Checklist for Google Ads (PPC) Campaign Setup

Check Off as You Complete Each Task (These Are in a Specific Order)
Set Up Google Account – Gmail
Set Up Google Analytics Account
Set Up Google Search Console Account
Set Up Google Ads Account
Link Google Ads Account to Google Analytics and Google Search Console
Set Up Google Ads Extensions
Set Up Tracking Phone Number
Keyword Research & Compile Ad Group & Keyword List (Organize)
Set Up Conversion Tracking in Google Ads
Set Up Thank You Page (for when someone fills out a web form)
Add Google Analytics Code to Thank You Page
Add Conversion Tracking Script to Thank You Page
Setup 1 Landing Page (to begin with) Your First Service/Product That You Want to Start Selling
Add Google Analytics Code to Landing Page
Make Sure Landing Page is Mobile Optimized
Publish Landing Page
Duplicate Your Landing Page and Make Adjustments for New Services / Products
Publish New Landing Pages
Craft Your Google Ads (use appropriate landing pages)
Upload Google Ads and Keywords to Google Ads Account Using Ads Editor (keep paused for now)
Double Check Your Google Ads Settings (especially budget and locations)
Test Your Tracking Phone Number (fix if necessary)
Test Your Landing Page Web Form (fix if necessary)
Add Your Google Ads Coupon Code (if you have one)
Launch Campaign
Keep Close Watch on Campaign For 1st 7 Days and Adjust as Needed