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Google Ads launch checklist

Everything to tick off before, at and after go-live.

Before launch

- ☐ One conversion action that matters to the business.
- ☐ Google tag installed; key event marked as a conversion and tested.
- ☐ Keyword list built from buyer intent.
- ☐ Tight ad groups, one theme each.
- ☐ Negative list added.
- ☐ Responsive search ads with plenty of headlines; sitelinks, callouts, call or WhatsApp asset.
- ☐ Matching landing page per ad group.
- ☐ Location, schedule and daily budget set.
- ☐ Bidding strategy chosen.

Week one

- ☐ Search terms report daily; add negatives.
- ☐ Pause keywords spending without converting.
- ☐ Confirm conversions are recording.
- ☐ Don't change everything at once.

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