



Checklist 10 - Google Ads

Project Name: _____

Date: _____

Yes No

Getting leads for a website is a tricky task. It requires effort and persistence. Learning new tricks to use advertising to get leads makes you a perfect marketer. The most searched engine on the browser is Google. So creating Google Ads to get your site promoted is the best option. Creating Google Ads is very easy. Just follow these steps, and you'll achieve your goal:

STEP #1: GET TO GOOGLE ADS WEBSITE

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|---|---|--------------------------|--------------------------|
| 1 | First, go to the Google Ads website. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | An option to Get Started Now will appear right after opening the site, click on it. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Now, you'll be asked to sign up for Account on Google Ads. Do it! | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | An option to Create Your First Campaign will appear, chose it. | <input type="checkbox"/> | <input type="checkbox"/> |

STEP #2: CHOOSE YOUR CAMPAIGN TYPE AND NAME

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|---|---|--------------------------|--------------------------|
| 5 | You have options to choose your campaign type now. As you are new to this, prefer choosing Search Network only. | <input type="checkbox"/> | <input type="checkbox"/> |
|---|---|--------------------------|--------------------------|

Notes



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- 6 Now name your campaign wisely, according to the name of your product that you're selling.

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STEP #3: CHOSE A LOCATION FOR YOUR AD DISPLAY

- 7 First of all, you have to know about the location of your ideal customers.

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- 8 Now, you have to choose between a big area or a small area or a specific country for your Ad campaign.

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- 9 Select that area where most of your customers live.

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STEP #4: SET A BUDGET NOW

- 10 Start slowly, as you are new to Google Ads. Set up a small budget.

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- 11 Now set up your payment options from any of these:

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• *Automatic Payment: Link your account with your credit card and receive money automatically.*

• *Manual Payment: Get your money before the Ad shows to your customers.*

Notes



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- *Monthly Invoice: Get qualified credit lines for your payment.*

STEP #5: KEYWORDS ADDITION

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|----|--|--------------------------|--------------------------|
| 12 | Start adding as many as possible keywords to your ad. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Make use of bulls eye keywords that will allow the searcher to reach your product by using these keywords. | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Don't use confusing keywords. | <input type="checkbox"/> | <input type="checkbox"/> |

STEP #6: NOW CREATE AN AD

- | | | | |
|----|--|--------------------------|--------------------------|
| 15 | Now create an Ad, link it to your site and publish it on Google Ads. | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Write an amazing headline and the ad Description. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Link your Google Ad with the landing page of your website. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes