

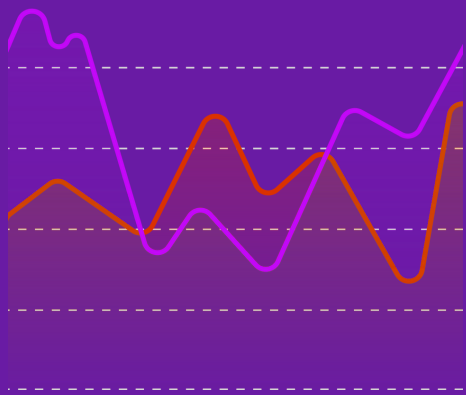
# The Ultimate Google Ads Checklist

How to promote your business like  
a pro using Google Ads

# **Q: Ready to start with Google Ads?**

Alright, let's cut the fluff and get straight to the point. Google Ads can be a game-changer if you do it right (and a money burner if you don't). So, we've put together a no-nonsense checklist to make sure your campaigns actually deliver.

# Campaign Pre-Launch Activities



**CHECKLIST: How to Run Google Ads Campaign**

# Campaign Pre-Launch Activities

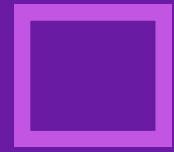
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## CHECKLIST: How to Run Google Ads Campaign



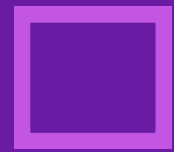
### Define Your Goals

What's the aim here? Leads, sales, sign-ups, brand awareness? Be specific. If you don't know what success looks like, how will you know if you've hit it?



### Spy on Your Competitors

No, we don't mean in a creepy way—just check what they're up to. What keywords are they using? What ads are they running? Tools like SEMrush or UberSuggest can help. The goal? Be better than them.



### Nail Your Target Audience

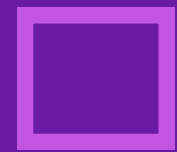
Who do you actually want to click your ad? Define their location, device, interests, and the stage they're at in the buying journey. The more precise, the better.



# Campaign Pre-Launch Activities

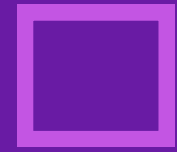
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## CHECKLIST: How to Run Google Ads Campaign



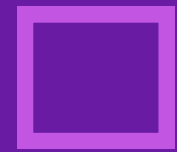
### **Keyword Research – Don't Wing It**

Throwing random keywords at Google Ads is like throwing money out the window. Use long-tail and short-tail keywords wisely, and focus on search intent, volume, and cost-per-click.



### **Set Your Budget (And Don't Blow It in a Day)**

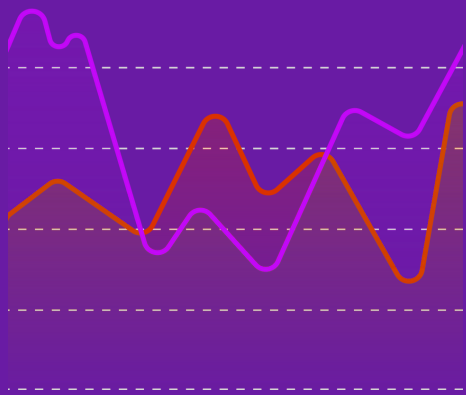
How much are you willing to spend per click? Daily? Monthly? Remember, every click costs, so plan wisely.



### **Conversion Tracking – Data is King**

Make sure you're actually tracking success. Set up conversion tracking through Google Ads or Google Analytics so you can see what's working (and what's wasting your budget).

# Campaign Setup: Organise Like a Pro



**CHECKLIST: How to Run Google Ads Campaign**

# Campaign Setup: Organise Like a Pro

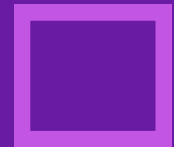
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## CHECKLIST: How to Run Google Ads Campaign



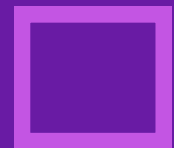
### Structure Your Campaigns Properly

Separate your campaigns based on product, location, goal, or brand vs. non-brand keywords. A messy campaign structure = messy results.



### Group Your Keywords Smartly

Each ad group should have a common theme. Don't cram in 50 keywords—stick to a handful that actually make sense together.



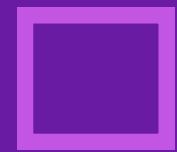
### Match Types Matter

- **Broad Match** = More visibility but can be wasteful
- **Modified Broad/Phrase Match** = More control, better targeting
- **Exact Match** = Super specific, but limits volume

# Campaign Setup: Organise Like a Pro

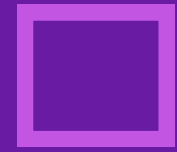
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## CHECKLIST: How to Run Google Ads Campaign



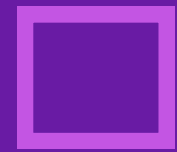
### Use Negative Keywords

Stop wasting money on irrelevant clicks. Add negative keywords to prevent your ads showing for searches that don't match your goals.



### Use Ad Extensions (They're Free!)

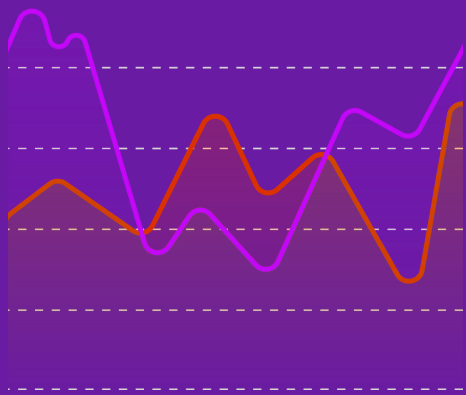
Google gives you extra space to add location, phone number, site links, and more—for free. Use them!



### Set Bids That Make Sense

Bid more on high-intent keywords. If you're unsure, start low, test, and adjust.

# Campaign Execution: Hit the Go Button



**CHECKLIST: How to Run Google Ads Campaign**

# Campaign Execution: Hit the Go Button

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CHECKLIST: How to Run Google Ads Campaign

## ☒ Write Killer Ad Copy

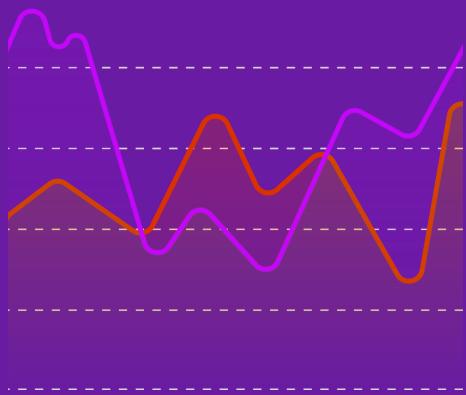
- Hook people in with strong headlines
- Make your call-to-action (CTA) clear and irresistible
- Keep it concise, persuasive, and benefit-driven

## ☐ Final Pre-Launch Checklist

- Everything tracking properly?
- Keywords on point?
- Ads set to rotate properly?
- Budget and bids checked?

## ☐ Launch it (duh)

# Post-Launch: Daily, Weekly & Monthly Must-Dos



**CHECKLIST: How to Run Google Ads Campaign**

# Post-Launch: Daily, Weekly & Monthly Dos

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CHECKLIST: How to Run Google Ads Campaign

## Daily Check-Ins

- Budget vs. conversions – are you overspending?
- Adjust bids based on performance
- Review search terms – cut out irrelevant ones

## Weekly Tweaks

- Are your keywords still performing? Swap out low-performers
- Refresh underperforming ads
- Add negative keywords as needed

## Monthly Deep Dive

- Review overall performance – what's working? What's not?
- Optimise landing pages – high CTR but low conversions? Your page might be the problem
- Adjust audience targeting – are you hitting the right people?



# Q: Ready to Dominate Google Ads?

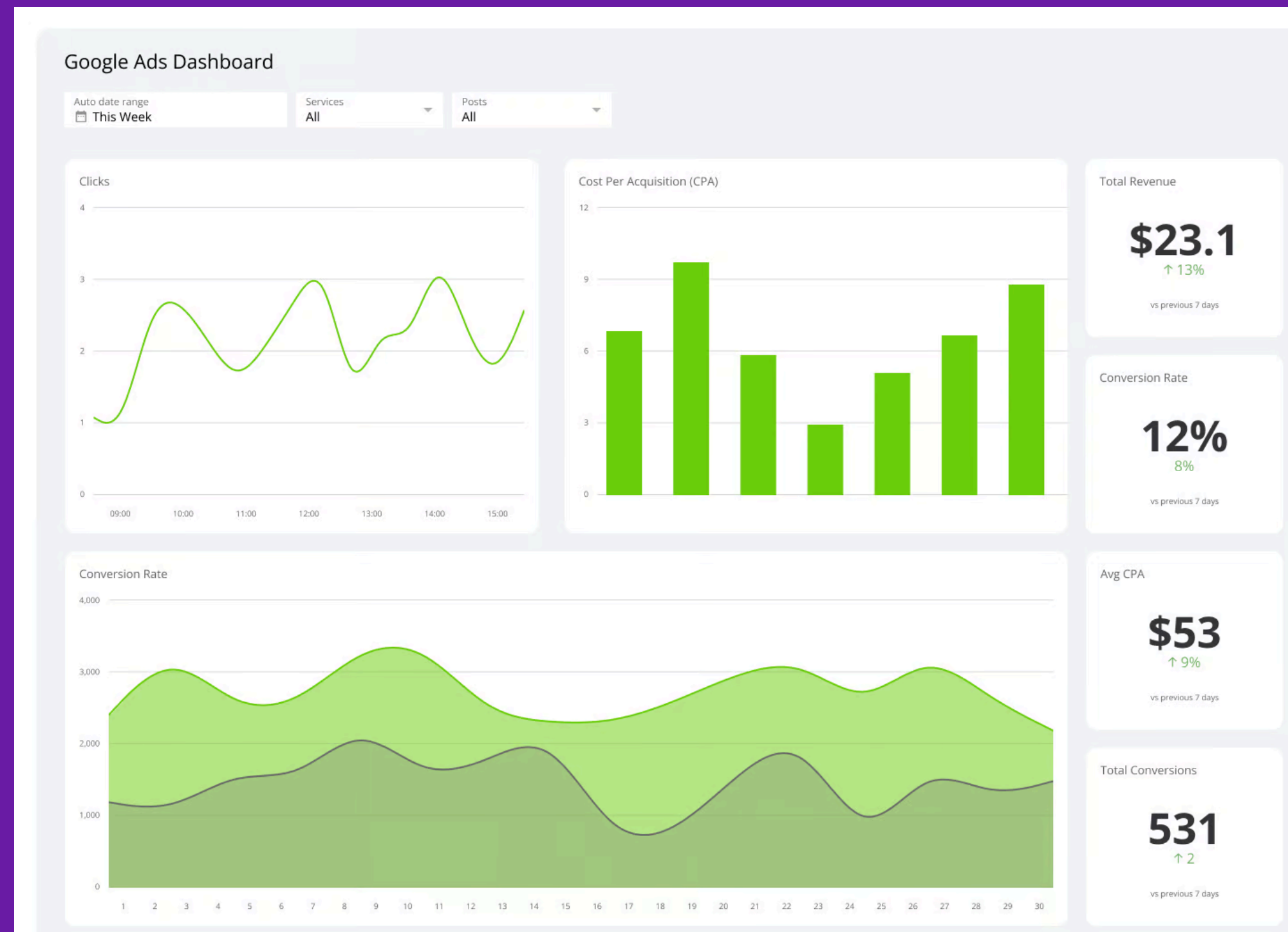
If you follow this checklist, your campaigns will have the best shot at success. No more throwing money at Google and hoping for the best — just smart, strategic advertising that actually gets results.

## Why partner with Spinks Creative for Google Ads?

We Treat Your Budget Like It's Our Own

Data-Driven, Results-Focused

Custom Strategies, No Copy-Paste Tactics





# Got any questions?

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