

Beginner's Google Ads Setup Checklist

This checklist walks you through the basics of launching your first Google Ads campaign, from account creation to tracking results.



BEGINNER'S GOOGLE ADS SETUP CHECKLIST

1. Set Up Your Google Ads Account

- Go to ads.google.com and sign in with your Google account
- Enter your business details and billing information
- Choose the right time zone and currency (this can't be changed later!)

2. Define Your Advertising Goal

- Select your main campaign objective:
 - Website traffic
 - Leads
 - Sales
 - Brand awareness
- Decide on a clear Call To Action (CTA) (e.g. "Book Now", "Buy Today", "Call Us")

3. Choose Your Campaign Type

- Start with a Search Campaign (your ads appear on Google search results)
- For local businesses, consider adding a Local Campaign
- Avoid Performance Max or Display campaigns until you have more experience

4. Select Your Target Audience

- Choose your geographic targeting (e.g., country, region, radius around your business)
- Choose your language
- Optional: Set age, gender, or household income preferences

5. Choose the Right Keywords

- Use Google Keyword Planner to find relevant keywords
- Choose keywords closely related to your product or service
- Avoid broad or vague terms (e.g., "marketing" – too generic)
- Use match types:
 - **Phrase match for beginners (e.g., "plumber near me")**
 - Add negative keywords like "free" or "job" to avoid unwanted clicks

6. Write Effective Ads

- Write 2–3 headlines (include your keywords)
- Write 1–2 description lines (mention your value or special offers)
- Include a clear call to action (CTA)
- Use Google's ad preview tool to check how your ad will appear

7. Set Your Budget & Bidding

- Decide how much you're willing to spend each day (start small: £5–£15/day)
- Choose "Maximise Clicks" for automatic bidding
- Review estimated results Google suggests (clicks, impressions)

8. Link to a Relevant Landing Page

- Direct people to a page that matches your ad (not just your homepage)
- Make sure the page loads quickly and looks good on mobile
- The page should include a CTA (e.g., contact form, purchase button, phone number)

9. Set Up Conversion Tracking

- Install the Google Ads tag on your website (with help from your web developer or via Google Tag Manager)
- Track goals like:
 - Form submissions
 - Purchases
 - Phone calls
- Test your conversion tracking to ensure it's working

10. Review & Launch

- Double-check keywords, ads, and budget
- Preview your ad
- Confirm billing setup
- Click "Publish" to launch your campaign

11. Monitor Performance (Daily/Weekly)

- Use the Google Ads dashboard to track:
 - Clicks
 - CTR (Click-Through Rate)
 - Cost-per-click (CPC)
 - Conversions
- Pause keywords or ads that aren't performing
- Increase budget on what's working well

Bonus: Helpful Tools & Resources

- [Keyword Planner](#) ▶
- [Google Ads Budget Calculator](#) ▶
- [Free Google Ads Training on Skillshop](#) ▶
- [Landing Page Speed Test](#) ▶

Check the boxes as you go and save the file so you can return as often as you need to complete the checklist!