



PREPARATION AND SETUP CHECKLIST

Get yourself ready so you can start driving traffic quickly!

ACCOUNTS AND SETTINGS

- Create a Google account (if you don't have)
- Create a Google Ads account (Smart or Expert)
 - Set up billing information
 - Give team members access (optional)
- Create a YouTube account (for video ads)
- Set up Google Merchant Center (if ecomm)

CONVERSION TRACKING

- Decide your primary Conversions (sales, leads, etc)
- Create Conversion Actions and get pixel code(s)
- Install conversion tracking pixel(s) on your website(s)

STRATEGY AND RESEARCH

- Choose which types of ads to run (all that apply)
 - Search (text based ads on Google search results)
 - Display (banner ads appearing on other websites)
 - Video (video based ads primarily on YouTube)
 - Local (specific to physical geo targeted locations)
 - Shopping (product listings on various channels)
 - App (promote an app on various channels)
 - Discover (various properties such as gmail)
 - Performance Max
- Decide on campaign structure (see flowchart)
- Research keywords using Google keyword tool
- Do basic competitive research (all types of ads)
- Decide on your daily and overall budget limits

 **When complete... start setting up your first campaign!**

10X MARKETING