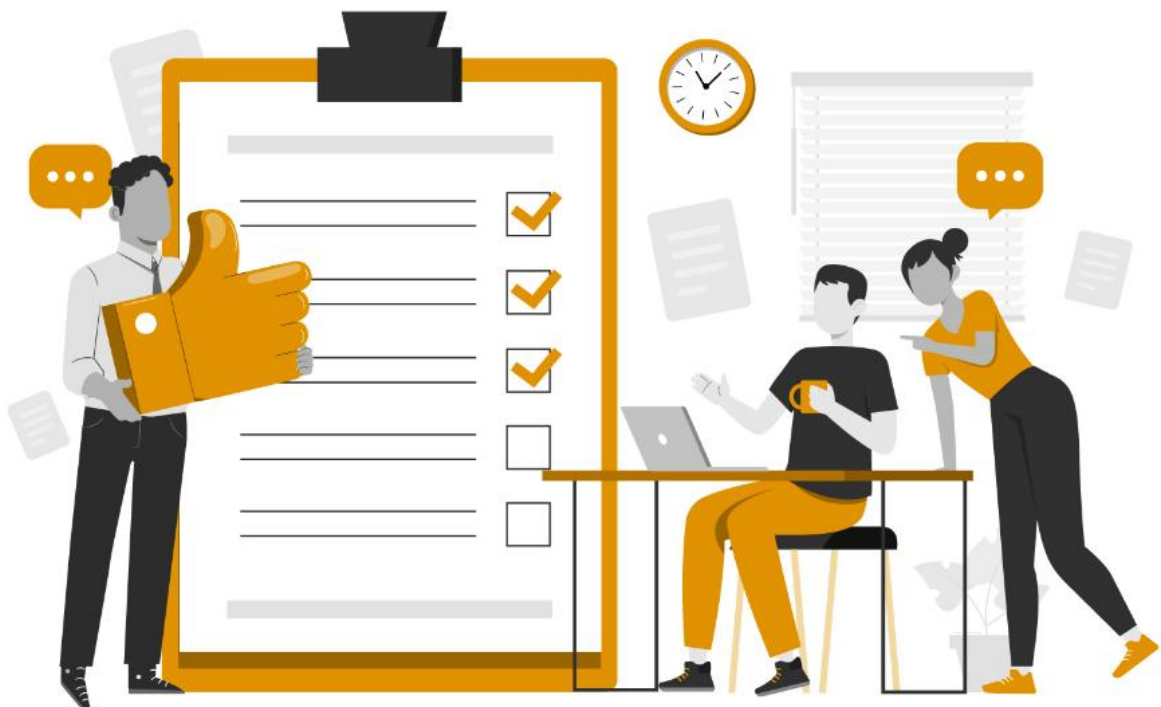


The Ad Prep Checklist: Your Essential To-Do List for Creating Effective Google Ads Campaigns



Many people don't realize this, but the success of their paid digital ads depends heavily on their overall sales and marketing funnel.

Consider this: Google Ads is an auction-based system, meaning whoever can pay the most wins. If your business isn't "pulling out all the stops with your website, sales, and marketing funnel, it will be very difficult to grow your Google Ads accounts in a profitable way.

Ready to dive in? Follow this quick Ad Prep Checklist to make sure your business is primed for Google Ads success.

Optimize Your Website

If your competitors have found ways to have a better landing page experience, it could make it difficult for your ads to bid competitively in the Google Ads ecosystem.

Your landing page is whatever page(s) your ads are sending people to. For most businesses this could be their homepage. For others, especially eCommerce who run shopping ads, this is their product page. For lead gen businesses, it could be a page on the site that's similar to the homepage but talks about a specific service.

- **Lower the Bounce Rate and Raise the Conversion Rate.** These two go hand in hand. Make sure you have a catchy hero section that clearly explains what you offer and the value of that offer immediately upon landing on the homepage before having to scroll.
 - You should also have clear calls to action (CTAs), with at least one appearing above the fold before any scrolling is needed;
 - A main navigation menu with multiple pages for people to browse (leads want to feel like they're entering the "front door" of the business and squeeze pages are not effective anymore);
 - An "about us" story;
 - And all the basics areas of your competitor websites.

Here's a great article from our sister agency, Solutions 8: [The Importance of Conversion Rate Optimization \(CRO\) For eCommerce](#)

PRO TIP: Use [Google Search Console](#) to identify improvement opps.

- **Improve Page Speed.** Go to <https://pagespeed.web.dev> and test your site. Check both "Mobile" and "Desktop" tabs. Make sure nothing is in red. Hire a developer if needed.
- **Use High-Intent Keywords In Website Text.** The more the words on your site match the words in the keywords (and ad copy), the higher Google's score of your site will be.

ECOMM TIP: This applies to product titles and descriptions, too.

- **Add Social Proof.** Create a section for testimonials, reviews, and case studies on your website.
- **Make Your Site Mobile Friendly.** Make sure the mobile version of your site is easy to view and navigate. (FYI, about 80% of Google Ads traffic interacts with your site on their phone.)
- **Meta Tags and Title Tags.** As Google scans the website, it gets a better concept of your site if you have relevant keywords in meta tags and title tags.
- **Add GTINs To The Products.** Global Trade Item Numbers have historical conversion data attached to them (based on other advertisers who have sold the same product) that Google's algorithm can tap into and use to improve ad performance. [GTIN \(and UPC Codes\) for Google Ads](#) ← APPLIES TO ECOMM ONLY.

FUN FACT: Did you know that cost-per-click (CPC) and click-through-rate (CTR) can be affected by your website? Google scores your site using indicators like bounce rate, conversion rate, etc. and compares it to your competition. It will make your ads cost more to get a good rank or placement (higher CPC), and a worse rank or placement means a lower CTR.



EXERCISE/PRO TIP: *Open a new tab in your browser. Conduct a quick internet search as though you are your ideal target customer using a relevant keyword to find a product or service that you offer. Click on at least 3 of the sponsored results (whether in search results or shopping results, it doesn't matter). These are your competitors. Compare your website to theirs. Is yours just as "good" as theirs? If not, re-design it before starting Google Ads.*



Make Creative Content

If your competitors have found ways to get a higher view rate or CTR, it could make it difficult for your ads to bid competitively in the Google Ads ecosystem. Consider finding ways to capture the attention of your target audience.

Here's a great video and article on this subject from our sister agency, Solutions 8: [The 5 Golden Rules for Building Creative for Google Ads](#)

- **Videos.** Videos that can capture attention in the first 5 seconds are highly effective. They can be used to remind recent website visitors to come back and also to build awareness with new users. The more videos the better to prevent audience fatigue. [Here are some guidelines & ideas.](#)
- **Images.** Lifestyle images are important so that Google can do awareness-building activities (top and middle of the funnel). PRO TIP: Find some you like on free stock photo sites like unsplash.com and send them to your account manager. For eComm sites, product images should have white backgrounds. PRO TIP: Companies like <https://soona.co> can help.



PRO TIP: Advertising Inspiration. See what others in your industry are doing and get some inspiration for your own advertising using [Facebook's library tool](#) and [Google Ads Transparency Center](#).



Increase Average Revenue Per Customer

If your competitors have found ways to get a higher average order value (AOV) or initial customer value, it could make it difficult for your ads to bid competitively in the Google Ads ecosystem. Consider finding ways to increase your immediate return that comes from each conversion.

- **Offer Perks With An Order Minimum.** Offer "free shipping" and other gifts/discounts if they add more products to their cart. ← ECOMM ONLY
- **Bundle Products Or Create Packages.** One great approach to product bundling is to offer a package of products that create the all-in-one solution for the desired experience.
- **Upsell Or Cross-Sell.** Nudge customers to buy complementary or upgraded versions of the products or services that they already intend to purchase. For eComm, this is most commonly done by adding a "You May Also Like" section to each product page. For Lead Gen, this is most commonly done with add-ons during checkout OR during the sales proposal stage.
- **Add Fields to Your Lead Forms.** If you are a Lead Gen business and you are getting leads that turn into low-value customers, consider adding a field or two on your lead forms on the site. For example "What is your budget?" could immediately weed out the low-budget leads, leaving your sales team to focus its energy on the high-budget leads.

Increase Customer Lifetime Value (LTV)

If your competitors have found ways to get a higher returning customer rate or repeat order rate, it could make it difficult for your ads to bid competitively in the Google Ads ecosystem. Consider finding ways to create ongoing revenue for the company.

- **Set Up Email Marketing Automation.** Improve your email automation efforts to connect with website users, old customers, and product viewers.
- **Consider Creating A Loyalty/Rewards Program.** Offer a combination of free gifts, exclusive discounts, early product releases, and points for product redemptions.
- **Design Processes for Past Clients to Come Back.** This will look different for each industry. For example, if you offer professional services, consider scheduling a 6-month check-in after the initial services are complete. Or, consider building a low monthly subscription with access to your team once the initial services are complete.

Should You Hire Someone to Manage Your Google Ads?

Once everything is set and you're ready to use Google Ads to grow and scale your business, the next question is... *should you hire someone to help--a freelancer, PPC Manager, or an agency--to create, run, and manage your campaigns?*

It depends on how much knowledge, time, and budget you have.

Are you prepared to spend a lot of time learning Google Ads on your own?

Do you have enough knowledge to create and run Google Ads?

Or, would you like to focus on running your business and leave Google Ads management to the experts?

For many business owners, the most profitable way to run Google Ads is to hire someone, so they can focus on the day-to-day of their own business. If this sounds like you, check us out at www.starterppc.com and sign up today!