Google Search Ads Campaign Setup Checklist

Are your Google Search Ads working as hard as they should? In today's competitive digital advertising world, an unoptimized campaign costs you clicks, leads, and ad spend without you even realizing it.

This checklist gives you the exact blueprint top agencies use to make unforgettable first impressions in search results, target the right

audience, turn clicks into conversions, and maintain a polished, professional, and highly profitable advertising presence.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark "[ ]" if the point is done or applies to your current situation.
3. Mark "[ ]" if the point is not done or needs attention.

4. For "[ ]" answers, note down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Campaign Structure & Settings

Campaign Goal:

[ ] Is the primary goal of the campaign clearly defined (e.g., leads, sales, website traffic)?

Campaign Type:

[ ] Is "Search Network only" or "Search Network with Display Select" chosen appropriately?

Geotargeting:
[ ] Is the geographic location for targeting specific and relevant to your audience?
[ ] Are any exclusion locations set?

Language Targeting:
[ ] Is the language targeting set correctly for your audience?

Bidding Strategy:
[ ] Is an appropriate bidding

strategy selected based on your campaign goal (e.g., Maximize Conversions, Target CPA, Manual CPC)?
[ ] Is a reasonable budget allocated daily or monthly?

Ad Schedule:
[ ] Is the ad schedule set to run ads during optimal times for your target audience?

Conversion Tracking:
[ ] Is Google Ads conversion

tracking properly set up and verified?

Ad Extensions:
[ ] Are all relevant ad extensions added (e.g., Sitelinks, Callouts, Structured Snippets, Call, Location, Price, Promotion)?

II. Keyword Strategy
Keyword Research:
[ ] Has comprehensive keyword research been

conducted using tools like Google Keyword Planner?

[ ] Is there a mix of broad, phrase, and exact match keywords?

[ ] Have negative keywords been identified and added to prevent irrelevant clicks?

Keyword Grouping:

[ ] Are keywords grouped into tightly themed ad groups (SKAGs – Single Keyword Ad Groups or tightly themed

groups)?

Match Types:
[ ] Are appropriate keyword match types used for each keyword?

Competitor Keywords:
[ ] Have competitor brand keywords been considered (if relevant and legal)?

III. Ad Copy & Creatives
Ad Groups:

[ ] Are there at least 3-5 high-quality responsive search ads (RSAs) per ad group?

Headline Optimization:
[ ] Do headlines include relevant keywords and compelling value propositions?
[ ] Are headlines varied to test different messages?

Description Lines:
[ ] Do description lines

provide more detail, highlight benefits, and include a clear call-to-action?

Call-to-Action (CTA):
[ ] Is there a clear and compelling CTA in the ad copy?

URL Paths:
[ ] Are display URLs descriptive and include keywords?

Final URL:

[ ] Does the final URL lead to the most relevant landing page for the ad group?

Ad Strength:

[ ] Is the Ad Strength for Responsive Search Ads rated "Good" or "Excellent"?

IV. Landing Page Optimization

Relevance:

[ ] Is the landing page highly

relevant to the keywords and ad copy?

Clarity & Value Proposition:
[ ] Is the landing page's value proposition clear and consistent with the ad?

User Experience (UX):
[ ] Is the landing page mobile-friendly, loads quickly, and is easy to navigate?

Call-to-Action (CTA):

[ ] Is there a prominent and clear CTA on the landing page?

Form Optimization (if applicable):
[ ] Is the lead form optimized for conversions (e.g., minimal fields)?

V. Budget & Bid Management
Budget Setting:
[ ] Is the daily budget

sufficient to achieve campaign goals?

Bid Adjustments:
[ ] Are bid adjustments set for location, device, audience, or ad schedule where relevant?

Ad Delivery:
[ ] Is Ad rotation set to "Optimize: Prefer ads that are expected to perform better"?

VI. Measurement & Optimization

Analytics Integration:
[ ] Is Google Analytics integrated with Google Ads for deeper insights?

Performance Monitoring:
[ ] Are key metrics (e.g., clicks, impressions, CTR, CPC, conversions, CPA, ROAS) being monitored regularly?

Experimentation:

[ ] Is a plan in place for ongoing A/B testing of ad copy, bidding strategies, and landing pages?

Negative Keyword Expansion:
[ ] Is the search term report regularly reviewed to identify new negative keywords?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:
- Marketing software assessment and recommendations
- Implementation and optimisation of marketing amutomation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:
- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

If you're ready to move beyond fragmented efforts and build a strategic, data-driven engine for sustainable growth— we'd love to connect.

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