

Campaign Pre-Launch Checklist

Victory is arranged before the battle. Fix these five before the budget goes up.

1

Structure • group by intent

- ☐ Keywords sorted by intent first
- ☐ One intent, one message per ad group
- ☐ Landing page matches the intent

2

Targeting • decide who you let in

- ☐ Match types keep the wrong traffic out
- ☐ Locations and audiences defined
- ☐ Devices reviewed, not left on default

3

Offer • worth the click

- ☐ The promise is clear and specific
- ☐ Worth the click versus competitors
- ☐ Stated above the fold on the page

4

Tracking • decide what counts

- ☐ Conversion actions defined
- ☐ Tags fire, and tested live
- ☐ Only real conversions counted

5

Negatives • who you refuse to pay for

- ☐ A starting negative keyword list is in place
- ☐ Obvious misfits for your offer excluded
- ☐ A weekly negatives review is scheduled