

Google Ads Setup Checklist - VV Digital Hub

1. Account Setup

- ☐ Create Google Ads account with proper business info
- ☐ Link Google Analytics 4
- ☐ Install Google Tag Manager
- ☐ Set up conversion tracking
- ☐ Configure Google My Business

2. Campaign Structure

- ☐ Create branded campaign
- ☐ Set up competitor campaigns
- ☐ Build exact match keyword lists
- ☐ Add phrase match variations
- ☐ Include negative keyword lists

3. Ad Copy Optimization

- ☐ Write headlines with primary keywords
- ☐ Include local Indian context
- ☐ Add pricing in INR format
- ☐ Include relevant ad extensions
- ☐ Test multiple ad variations

4. Landing Page Setup

- ☐ Match landing page to ad messaging
- ☐ Optimize for mobile users
- ☐ Add clear call-to-action (CTA)
- ☐ Include trust signals (reviews, certifications, testimonials)
- ☐ Test and improve page loading speed