

# Complete Checklist

## Organize Campaigns

- 1. Create different campaigns for your products and services [Learn More](#)
- 2. Separate your campaigns into single keyword ad groups [Learn More](#)
- 3. Only use Google Search Network for your ad campaigns [Learn More](#)
- 4. Do not use AdWords Express or Smart Campaigns [Learn More](#)
- 5. Opt out of search and display networks [Learn More](#)

## Analyze Ads

- 6. Use multiple ad variations [Learn More](#)
- 7. Use your headlines to test your ads [Learn More](#)
- 8. Use your descriptions to test your ads [Learn More](#)
- 9. Test out expanded text ads vs. responsive search ads [Learn More](#)
- 10. Halt the ad with the lowest CTR [Learn More](#)
- 11. Halt the ad with the lowest performing conversion rate [Learn More](#)
- 12. Generate a new ad to replace the one that was halted [Learn More](#)
- 13. Determine the need for dynamic search ads [Learn More](#)

## Sitelinks and Extensions

- 14. Develop 3 different Callout Extensions [Learn More](#)
- 15. Try out different Callouts and how they affect conversion rates and CTR [Learn More](#)
- 16. Determine if sitelinks are necessary [Learn More](#)
- 17. Make 4 sitelinks, each with its own description [Learn More](#)
- 18. Inspect your sitelink's performance [Learn More](#)
- 19. Develop a Structured Snippet Extension that is relevant [Learn More](#)
- 20. For a location based business, connect Google Ads and Google My Business for a Location Extension [Learn More](#)
- 21. If you get inbound leads through phone calls, set up a call extension [Learn More](#)
- 22. If you get leads through text messages, create a message extension [Learn More](#)

## Keyword Research

- 23. Avoid Broad Match Keywords [Learn More](#)
- 24. Should you bid on your brand? (yes or no) [Learn More](#)
- 25. Should you bid on competitors brand? [Learn More](#)
- 26. All keywords should be from modified broad match, phrase match, or exact match [Learn More](#)
- 27. Make sure that all of your keywords are appropriate for your ads [Learn More](#)
- 28. Conduct negative keyword research [Learn More](#)
- 29. Identify negative keywords by checking the search term report [Learn More](#)
- 30. Review and record historical quality scores [Learn More](#)
- 31. Freeze lower performing keywords [Learn More](#)
- 32. Pause keywords with low conversions and high CPA [Learn More](#)

# Complete Checklist

## Audience/Demographics

- 33. Improve your search campaigns by adding In-Market audiences [Learn More](#)
- 34. Adjust bids to align for In-Market audiences [Learn More](#)
- 35. Determine your audience and remarket you campaign accordingly [Learn More](#)
- 36. Evaluate Remarketing Lists for Search Ads [Learn More](#)

## Website Analytics

- 37. Create Google Analytics account [Learn More](#)
- 38. Connect your Google Analytics account to Google Ads [Learn More](#)
- 39. Verify that keywords are relevant to your landing page [Learn More](#)
- 40. Perform CRO audit on your website [Learn More](#)
- 41. Phone-tracking as needed [Learn More](#)
- 42. Track all relevant conversions [Learn More](#)

## Bidding Strategy

- 43. Set-up a bidding strategy for your brand [Learn More](#)
- 44. Alter bids based on device-level performance [Learn More](#)
- 45. Alter bids based on location-level performance [Learn More](#)
- 46. Modify bids to reach accpactable CPA range [Learn More](#)
- 47. Modify bids based on time of day [Learn More](#)
- 48. Determine if you need to schedule ads [Learn More](#)
- 49. Adjust bidding strategy based on volume [Learn More](#)

## Record Keeping

- 50. Keep a record of your progress [Learn More](#)