

## AdWords Account 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:

<http://www.hallaminternet.com/2012/setting-up-an-adwords-campaign-a-checklist/>

- Create your account (ideally) using your Google Analytics login
- Enter billing information
- Change Network setting to "Search Network only"
- Add any locations & languages you wish to target/exclude
- Set your daily budget per campaign
- Choose whether you want to bid manually or have AdWords set bids
- Change device setting to whichever is required
- Change Ad Delivery to "Standard"
- Change Ad Rotation setting to "Rotate ads evenly"
- Set your ad schedule (if required)
- Create your campaign's adgroups
- Add your keyword lists, taking note of match types
- Add Negative keywords to stop your ads appearing for irrelevant queries
- Write your ads, using keywords in ad copy
- Create display URLs using keywords
- Thoroughly check the destination URLs for each of your ads
- Set up conversions and add tracking code to relevant pages
- Put your campaign/s live!



Please share this PDF with others companies you think it will help.

Hallam Internet run successful AdWords campaigns for businesses like yours. We can manage your AdWords account for you, saving you the commitment of managing bids, budgets and keywords yourself. Or, if you just need help developing your strategy, putting together your plan, or training your team, our experienced pay-per-click consultants can help your company to use AdWords more effectively. Call us now to discuss your needs.