

GOOGLE ADWORDS

REFERENCE SHEET

1. Set up Adwords Conversion Tracking with Google Tag Manager
2. Understand Google's Ad Guidelines & Rules before you get started.
3. Prepare a list of 250 targeted keywords for your business.
4. Prepare a list of the Top 10 keywords most likely to produce sales conversions.
5. Start AdWords testing with Top 10 keywords; if no conversions there's a problem.
6. Use a compelling Domain Name that will be shown in your ads. (It matters!)
7. Set up your Landing Page and decide on a desired Call-To-Action and result.
8. Decide how you will NAME your Campaigns/Ad Groups/Ads for management.
9. Create a list of Negative Keywords relevant to your business and market.
10. Research your Top 10 Competitors advertising with Google AdWords.
11. Make a copy of your Top 10 Competitors' AdWords ads.
12. Make notes on your Top 10 Competitors' Landing Pages, Ad Copy, and keywords.
13. Write 10 possible AdWords ads that you will start with; model after competitors.
14. Create a New Campaign for each major keyword.
15. Start by advertising on GOOGLE SEARCH network only (not Content Network).
16. Turn Mobile Traffic OFF (until you exhaust Desktop traffic).
17. Create Ad Groups only using Phrase Match & Exact Match keywords.
18. Always have a Split-Test running for each Ad Group.
19. Start with a low daily budget for each campaign and raise slowly if profitable.
20. Carefully monitor Quality Score for each Campaign and adjust if needed.
21. Run Reports & monitor traffic going to new converting keywords; move to new campaign.
22. Optimize campaigns with Negative Keywords, Pre-Qualifiers, and different CTAs.
23. DON'T just setup Campaigns and let them run without weekly monitoring!
24. Constantly look to add new keywords to test for your market.
25. Keep a close watch on the keywords your competitors continue to pay for.
26. OPTIMIZE & EXPAND. Pause losing campaigns and scale profitable ones.