

Google Ads Checklist

GOOGLE ADS *OPTIMIZATION* PROCESS

WEEKLY OPTIMIZATION PROCESS	✓
Review spend, lead quality, and cost per lead.	
Check search terms and add new converting keywords.	
Add irrelevant terms as negative keywords.	
Review expensive keywords and low-converting campaigns.	
Improve ad copy and landing pages where needed.	
Test new headlines, descriptions, offers and promotions	
Monitor high-value ZIP codes & cities, then adjust targeting	
Monitor impression share on profitable campaigns.	

MONTHLY OPTIMIZATION PROCESS	✓
Compare revenue by campaign.	
Adjust budgets based on performance.	
Update seasonal messaging and promotions.	
Review landing page performance and conversion rates.	
Launch new ad, landing page, and offer tests.	
