

GOOGLE AD WORDS REVIEW CHEAT SHEET

It's time to start your first Google Ads Campaign! Below are the recommended steps to make sure your setup is successful. You can also find a video tutorial of a campaign setup on thecovertcode.com video library, as well as a downloadable template to help you organize your site link extensions, headlines, and ad copy by campaign.

Already have an existing Google Ads account? Go through the following settings.

1. Confirm you have completed the following changes within each of your Campaign Settings

CAMPAIGN NAMES:

- Marketing Objective = Website Traffic (unless you're a retail site)
 - Networks = Google Search Network
 - Locations = State or Zip Codes AND under "Location Options," I have changed the default Target settings from "recommended" to "Presence: People in or regularly in your targeted locations."
 - Budget = Daily budget exceeds the cost per click by 20x-100x i.e. if your CPC is \$5, the budget should be no less than \$100 (if you're nervous) or \$500 if you want to get to the end of setting your new baseline faster (just do it).
 - Bidding = Maximized Clicks. I have set a Maximum CPC bid limit of \$3-\$5 depending on your keyword forecasting results.
2. Now it's time to review your Campaign / Ad Groups. To maximize your results, you should move every topic into its own campaign. Remember, not all keywords are worth the same. For example, if my Campaign contained two Ad Groups named "Business Book" and "Digital Marketing Tips" pause one and then create a duplicate of the full campaign once you optimized the campaign (so you don't have to update the primary campaign settings twice). Every Ad Group should have keywords that are relevant (topical) and contain the same search words in the header and body descriptions to increase your impression share and click through rates. Cluster "like" words together by campaign so you can adjust bids accurately. If you keep them all together under the same campaign even within different AdGroups, you will end up paying more for keywords that are not as competitive and not showing as much for the keywords that command a higher bid because the budget is controlled at the Campaign Level.
- I have rebuilt campaigns to only include one AdGroup within.
 - I have updated the ad headline and description copy to include keywords from within that Campaign/AdGroup to increase rank and relevancy.
3. Next, let's check our AdGroup keywords. Navigate under each Campaign / Ad Groups / Search Keyword. Highlight ALL (check the box and option to select all keywords), Edit and "Change to match type" switch from Broad to Exact. Repeat for Phrase to Exact. Push save. Check your negative keywords - those CAN be any type of match - broad, phrase or exact. I.e. Free, Cheap, Career, are often recommended negative keywords but will vary by industry.
- All Keywords = Exact Match
 - Negative Keyword Review

4. Under each AdGroup, click Assets to add your site link extensions. Make them relevant. You can add those 'all-the-time' extensions to the "Account Level" settings, i.e. contact us, about us, news blog, reviews, etc. For those URLs specific to your Campaign Ad Group, make sure they're only listed within that campaign's assets. These are commonly landing pages that focus on a promotion or featured product / service.

Confirm that your Account and, if applicable, Campaign Ad Groups have the following site link extensions.

- Site Link Extensions
- Call Out Extensions
- Phone Number Extensions
- Structured Snippets Extensions
- Phone Call Extension (use a tracking number)
- Location Extension (connect from GMB)
- Business Logo & Name

If applicable to your business, add "promotion," "app," or "price" extension. Note that while "lead form" is an option, it's not recommended. Remember, the customer's journey is fluid, and you want to drive all paid traffic to your website so you can then remarket to that user and collect valuable data points on the average number of sources, days, and devices they engaged with before converting.

CORE SETTINGS:

- Account Verification Complete
- Backup Payment Method On File. Also use a payment threshold of \$250-\$500 to ensure your ads don't go dark (don't prepay). That stops the learning process and results in you needing to spend more than you should, removing the role of optimization. Commit to a launch budget (or relaunch budget) of \$1,500 and let it spend in full before determining next steps.
- Conversions are imported and are all set to "primary" with data attribution = data driven and attribution settings of 30 days + 3 days engagement.
 - Double checked () G4 Attribution Settings and set to = paid & organic, and updated the default "none key events" from 90 days to 30 days.
 - () Double checked that G4 is linked to the correct GoogleAds account. Remove old agency/profile links AND property access to your account.
- Added bot protection. If you don't have a current solution, visit theovercode.com/partners and click on the agency ClickCease affiliate link to help us donate funds to a Hawaii nonprofit.
- Click on "Tools" and "Data Manager"; Verify that all your relevant accounts are linked. Before you start a campaign, you MUST have Analytics G4 connected (pick web). If you're a retailer, it's imperative that you have a Google Merchant Center account and link your shopping cart. Other recommended integrations include - GMB, YouTube, and Search Console.
- Check User Permissions and make sure to remove access for unauthorized users, and check security and member settings. If your agency's domain is theovercode.com, you will need to add that as an approved domain to be able to add access.

New to Google Ads? ALL the same settings apply. Start by going to Google Ads and creating a new account. Following the setup instructions, skipping through whatever you can to get to the end quickly (note you will need to sign up using a gmail.com registered email; Outlook emails will not be accepted). Once you get through the setup and the “smart account” is created, find the live ad and pause it. Switch from “smart mode” to “expert mode” and submit your personal verification information. Note: You may require an EIN or driver's license (front/ back), and if you have one, a DUNS number is accepted and speeds up verification. Next, connect G4 and import conversions. Add your first campaign with a single AdGroup using the same settings as noted above and contained in The Covert Code. Want to watch Anna set up a campaign from scratch? Visit the resource video section and see the magic unfold.