Worksheet: Launching your first Google Ads campaign

CallRail

Congratulations! It's exciting, and possibly intimidating, to think about pushing your digital marketing to the next level with your first Google Ads campaign.

Stepping into a new platform to create your PPC ads isn't hard as you might think.

Google Ads isn't an overly complicated platform to use, but it does have it's own specific processes and specifications to keep in mind — especially when you're driving to optimize campaigns to maximize your ROI.

Even on your first go-around, you want to make sure you're doing everything you can to deliver as much value to your organization as possible.

We're here to help. As you approach your first [Google Ads](#) campaign, use this eight-step worksheet to make sure you're starting off on the right foot.

Step 1:
Define goals

All campaigns should be designed to serve a business or marketing goal for the organization. To identify the right goal to pursue through your campaign, consider the following:

- ❏ What type of customer are you hoping to attract?
- ❏ What motivates or interests them?
- ❏ What do you want them to do or buy?
- ❏ What pain point are you addressing for them?
- ❏ What is the desired action (call your business, make a purchase, fill out a form on your website, request a demo, and so on)?
- ❏ How will you define success? What metrics will you use to measure performance (clicks, calls, form submissions)?

Once you have a goal defined, you can move forward with developing the ad's messaging and content.

Step 2:
Research competitors

By using research tools to investigate your competitors' own keyword strategies and even spending levels, you can build your own strategy that takes advantage of the gaps in their strategies — or attacks those ad strategies head-on.

Your research should include the following:

- ❏ **Find out what keywords your competitors are targeting.** The Google Ads Keyword Planner lets you plug in your competitors' URLs to see what types of keywords are being targeted to drive traffic to their sites.
- ❏ **Find out what types of ads are being run, and what kinds of budgets they carry.** You'll need to invest in a paid service that offers this data. There are many to choose from, but SEMrush is a well-known research tool that lets you see what kinds of ads your competitors are running, and tells you how much they're spending.

Competitor research will prove useful in helping you develop and define the parameters of your Google Ads campaign.

Step 3:
Set a budget

Budgeting involves making a few different decisions within Google Ads. To figure out your spending level, you'll need to do the following:

- ❏ **Figure out your daily budget.** This is the maximum amount of money you'd like to spend on your campaign in a single day. You can set your ad campaign to never exceed this amount, which gives you control over your spending.
- ❏ **Set a maximum bid amount.** This is the maximum amount of money you're willing to spend for a single click on your ad. This bid amount is determined by a few different factors, including your daily budget, the relative competitiveness of the keywords being targeted, and the revenue generated by a single conversion with your business.

Having a general budget will help you piece together a keyword strategy and make other decisions to finalize your campaign. Depending on decisions you make further down this worksheet, though, you may need to revisit budgeting later on.

PRO TIP: When you are just starting out you may want to start small to see what works for your business then invest more in the most successful outcomes.

[PPC budget calculator](#)

What is your current CPC (cost-per-click): *Use internal data or Keyword Planner within Google AdWords.*	$10
What percentage of website visitors convert into leads? *A conversion may be defined by performing an action like filling out a form, starting a trial, downloading a content offer, or completing some other action that's valuable to your business.*	20
Cost per lead	**$50** =(CPC/conversion rate)*100
Sales team capacity: *How many leads can your sales team take care of every month?*	5
PPC budget:	**$250** *(cost per lead x sales team capacity)*

7 rules for preparing a PPC ad spend budget

1. Select keywords for your ad copy
2. Research search volume trends
3. Research CPC (Cost Per Click) estimates
4. Target geographic areas important to your business
5. Run ads at specific times to your business and industry
6. Target devices that are specific to your customers
7. Monitor your position, ad spend, and conversion metrics

Step 4:
Plan your keywords

Keywords are the cornerstone of any pay-per-click (PPC) Google Ad. Here's how to approach this process in a way that uncovers worthwhile keywords:

- ❏ **Refer back to the keywords your competitors are using.** Are there any less competitive and more cost-effective keywords that might be worth targeting in your ads?

- ❏ **What keywords relate to your target customer?** Many businesses use different keywords to target those who are ready to buy or those who aren't. Each campaign should consider keywords with these stages in mind. Some may still be searching for a DIY solution to the problem you solve. Some may already be comparing different local businesses to make a call.

- ❏ **What kind of search volume does the keyword receive?** Keyword strategy is a balance between search volume and relevance, and competitiveness and cost. Tools such as Moz's Keyword Explorer and SERP Analysis Tool can help you find the right balance.

❏ **What is the competition for these keywords?**
Competition is ranked as Low, Medium, or High and
refers to the number of other advertisers who are
already appearing for that keyword. The competition
rank you see in Google Ads will be specific to your
location preferences you set in your account. You may
want to add keywords that have high competition to
your list because they are such a good fit. This is ok.

❏ **Are the CPCs (or cost per click) for your keywords
overshooting your budget?** The CPC metric tells you
the maximum amount you will be charged each time
someone clicks on your ad when they found it using
that specific keyword. If the CPC is higher, it means
each click will use up more of your budget.

❏ **What negative keywords do you want to exclude?**
Negative keywords allow advertisers to limit words or
phrases from triggering an ad display to a search user.
This helps you create focused ads that exclude
low-relevance searches from your campaign. For
example, if you are running ads for your pest control
company and you do not offer certain services for bed
bugs or crawl spaces, you may want to include
negative keywords such as "bed bug treatment" or
"crawl space."

Negative keywords are the keywords you add to your
account to prevent your ads from appearing when they're
included in a search query. For example "free" would be a
negative keyword you'd add to most any campaign. That
way when someone searches for "free dentist" your ad
won't appear.

❏ **Use our chart below to jump-start your keyword brainstorming.** Then pare down your options to identify the best keywords that meet your budget and goals, and offer the greatest value.

Keyword	Search volume	Competition	CPC	Top search results
Negative keywords				

Step 5: [Plan your ad copy](#)

Writing ad copy is an inexact science — but with time, experience, and attention to analytics, you can refine your approach and drive better results. In the meantime, here are some best practices to keep in mind:

- ❏ **Write copy for the customer being targeted, and in regard to the problem you can solve for them.** All of this needs to be aligned with your campaign goals to maximize your potential success.

- ❏ **Write multiple types of headlines and descriptions for your ad copy.** You can ultimately select just one of each, but you can run [A/B tests](#) of different combinations to see which ones drive the best results.

Headline best practices:

Do:	Don't:
- Use second person language (you, your) - Talk about your customers' challenges - Use action verbs - Be specific	- Keyword stuff - Copy your competitors - Use industry jargon - Forget a call-to-action

❏ **Use the chart below as an outline for planning your ad copy.**

Headline 1 (30 characters)	Headline 2 (30 characters)	Headline 3 (30 characters)	Description 1 (90 characters)	Description 2 (90 characters)

Step 6: Perfect your call to action and landing page

Every good PPC ad needs a [strong call to action (CTA)](#) and landing page to keep the search user on track to make a conversion. Here are some basic steps you can take:

- ❑ **Craft a clear CTA that makes it easy for users to know what the next step is.** Make sure it's a simple, direct CTA that flows naturally into the landing page content. *Examples: "Start 14-Day Free Trial", "Schedule a demo"*

- ❑ **Build a landing page that specifically matches what you're offering in the ad, and the needs being addressed.** If you're creating ads for a new seasonal women's clothing line, don't refer traffic to your main retail page — set up a storefront landing page that features the new seasonal line you've promised your audience.

- ❑ **Check the quality score for your PPC landing pages.** A relevance score is used to assess the quality of the link between your advertisement and your landing page. A low quality score can affect your position on the search results page and can lead to a lower click-through rate for your campaign. [Google offers a user-friendly guide](#) on how to fix your quality score.

As with other elements of your Google Ads campaign, trial and error may help you develop better CTAs and landing pages to improve your performance metrics over time.

Step 7: Set everything up in Google Ads

Once the details are finalized, you're ready to build your campaign in Google Ads. Remember to do the following:

- ❏ **Integrate Google Ads with other analytics or SEM tools you may be using to track performance.** Google Ads can pass data into tools such as Google Analytics, SEMrush, Moz, Databox, and CallRail to improve your reporting.

- ❏ **Integrate Google Ads with CallRail to track phone calls and form submissions directly through CallRail's platform.** CallRail offers tracking capabilities and data points that you can't get through Google Ads or many other leading analytics platforms. If you're fielding inbound calls to your business or using the phone to engage with customers in any way, this data can be valuable in helping you understand how ads are driving calls, as well as how those calls are contributing to your conversion rates.

Step 8: Ensure reporting is in place

Setting up your campaign is just the first step in a much larger, ongoing process to optimize ad performance over time. Take the following important steps:

- **Make sure CallRail and other analytics tools are properly integrated into Google Ads and are receiving data related to your campaign.**

- **Implement A/B testing to see what offers the greatest value to your ad campaign.** Every audience is different, so the tone of your messaging, the pain points used, the CTA you offer, and even the headlines you write to grab attention can all impact performance.

    - **Remember:** Test only one new element of an ad at a time. This lets you isolate that element so you can be certain of which changes are producing what results. If you change more than one element at a time, you'll never be able to say for sure what caused the change in your results.

Building a Google Ads campaign is easy — but maximizing the value of that campaign is hard work. CallRail is designed to offer insights and value to marketing channels that all too often get overlooked by traditional analytics tools.

Use website activity to see which pages convert: With keyword-level call tracking, when a visitor comes to your website following an online search, we assign a unique phone number to them during their entire stay. You'll know who called and what keywords, pages, etc., they saw and used while they were online with you.

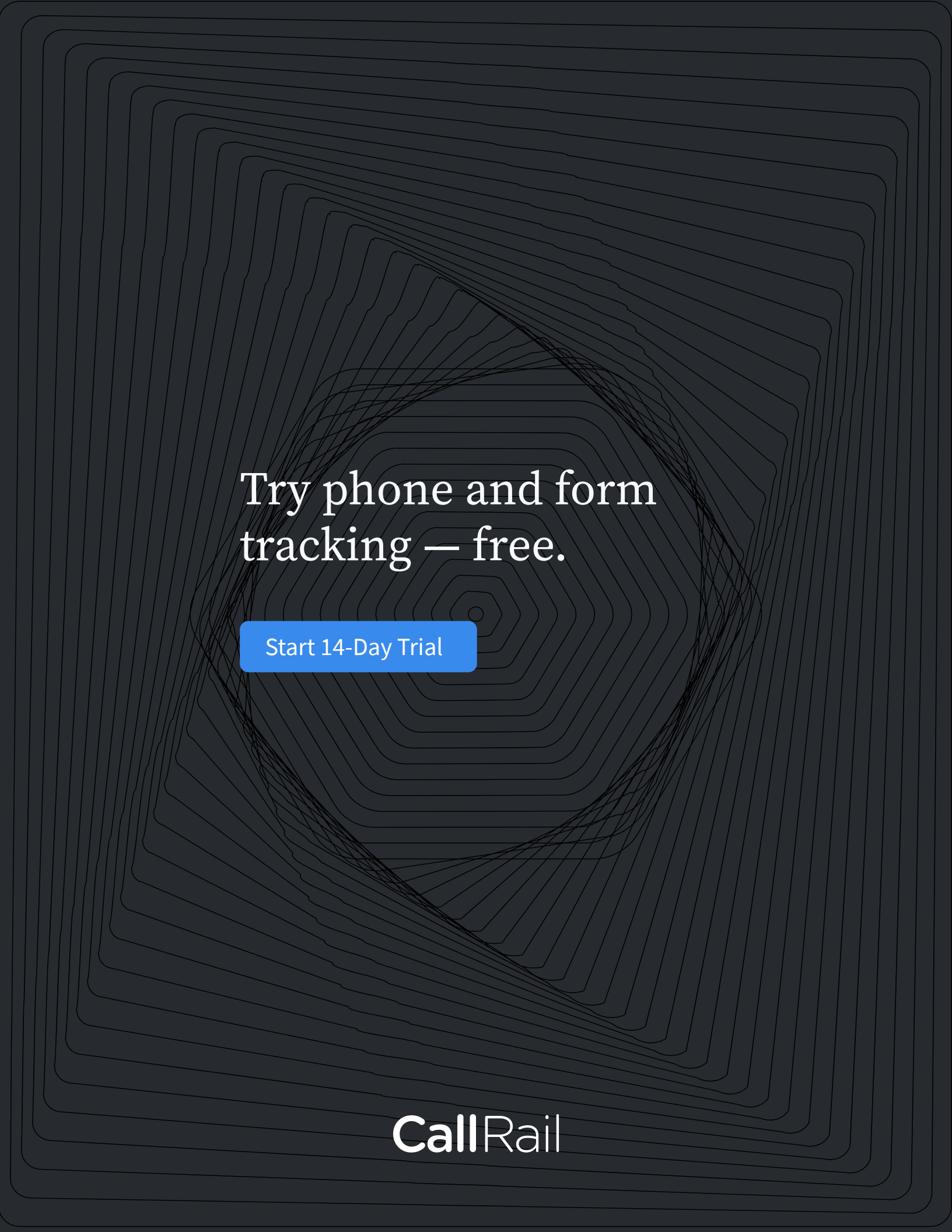**See what happens before, during, and after a call** Take the guesswork out of your marketing approach by drilling down into the paths and campaigns most effective for your business. This data feeds directly into Google Analytics, Google Ads, and Microsoft Advertising so you can see phone calls as conversions.

Discover the value of CallRail for your own business — sign up for a free trial today.

"As an agency, it's critical for us to show our clients how the ads we're running are generating leads, whether via offline phone call or an online form submission. CallRail helps us report on both lead types in one platform."

—Brent Stutzman, Brand Your Practice

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