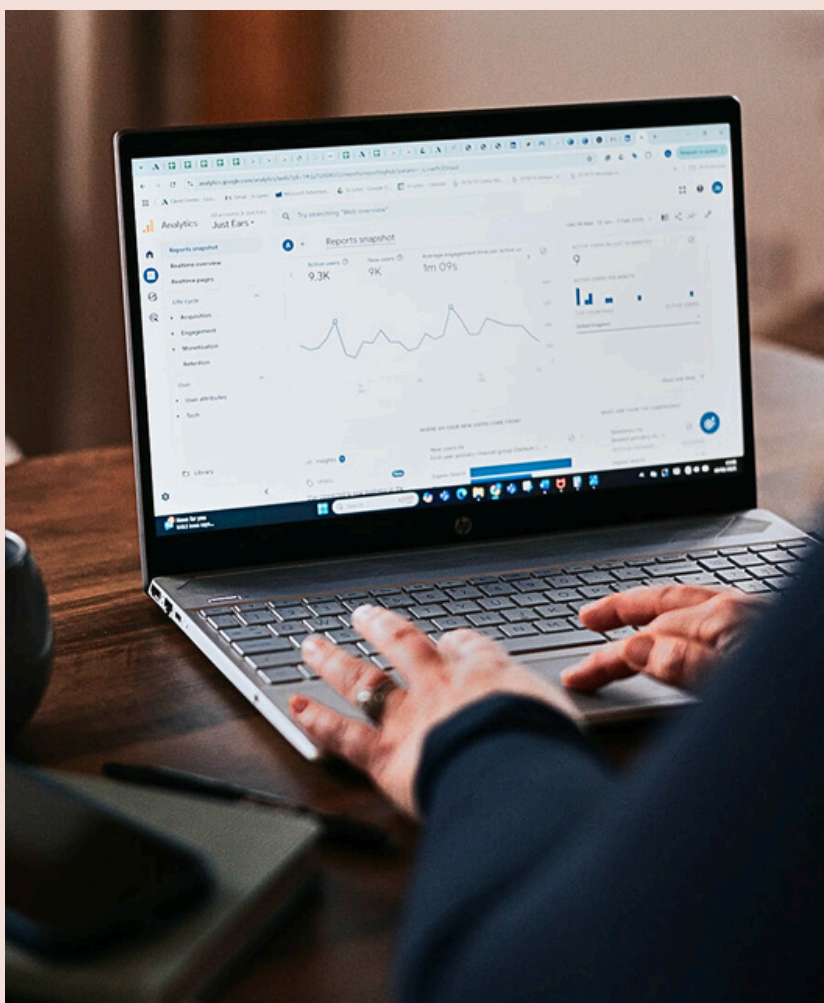
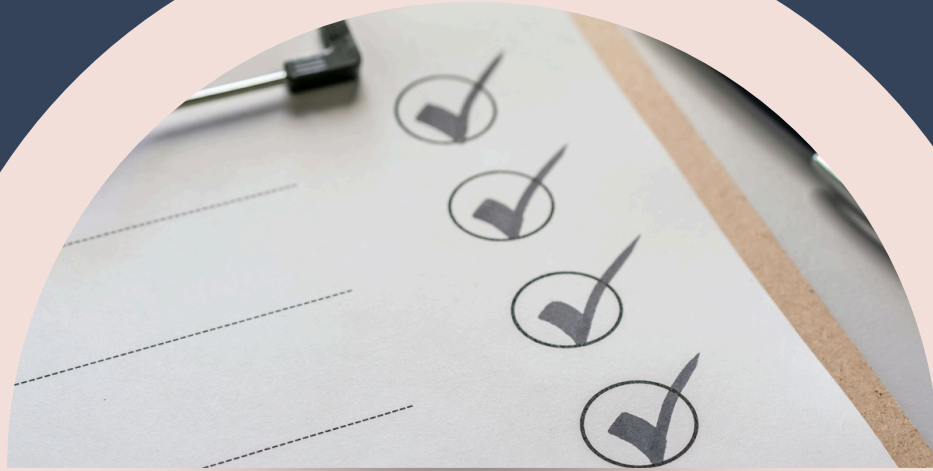




STOP GUESSING. START OPTIMISING

21 GOOGLE ADS ESSENTIALS FOR SMARTER CAMPAIGNS



DON'T LET BUDGET GO TO WASTE

This practical checklist helps you tighten up your account, spot wasted spend, and uncover quick wins. Most advertisers miss a few of these — are you one of them?



SECTION 1

ACCOUNT SETUP BASICS

01

Conversions Tracking Active

Make sure you're tracking the actions that matter (sales, sign-ups, etc.) so you know what's working.



02

Clear Campaign Goals

Define clear, measurable goals (e.g., sales, leads, website visits) for each campaign to ensure success.



03

Google Analytics Linked

Ensure your Google Ads account is connected to Google Analytics for better tracking and reporting.





SECTION 1

ACCOUNT SETUP BASICS

04

Correct Time Zone/Location

Double-check your time zone and location settings to ensure your ads are running at the right times and locations.



05

Up-to-date Billing Settings

Confirm your payment details are correct and up-to-date to avoid any disruptions in your ad campaigns.





CAMPAIGN STRUCTURE

06

Campaign Objective Defined

Each campaign should have a clear objective (e.g., increase sales, generate leads) to guide your ad strategy.



07

Tightly Themed Ad Groups

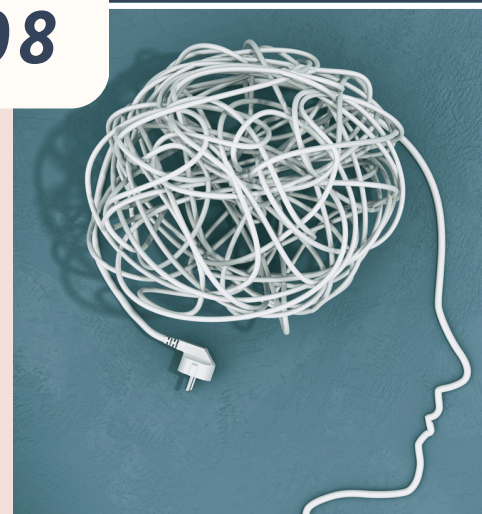
Group your ads by a single theme or product to increase relevance and improve quality scores.



08

No Keyword Duplication

Avoid using the same keywords across multiple ad groups to prevent internal competition and higher costs.





CAMPAIGN STRUCTURE

09

Appropriate Campaign Types

Ensure you're using the right campaign types (Search, Display, Shopping, etc.) based on your goals.



10

Consistent Naming Convention

Create a consistent naming system for campaigns and ad groups to keep things organised and easy to manage.





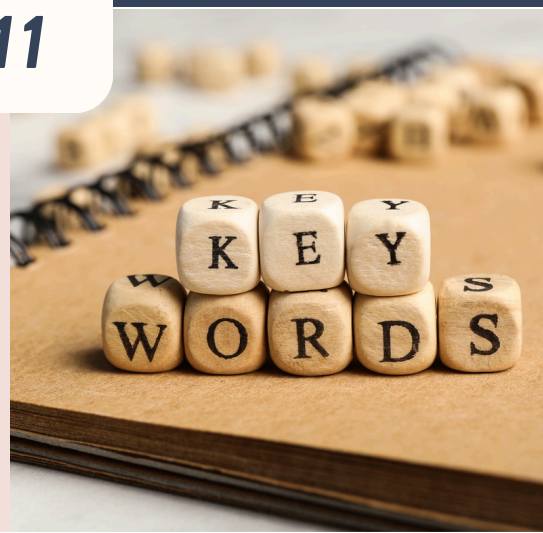
SECTION 3

KEYWORDS & TARGETING

11

Intentional Match Types

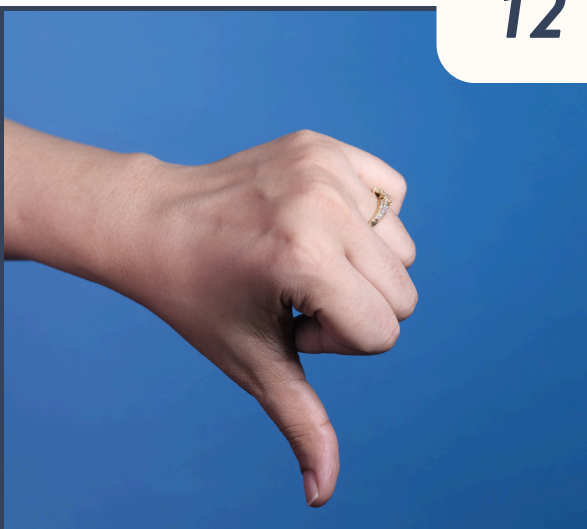
Choose the right keyword match types (Exact, Phrase, Broad) to control the reach and relevance of your ads.



12

Negative Keywords Set

Add negative keywords to avoid showing ads for irrelevant searches, helping save budget.



13

Search Terms Reviewed

Regularly check the search terms report to ensure you're targeting the right audience and not wasting money.





KEYWORDS & TARGETING

14

Keyword Intent Coverage

Make sure you're covering all stages of intent — informational, comparison, and ready-to-book — with relevant keyword variations.



15

Precise Location Targeting

Refine your location targeting to ensure your ads only show in areas where your customers are, excluding irrelevant regions.





ADS & EXTENSIONS

16

Responsive Search Ads

Use responsive search ads with multiple headlines and descriptions to improve ad variation and relevance.



17

Relevant Keywords & CTAs

Include your target keywords in the ad copy and make sure your call-to-actions are clear and compelling.



18

Ad Extensions Active

Leverage ad extensions (sitelinks, callouts, etc.) to provide extra information and increase ad visibility.





ADS & EXTENSIONS

19

A/B Testing Ads

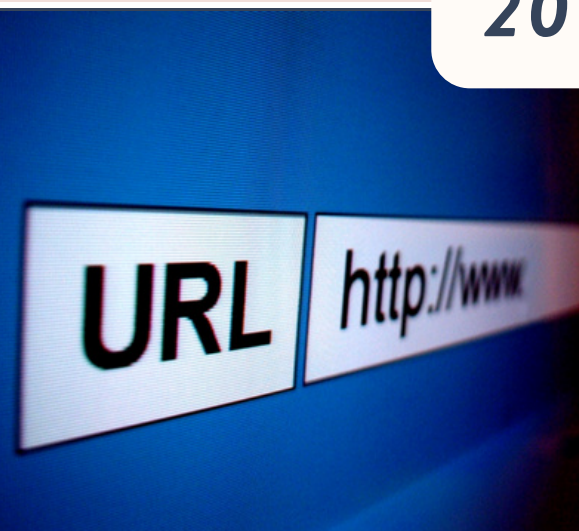
Regularly test variations of your ads to identify what resonates best with your audience and improves performance.



20

Relevant, Fast URLs

Ensure your final URLs lead to relevant landing pages that load quickly for a better user experience.





SECTION 5

PERFORMANCE MONITORING

21

Key Metrics Tracked Weekly

Track important metrics like CTR, CPC, Conversion Rate, and ROAS every week to stay on top of performance.





NEED A HAND REVIEWING YOUR RESULTS?

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- *Pinpoint quick wins and costly gaps*
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BY JO LYNES