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AdWords Campaign Set Up Checklist

Keywords

- ☐ Remove duplicates
- ☐ Review match types
- ☐ Add negatives

Ads

- ☐ Check that landing pages are functional and appropriate
- ☐ Spell check ad copy
- ☐ Place Keywords in your ad copy
- ☐ Set page paths (optional, but recommended)
- ☐ Define CPC bids
- ☐ Use ad extensions (optional, but recommended)

Ad Groups

- ☐ Group similar keywords together
- ☐ Name ad groups according to their keywords
- ☐ Ensure there are no more than 20 keywords per ad group

Campaigns

- ☐ Set budgets
- ☐ Specify location targeting
- ☐ Set campaign language targets to the language in which your website is written
- ☐ Select the proper ad rotation
- ☐ Choose the proper delivery method
- ☐ Select “search network only”
- ☐ Define ad scheduling (optional)
- ☐ Exclude your IP address
- ☐ Set target devices (if applicable)
- ☐ Ensure conversion tracking is set up