

Business Information

1. **Business Name and Contact Information:**
 - Full business name
 - Address
 - Phone number
 - Email address
2. **Website URL:**
 - Main website and any relevant landing pages

Campaign Goals

3. **Objectives:**
 - Define the primary goal (e.g., sales, leads, website traffic, brand awareness)

Target Audience

4. **Demographics:**
 - Income level
 - Language preferences
5. **Interests and Behaviors:**
 - Interests
 - Online behaviors

Products/Services

7. **List of Products/Services:**
 - Detailed descriptions
 - Pricing information
 - Unique selling propositions

Budget and Bidding

8. **Advertising Budget:**
 - Daily or monthly budget
 - Maximum cost per click (CPC) or cost per acquisition (CPA) targets
9. **Bidding Strategy:**
 - Manual CPC
 - Enhanced CPC
 - Target CPA
 - Target ROAS

Keywords

10. Keyword Research:

- List of initial keywords to target
- Negative keywords to exclude
- Any existing keyword research data

Ad Creatives

11. Image/Display Ads:

- Images (various sizes as per Google Ads guidelines)
- Ad copy

Tracking and Analytics

14. Conversion Tracking:

- Define what counts as a conversion (e.g., form submissions, phone calls)
- Google Ads conversion tracking setup
- Google Analytics integration (if applicable)

15. Existing Data:

- Any historical performance data from previous campaigns
- Access to Google Analytics, Search Console, or other relevant tools

Legal and Compliance

16. Compliance Information:

- Ad content compliance with Google Ads policies
- Any industry-specific regulations

Additional Information

17. Competitor Analysis:

- List of main competitors

18. Ad Schedule:

- Preferred times and days for ad display

19. Account Access:

- Granting access to Google Ads account
- Any other relevant accounts (e.g., Google My Business)