



Ducks In Rows

# Google Ads Search Campaign Setup Checklist

Last Updated: April 2024

## Search Campaigns - Expanded Text Ads

### Keywords

- Complete keyword research and choose keywords
- Review match types
  - Begin with exact and phrase match
  - Use broad match only when expanding reach
- Add negative keywords
- Remove duplicate keywords

### Ads

- Check that landing pages are functional and return a 200 status code
- Review ad copy for spelling errors
- Ad copy should be proper case (Just Like This.)
- Ensure keywords are in your ad copy
- Set page paths (optional, but recommended)
- Set CPC bids

### Ad Groups

- Similar keywords are grouped together
- Ad groups are named according to their keywords
- No more than 10 keywords per ad group



## Ducks In Rows

### Campaigns

- Budgets are determined and set at daily
- Bid strategies have been set
- Location targeting is accurate
- Your campaign targets the language your website is written in
- Ad rotation is set (not optimized)
- “Search network” only is selected
- Ad scheduling is outlined (optional)
- Exclude your IP address
- Target devices (optional)
- Turn off Auto Apply Recommendations
- Conversion tracking is set up in your Google Ads/Google Analytics account and on your website