ☒ Auto & Vehicles
- ☒ Beauty
- ☐ Books & Reference

Enter multiple placements

[SAVE](#) [CANCEL](#)

✓ Target Expansion (Remarketing)

Google will expand your audience automatically on remarketing campaigns. You need to turn off Target Expansion on the Adgroup level under settings.

Settings

Relevant ad group settings that affect your performance estimates

Targeting expansion

Increase your reach based on the positive targeting and the settings selected above

Added reach (weekly estimate)

0 more impressions (on average) than at manual targeting level

Off More reach

Reach more users by letting Google look for high-performing audiences similar to your target. Expanding reach can increase impressions, clicks, and conversions. [Learn more](#)

Ad group bid \$5.00

[SAVE](#) [CANCEL](#)



GOING LIVE? CHECK THIS

- ✓ **Set A Daily Budget** – Typically your monthly budget/30.4.
- ✓ **Choose A Network** – Search Network is usually the best for beginners.
- ✓ **Set Up Location & Language Targeting** – Remember nesting locations is a valid strategy.
- ✓ **Choose Bidding Strategy** – Can bid manually for more control or use Automation to ease the management strain.
- ✓ **Choose Device Adjustments** – Usually best to keep flat initially and then change later with data.
- ✓ **Set Delivery Method To Standard** – Don't use accelerated.
- ✓ **Keep Ad Rotation On "Optimize"** – Unless you're planning a lot of ad testing on a low budget.
- ✓ **Set Up An Ad Schedule** – Show your ads when you're able to to capitalize off the traffic. Or take a more advanced approach.
- ✓ **Choose Your Keyword Match Types** – All have their uses, but generally stay away from full Broad Keywords.
- ✓ **Create Negative Keywords** – Put generic account wide negatives in Negative Keyword Lists and then campaign specific ones on the campaign.
- ✓ **Double Check Your Destination URLs** – Make sure your traffic is going to go to the right place.
- ✓ **Set Up Your Conversion Tracking** – The most important step. Everything else is mostly irrelevant if you can't track your success.
- ✓ **Put Your Campaigns Live** – But keep a very close eye on them for the first week to make sure they're operating as intended



CREATE BETTER ADS



The person who can create the best, most engaging ads will win at PPC.

Don't do what everyone else is doing.

Your ads need to stand out. If you are doing the same as everyone else, you are now in a bidding war.



Good Title



Buying Words



A Guarantee

YOU
INSTANT
FREE
NEW
EXCLUSIVE
HURRY, TODAY ONLY
BEST PRICE
SECRET
DISCOVER
CREATE
GUARANTEE
[Video]

Average Click
Through Rate
3.17%

Including bracketed clarifications like [Video] or [Ebook] increases click-through



START RUNNING ADS TODAY!

GROW YOUR BUSINESS

If you do not have the time or expertise to run your online marketing campaign, we do. Let us help grow your business.

FREE Marketing Proposal

