

THE CASE FOR GROWTH

Google Ads Setup Guide for Law Firms

Step-by-step guide to launch profitable campaigns

[IMAGE PLACEHOLDER]

Hero illustration: Google Ads dashboard mockup

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STEP 1

Account Setup

Create and configure your Google Ads account

[IMAGE PLACEHOLDER]

Screenshot: Google Ads account creation screen

What You'll Do

- Visit ads.google.com and click 'Start Now'
- Sign in with your firm's Google account
- Enter billing information and payment method
- Set your account timezone and currency
- Verify your business information

■ **Pro Tip:** Set timezone to match your firm's location. This cannot be changed later!

Your Launch Checklist

■ Account Setup	Google Ads account created
■ Conversion Tracking	Tracking installed and tested
■ Campaign Structure	Campaigns organized
■ Keyword Research	Keywords researched
■ Ad Creation	Ads written
■ Landing Pages	Pages optimized
■ Budget Set	Budget and bidding ready
■ Launch	Campaigns activated

Need Help Setting Up Your Campaigns?

Get expert guidance on creating high-performing Google Ads campaigns.

[Book a consultation](#)

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