

# Construction Marketing BLOG



## Google Adwords Pay-Per-Click Marketing Checklist

- ✓ 1. Focus on your Quality Score above all else. (A good quality score solves many common mistakes made by Adwords beginners.)
- ✓ 2. First, find targeted, relevant keywords that get a high volume of search traffic.
- ✓ 3. Campaign geographical targeting – select area/region/city to target your ads.
- ✓ 4. Opt out of “Content Network.”
- ✓ 5. Set time of day for campaign to run (corresponding to your phone-answering hours.)
- ✓ 6. Ad Groups – one keyword per ad group.
- ✓ 7. Keywords – use “broad,” “phrase,” and “exact” match appropriately. For example:

### *Ad Group Keywords*

*broad match*

*“phrase match”*

*[exact match]*

*-negative keywords*

- ✓ 8. Use keywords in your ad title and your ad description where possible. (Use dynamic keyword insertion.)
- ✓ 9. Write your ad to appeal to the user. Make it very “clickable” by focusing on the user.
- ✓ 10. Always make sure your landing page has at least 2 backlinks and is indexed by Google before directing Adwords traffic to your site.
- ✓ 11. Be prepared to pay more per click in the beginning in order to keep your ad near the top.
- ✓ 12. Keep your CTR above 1% at all costs.
- ✓ 13. Test 2 ads against each other. After a few thousand impressions, discard the lower CTR ad and try to create a better performing ad to beat your control.
- ✓ 14. Set as high a budget as you can stomach, so Google knows you are willing to spend money. Then, if you hit your spending cap, pause your campaign until you are ready to spend again.
- ✓ 15. Use a high-powered keyword research tool to find hundreds of long-tail keywords that get a few searches each per month, and create a new ad group for each set of keywords. Focus on targeted keywords for your firm.

Running a Google Adwords campaign can be one of the **highest returns on investment** in marketing a local business. It takes time and effort to set up and manage a campaign properly in order to get a return. **If you need assistance** setting up and managing your campaign, **please feel free to [contact me](mailto:contact@constructionmarketingblog.com) any time. Go to <http://www.constructionmarketingblog.com/website-services/> or call (615) 915-4157 to get started.**