

## AdWords Campaign Setup Checklist

Is your business using AdWords, or are you thinking of advertising? Hallam Internet has created a checklist help you set up your campaigns. This checklist accompanies our article here:

<https://www.hallaminternet.com/setting-up-an-adwords-campaign-a-checklist/>

- **Create Your AdWords Account** – Ideally using Google Analytics Login
- **Set A Daily Budget** – Typically Your Monthly Budget/30.4
- **Choose A Network** – Search Network is usually the best for beginners
- **Set Up Location & Language Targeting** – Remember nesting locations is a valid strategy
- **Choose Bidding Strategy** – Can bid manually for more control or use Automation to ease the management strain
- **Choose Device Adjustments** – Usually best to keep flat initially and then change later with data
- **Set Delivery Method To Standard** – Don't use accelerated.
- **Keep Ad Rotation On "Optimise"** – Unless you're planning a lot of ad testing on a low budget.
- **Set Up An Ad Schedule** – Show your ads when you're able to to capitalise off the traffic. Or take a more advanced approach.
- **Choose Your Keyword Match Types** – All have their uses, but generally stay away from full Broad Keywords
- **Create Negative Keywords** – Put generic account wide negatives in Negative Keyword Lists and then campaign specific ones on the campaign
- **Double Check Your Destination URLs** – Make sure your traffic is going to go to the right place
- **Set Up Your Conversion Tracking** – The most important step. Everything else is mostly irrelevant if you can't track your success.
- **Put Your Campaigns Live** – But keep a very close eye on them for the first week to make sure they're operating as intended.

Hallam runs successful AdWords Campaigns for all types of businesses from the small to the large. As more and more businesses invest in PPC, the paid results listings are getting increasingly more competitive. If you want your business to stand a fighting chance, you need a PPC agency on your side. We can help you get the right customers for the right price.