

The ULTIMATE Google AdWords Checklist

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Introduction

The Ultimate Google AdWords Checklist outlines the key actions you need to take to create a profitable Google AdWords Search campaign from scratch. This is the checklist we use internally to manage \$200,000 per month in AdWords advertising for our private clients.

The seven steps are:

1. Plan for success
2. Keyword research
3. Create a compelling offer
4. Write magnetic ads
5. Create a high-converting landing page
6. Setup conversion tracking
7. Use our recommended campaign settings

Step 1. Plan

The first step is to plan your campaign, before you spend a dime. Many businesses rush too quickly into setting up their AdWords campaigns to get traffic. Successful advertisers plan their campaigns ahead of time, so they minimize risk and maximize the chances of creating a profitable campaign.

- ☐ Select the product or service you're going to sell
- ☐ Determine your acceptable customer acquisition cost
- ☐ Estimate your maximum cost per click (CPC)

Max CPC = (profit per customer) x (sales conversion rate) x (1 – profit margin)

- ☐ Approximate your test advertising budget

Step 2. Research

Once you have an idea for your direction and metrics, it's time to research your customers, keywords, and competitors. Note: for most businesses, we recommend starting with Search advertising before expanding to Display.

- ☐ Define your target customer (i.e. create your customer avatar)
- ☐ Build your initial keyword list (use Google's Keyword Planner: <http://adwords.google.com/ko/KeywordPlanner/Home>)

- ☐ Identify keywords to block (negative keywords)
- ☐ Uncover your competitors' keywords (use KeywordSpy tool: www.mainstreetroi.com/keywordspy)
- ☐ Sort keywords and identify Buying-Intent keywords vs. Research keywords
- ☐ Organize keywords into relevant, similar groups
- ☐ Finalize test advertising budget
Budget to test keyword = (100 clicks) x (Estimated CPC)

Step 3. Offer

The 3 biggest factors in the success of your advertising are: your audience, your offer and your copy (in that order).

- ☐ Analyze your competitors' offers
- ☐ Choose your offer structure, e.g.:
 - Free sample
 - Special discount
 - Guarantee
 - Free gift with order
 - Free information
- ☐ Additional factors to consider
 - Price
 - Story (reason why you're making the offer)
 - Deadline

Step 4. Ads

If you can get more people to click on your ads, you'll not only get more traffic, but you can also get discounts on your cost per-click and better ad position.

- ☐ Use keywords in ads to increase relevance
- ☐ Communicate benefits (results), not just features
- ☐ Include call-to-action in ads (can't use "Click Here" in text ads)
- ☐ Dimensions for Text Ads
 - Headline: 25 characters
 - Description Line 1: 35 characters
 - Description Line 2: 35 characters
 - Display URL: 35 characters

Step 5. Landing Pages

Your landing page is where people “land” after clicking on your ad. Your landing page conversion rate is one of your biggest leverage points in online advertising.

- ☐ Always send traffic to a dedicated landing page (NOT your homepage!)
- ☐ Attention-grabbing headline
- ☐ Limit navigational options to reduce distractions
- ☐ Irresistible offer
- ☐ Clear and immediately obvious Call-To-Action
 - Ideally “above the fold”
- ☐ Simple, benefit-focused copy
- ☐ Credibility / Social proof
 - Testimonials
 - Endorsements
 - Media mentions
- ☐ Required links for AdWords
 - About
 - Contact
 - Privacy

Step 6. Tracking

If you’re not properly tracking your conversions and sales, you’re almost certainly wasting money. In order to maximize your ROI from AdWords, you must track the entire sales funnel from keyword to customer.

- ☐ Setup Google AdWords conversion tracking
- ☐ Setup call tracking with a tool such as:
 - IfByPhone (<http://resources.mainstreetroi.com/phonecalltracking>)
 - ClickPath by Who’s Calling
 - Mongoose Metrics
- ☐ Use CRM to track sales
 - InfusionSoft (<http://www.mainstreetroi.com/infusionsoft-demo>)
 - Salesforce
 - Microsoft Excel
 - Google Spreadsheets

- ☐ KPIs/Metrics to track
 - # of Prospects from campaign
 - # of Sales from campaign
 - Sales conversion rate
 - Revenue per click
 - Profit per click

Step 7. Campaign Settings

For most (but not all) businesses, we recommend starting with Search advertising, because search traffic has the strongest Buying intent. The following recommended Campaign Settings are for a search campaign.

- ☐ Target Search and disable the Display Network
- ☐ Advertise one product per campaign
- ☐ Limit keywords per Ad Group to no more than 50
- ☐ Always have 2-3 active ads split testing per Ad Group
- ☐ Start with Phrase Match
 - Negative Match obviously irrelevant keywords
 - Goal is to identify profitable exact match keywords
- ☐ Choose proper Location settings
- ☐ Choose proper Language
- ☐ Start w/ Google's Keyword Tool estimated bids
- ☐ Start w/ Daily budget = Monthly Budget divided by 30
- ☐ Take advantage of Ad Extensions
 - Add phone number
 - Add location
 - Add Google+ profile
 - Add SiteLinks
- ☐ Setup Ad Scheduling based on business hours or relevant times
- ☐ Rotate ads evenly to split test
 - Eventually optimize for conversions

Want More Google AdWords Tips?

If you want more of my Google AdWords strategies, click below to claim your complimentary copy of my ***Step-By-Step Guide to Google AdWords***.



~~Regular Price: \$97.00~~

Here's what you're getting:

- 42-minute CD audio recording
- 42-minute MP3 audio recording
- 77-page PDF eBook

The retail price of this training is \$97.00 – but because you downloaded this checklist, I'll give you your copy “on the house.” All I ask is that you chip in and cover the cost to manufacture and ship the CD to you (\$9.95 in the US and \$19.95 outside the US).

Click below to claim your copy:

<http://www.mainstreetroi.com/adwords-gift>



To Your Success!

A handwritten signature in blue ink that reads 'Phil Frost'. The signature is written in a cursive, flowing style.