

THE EXTREME GOOGLE ADWORDS PPC CHECKLIST 2015

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The Extreme Google Adwords Pay Per Click Checklist 2015

The aim of this checklist is to summarize the various elements that need to be setup to appropriately optimize Google Adwords to get the best result from your Pay Per Click Campaigns.

I will walk you down through all the steps and items that are required for setting up your Adwords Account, as well as gather all the information you need to optimize all the Google Properties for the best performance. This includes pre-requisites for Adwords setup, as well as getting together the required information that you will need to optimize across all Google platforms for the best results.

It should be taken into consideration that Google is constantly updating its algorithms and architecture. Therefore, this checklist may not be a complete approach a few months from the date publishing. However, the checklist will provide a good groundwork for daily, weekly and monthly PPC management activities.

LEVEL I – GATHERING REQUIRED INFORMATION FOR GOOGLE ACCOUNT SETUP

Google Adwords Account has a very simple setup process, but to get a high Quality Score and better conversions from your PPC Advertisements, it is mandatory to connect several other pieces of the puzzle. Here is a list of information that you should have ready, prior to Google Account Setup to seamlessly complete the process without any halts.

- Business Name
- Business Address
- Website Address
- Short Business Description
- Long Business Description
- Contact Email Address
- Google Account Email Address
- Business Phone
- Contact Phone
- Mobile Phone
- Business Photos
- Business Offers
- Serving Customers Radius From Business
- Days / Hours Of Operation

LEVEL II – GOOGLE ADWORDS SETUP

Once you have gathered all the required information in Level I, you can setup your Google Adwords account. Don't get overwhelmed with the information below. I will get into the details of each section later in the checklist.

- **Setup Google Adwords Account**
 - ❖ Setup Billing and Contact Information
 - ❖ Add a valid Credit Card To Your Google Account (Secure)
 - ❖ Set A Daily Budget For PPC Ads
 - ❖ Set The Maximum Cost Per Click Default

- **Create Adwords Campaign**
 - ❖ Define Target Networks (Select "Search Only" for best results)
 - ❖ Select 'All Features'
 - ❖ Create Ad Extensions
 - Create Sitelinks Extensions
 - Create Location Extensions
 - Create Call Extensions
 - ❖ Setup Mobile Preferences
 - ❖ Define Location Preferences
 - ❖ Define Language Preferences
 - ❖ Set Schedule For Running Adverts
 - ❖ Setup Conversion Tracking

- **Search Network Campaign Setup**
 - ❖ Setup Ad Groups
 - ❖ Write Ad Copy and Setup Adverts

- ❖ Optimize Keywords in Campaign
- ❖ Define Negative Keywords
- ❖ Setup Landing Page(s) URL(s)
- ❖ Manage Broad / Phrase / Exact Match Variants
- ❖ Setup Breadcrumbs / Rich Snippets

- **Monitor Conversions / Results**
 - ❖ Optimize 'Low Search volume' Keywords
 - ❖ Adjust Cost for First Page Keywords
 - ❖ Adjust Cost for Top of Page Keywords
 - ❖ Modify Sitelinks if Required
 - ❖ Setup and Manage Negative Keywords

LEVEL III – GOOGLE OPTIMIZATION / INTEGRATION

If you are dealing with PPC for the first time, most of the terms in Level II would sound Greek to you. There is nothing to worry however, as I will be getting into the details of each of these terms.

To optimize your Google ads for the best performance, you need to synchronize multiple Google properties such as Adwords, Analytics, Webmasters Tools, Google+ Account (Google My Business) and others. You need to complete the following things to be able to properly Optimize your Google Ads.

- **Google+ Account (Google My Business) Integration**
 - ❖ Complete Initial Setup Process To Receive Mail Postcard With Verification Number
 - ❖ Verify Pin Number in Local Account After Receipt
 - ❖ Upload Business Photos To Google+ Business Account
 - ❖ Link To Website
 - ❖ Verify Email Address For Contact
 - ❖ Get a Local URL
 - ❖ Upload +Local Cover Image
 - ❖ Upload +Local Profile Image
 - ❖ Upload +Local Business Descriptions
 - ❖ Upload +Local Business Hours of Operations
 - ❖ Complete Google Places for Business Account Setup

- **Google Adwords Account Integration**
 - ❖ Connect to Adwords Manager Account (MCC) if Applicable
 - ❖ Link Adwords To Google Places
 - ❖ Setup Google Forwarding Phone Numbers
 - ❖ Setup Weekly Automated Reports

- **Google Analytics Account Integration**
 - ❖ Setup Google Tracking Code on Website
 - ❖ Connect Adwords Account To Google Analytics Account

- **Google Webmasters Tools Integration**
 - ❖ Install Verification Code on Website
 - ❖ Submit Sitemap to Google
 - ❖ Connect Adwords to Google Webmasters Tools and Google Analytics

LEVEL IV – INDIVIDUAL OPTIMIZATION CHECKLISTS

All the important sub-checklists that you will need to get the best results from your Pay Per Click Campaigns.

1. KEYWORD OPTIMIZATION CHECKLIST

- ❖ Ensure that all your keywords are housed in relevant ad groups
- ❖ Make sure you utilize appropriate match types and always use only one type of keyword match within a single ad group
- ❖ Filter negative keywords and any duplicate keywords across multiple ad groups
- ❖ Regularly review search term details to filter out negative keywords
- ❖ Ensure that your negative keywords do not clash with your target keywords
- ❖ Filter out underperforming keywords to save budget
- ❖ Keep the number of keywords in a single ad group as low as possible
- ❖ Make use of Google tools to measure keyword efficiency (Use tools like Analytics, Webmasters Tools and Adwords etc.)

2. ADS OPTIMIZATION CHECKLIST

- ❖ Ad copy should contain relevant headline and body text
- ❖ Use keywords wherever possible in display URLs
- ❖ Have a strong CTA in your ad content – Call Now, Learn More, Get Free Shipping etc.
- ❖ Make use of Call Only Ads to get best results from Mobile Searches
- ❖ Always Split Test Advertisements and filter out underperforming advertisements
- ❖ Ensure that your ad content is highly relevant to targeted search terms
- ❖ Ensure that your ad content is highly relevant to your target landing pages
- ❖ Ensure that your target landing pages are properly keyword optimized for target keywords
- ❖ Keep your ad content unique for different groups you are targeting

- ❖ Track all data at ad level – make a note of which ads are getting served the most, which ads are receiving the most amount of clicks and which advertisements are converting the best etc.

3. AD GROUPS OPTIMIZATION CHECKLIST

- ❖ Keep the ad group default bid along the lines of your daily budget and Max CPC you are bidding across your target keywords
- ❖ Focus those keywords in your ad groups that are highly relevant to your advertisements and the keywords that you are aiming

4. CAMPAIGN OPTIMIZATION CHECKLIST

- ❖ To get the best results from your PPC Campaign, always select 'Search Network' Only and select 'All Features' in your ad campaign
- ❖ Also check 'Include Search Partners' to get a deeper reach for your advertisements
- ❖ If you want to stop your ads on particular days, make sure that you check the ad schedule properly for start and end dates (most people forget to set an end-date)
- ❖ Have a fairly decent daily budget so that you do not overspend on any month. Google calculates every month as 30.4 Days. So if your budget for one month is \$1000, your daily budget should be capped at $\$1000/30.4 = \33 (Approx.)
- ❖ Double check the location setting to ensure that you are targeting the right locations
- ❖ Verify that the language settings are the same as your landing page
- ❖ Split test to find out if you need a single ad campaign or multiple ad campaigns to reach your goals
- ❖ If your website is not mobile responsive, then uncheck display ads on mobile devices
- ❖ Check the 'Ad Rotation' setting to display your advertisements evenly or simply as fast as possible in any pattern

5. AD EXTENSIONS OPTIMIZATION CHECKLIST

Ad Extensions are a neat way of standing out of your competitors ads. They bring immense

value to the ad campaigns and should not be ignored.

- ❖ Location Extensions
- ❖ Sitelink Extensions
- ❖ Call Extensions
- ❖ Review Extensions
- ❖ Social Extensions

6. LANDING PAGE OPTIMIZATION CHECKLIST

- ❖ Ensure that your landing page content is useful and has relevant keywords that you are targeting in your ads
- ❖ Include the targeted keywords in Meta tags (Heading and Meta Description) and in the page content to improve your advertisement QS.
- ❖ Include multiple CTA for prompting action on your offer or services
- ❖ Optimize the landing page load speed to ensure that it loads fast when web surfers click on your advertisements
- ❖ Keep your landing page simple, and avoid promoting too many things at one time (Landing Pages that promote a single service or offer, convert better than those that have multiple offers and services)
- ❖ Your landing page should have links to your Site Terms of Use, Disclaimers, Privacy Policy etc. (preferably in the footer of the page)

7. BUDGET AND BIDS OPTIMIZATION CHECKLIST

- ❖ Your daily budget should be proportionate to meet your monthly advertising goals
- ❖ For adjusting bids for mobile devices, rules have to be set accordingly
- ❖ Always choose manual bids so that you can control the bids yourself. Do not leave the bidding process for Google to decide.
- ❖ Determine your break-even point or optimum value of clicks to strike a profit. For example, if you are selling a \$5 item, and the clicks are costing you \$1 on an average. That means you will need 5 clicks to break even.

- ❖ Ads with a Click through Rate of 1% are considered to have a good performance. However, you should strive to have a 2% CTR in your adverts to get even better results
- ❖ Watch the advertisement activity daily and adjust individual keywords bids. Remove the underperforming keywords.
- ❖ Don't set your bids too low, else your advertisements will never show up high enough to get clicks. What's the point of PPC if your ads are not on the top?
- ❖ Have flexible bid strategies to optimize conversions, clicks and impressions, etc.

8. CONVERSION TRACKING AND GOALS OPTIMIZATION CHECKLIST

- ❖ You must setup conversion tracking to measure the ROI of your campaign
- ❖ You should track conversions according to your business objectives. Conversions can be tracked for the number of visitors (exposure), the number of sales, the number of leads or downloads or sign-ups etc.
- ❖ You can setup goals to track your campaigns by linking your Adwords and your Analytics accounts.

LEVEL V – ROUTINE ADWORDS PPC TASKS CHECKLISTS

DAILY ADWORDS PPC TASKS CHECKLIST

- ❖ Track your budget at the end of each day
- ❖ If you frequently get limited by daily budget messages, then you should consider raising your overall budget because you don't want to lose out on clicks because of your budget
- ❖ If you are not using your daily budget then it means that you can raise your bids a notch, expand your keywords list or increase your ad rotation frequency
- ❖ If some of your keywords are getting a steady performance, consider raising your bids for the next day
- ❖ If the keywords are hogging your budget with low or no conversions then you should consider lowering your bid and working with lesser keywords
- ❖ You can pause various parts of your campaign at any point of time, like pause entire campaign, ad groups, or even particular keywords if they have a low ROI or QS

KEYWORD RESEARCH

- ❖ Never stop researching new keywords
- ❖ Keep adding new keywords to expand your reach and target new markets
- ❖ Use keyword search details reports to classify negative or bad keywords that get you false or low converting clicks
- ❖ Experiment with different keyword match types like exact, broad, phrase etc) to see which ones work best for you.

OPTIMIZE AD COPY

- ❖ Keep a track of advertisements that are working good, replace the low converting advertisements with better and improved versions
- ❖ Always run at least three ads for every ad group so that over time you can remove the least performing advertisement and replace with better versions

- ❖ When you write new ad copy don't be afraid to experiment with different changes, like change the headline, body content, or experiment with different CTA or use features like Dynamic Keyword Insertion to improve QS.

SCRUTINIZE YOUR ADWORDS REPORTS

- ❖ Always compare your daily budget to ensure that you are not spending more than you are getting
- ❖ Compare your daily budget to the amount of conversions to figure out whether the clicks on your website are converting into sales, leads, subscriptions etc. Whatever it is that you are aiming for
- ❖ Watch other metrics daily to ensure that your clicks, impressions, average CPC, Ad Position and other data is balanced every day
- ❖ Pause campaigns that are not delivering after three consecutive days of testing

WEEKLY PPC TASKS CHECKLIST

Your weekly AdWords task would be to focus on increasing the performance of your campaigns. There are a number of activities and tasks that you need to do, in order to help you get the best out of every dollar you spend.

- ❖ Scrutinize your weekly performance to understand how close or how far you are from your objectives
- ❖ Adjust your campaign details like Ad Content, Max CPC, Landing Page Optimization etc as required
- ❖ If you are using conversion tracking then you need to lay focus on measuring two metrics – your weekly ad spend and your weekly conversions
- ❖ If some of your campaigns are over-delivering, then relocate your budget from the low performing advertisements to the high performing advertisements
- ❖ Pause specific ad groups if they are consistently underperforming for a period of 5-6 days.
- ❖ Always look out for ways to improve the overall Quality Score of your campaigns

- ❖ Use the detailed Adwords reports to classify low CTR keywords that are not performing at all, adjust your bids accordingly
- ❖ Use the Keyword search details report to add new keywords to your ad campaigns and also to your negative keyword lists
- ❖ Always use as many sources as possible to mine keywords and add them to new or relevant ad groups
- ❖ Keep a track on your competitors. Are they using new keyword sniping techniques, are they overbidding to beat your rankings? Do you have new opportunities because they seem to have stopped certain campaigns?
- ❖ Use the Impression Share Report to measure your stance against your competition. Use the data in this report to optimize your Max CPC bids, alternate match types, adjust daily budget to get the best reach in your market.
- ❖ Always test out more than one advertisement in every ad group. We recommend that you run at least 3 advertisements for every ad group. This will give you the opportunity to split test and purge the ads that are not working, enhance the ones that are working and add new advertisements based on your findings.

BI-WEEKLY PPC TASKS CHECKLIST

At this time you should focus on enhancing the quality of your advertisements solely. Dig deeper into identifying and purging negative keywords from your campaigns to increase the output even more.

- ❖ Continue finding and adding more negative keywords to your campaigns. Keep adding keywords as you find them.
- ❖ Keep a track on incoming search terms to find and add non-buyer keywords to your negative keyword list
- ❖ Your aim should be to decrease your ad-spend and increase the Click Through Rates of your adverts by classifying your negative keyword pool and preventing

your advertisements from triggering when non-buyer keywords are entered into search.

EXPAND TARGETTED KEYWORDS AND FOCUS NEW MARKETS

- ❖ Keep track on what your competitors are doing
- ❖ Manually monitor your competitors campaigns, keywords and positions (Maintain an Excel Sheet)
- ❖ Use keywords research tools (check index at bottom of this checklist) to find more keywords
- ❖ Use the new incoming searches to add relevant keywords that are not already present in your list

BI-WEEKLY AD REVIEW

- ❖ You should be running at least three advertisements for every ad group as discussed before
- ❖ Pause or remove underperforming advertisements
- ❖ Replace underperforming advertisement copies with improved versions
- ❖ You should have at least 2 weeks of data to best evaluate the performance you're your advertisements on the basis of Impressions, Clicks, and Conversions etc.
- ❖ Keep making minor changes to advertisements that are doing well. Running the same ad for a prolonged period of time will cause ad fatigue (or ad tiredness)
- ❖ Experiment with CTA changes in working advertisements. Sometimes, you can end up improving your conversions even more by making minor changes
- ❖ Use Dynamic Keyword Insertion to get advertisements to match the search terms that are entered by web surfers
- ❖ Keep your advertisements fresh and make sure that your advertisements stand out from your competition

MONTHLY PPC TASKS CHECKLIST

- ❖ Check all your campaign settings to ensure that they are fresh
- ❖ Check your campaigns for appropriate locations, languages, network, schedules and devices
- ❖ Do a landing page comparison with your competitors and make note of things that you can include on your page to enhance your quality
- ❖ Split test two to three landing page variations to identify the best working versions
- ❖ Check your Quality Score on the top of your performing keywords to identify opportunities to improve your ad performance
- ❖ Make new ad groups to fine tune campaigns even further
- ❖ Make note of opportunities provided in the Google Adwords Opportunities Tab to find fresh areas that might improve the campaigns
- ❖ Use Adwords Dimensions and Segment reports to identify your ad peak performance times. If possible use Enhanced CPC bidding during those times to improve the performance of your ads.
- ❖ Make sure that your landing pages are responsive. If they are not, you are missing out of tons of opportunities because mobile advertisements always outperform desktop advertisements (in most cases)
- ❖ Keep yourself updated about Google AdWords Policies and PPC Trends

THE EXTREME CHECKLIST OF PPC MANAGEMENT RESOURCES

KEYWORD RESEARCH TOOLS THAT WE USE

- [Google Keyword Planner](#)
- [Market Samurai](#)
- [SEM Rush](#)
- [Keyword Pad](#)
- [Keyword Tool](#)
- [Uber Suggest](#)
- [Moz](#)
- [Fresh Key](#)

LANDING PAGE TOOLS

- [Optimize Press](#)
- [InstaPage](#)
- [InstaBuilder 2.0](#)

AUTO RESPONDERS

- [Aweber](#)
- [GetResponse](#)
- [MailChimp](#)

GOOGLE TOOLS

- [Google Keyword Planner](#)
- [Google Analytics](#)
- [Google Webmasters Tools](#)
- [Google Adwords Support](#)
- [Adwords Scripts](#)
- [Google Drive](#)
- [Google Documents](#)

ANALYTICS TOOLS

- [Google Analytics](#)
- [KissMetrics](#)
- [Clicky](#)
- [Open Web Analytics](#)
- [CrazyEgg](#)