Adwords (Search) 10 Item Checklist

- [ ] Keyword: Are you using relevant keywords? (Use Google Keyword Planner)
- [ ] Targeting: Have you narrowed down your audience? (Country, Language, etc.)
- [ ] Extensions: Are you using relevant ad extensions? (Call, Message, Links, etc.)
- [ ] Headline: Are they enticing? (Why should they click on your ad?)
- [ ] Headline: Does it invoke urgency? (eg. promotion ends soon)
- [ ] Headline: Does it contain your keywords?
- [ ] Landing Page: Do your ads each have a relevant landing page?
(The more targeted the better, the best case would be one for each tour.)
- [ ] URL: Does the destination URL contain the keyword you want to rank for?
- [ ] Match-Type: Are you using negative keywords to more accurately deliver ads?
- [ ] Testing: Are you constantly testing different ads to see which works best?
(Best practice would be to have at least 3 ads per ad set.)