

Google AdWords Top 20+ Checklist

*A guide to the most important elements leading to AdWords success
for you and your business*



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CascadeHypnosisTraining.com/adwords

Tools and complementary products

- Sign up with Google My Business** : google.com/business . Google My Business is free, and it connects you directly with customers with Search, Maps, and Google+.
- Sign up with Google Analytics** : google.com/analytics. Improve website performance with this free website analysis software that seamlessly integrates with Google AdWords.
- Sign up with Google Webmaster Tools** : google.com/webmaster/tools. Tool to monitor search results on your website. Use this to ensure there are no problems with your website.

For your Website

- Ensure your website is Mobile Friendly** : <https://www.google.com/webmasters/tools/mobile-friendly/> . Google states : “more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.”
- Landing Page matches Ad Copy [Relevancy!]**. Make sure your landing pages include the Ad Copy used in your Advertisements - this makes your page more relevant to searchers and they are more likely to convert to a client.
- Include a clear Call-to-Action (CTA)** : Include a compelling and obvious call to action, like “Call now for a complimentary consultation to learn if hypnosis is right for you”.
- Landing Page loads quickly** : <https://developers.google.com/speed/pagespeed/>. Your landing page should load in under 7 seconds, but ideally in under 3. If your page takes too long to load, visitors may just hit the dreaded “back” button.
- Build Trust with visitors**: Include testimonials, reviews, and references on site to build trust with visitors. But limit links to off-site, or off-page content.
- Include relevant, useful, and original content**. The most important thing on your landing page is the page content.
- Simplify!** Simplify your landing page content as much as possible.
- Landing Page passes the “blink test”** : visitors should be able to understand what your page is about and what to do within 5 seconds.

AdWords

- Use Keyword Planner to find keywords and estimate traffic**: tools—> Keyword Planner. Use the Keyword Planner to perform Keyword Research, estimate traffic, and organize Ad Groups.

- Use Search Terms Report weekly to find new exact match keywords and negative keywords:** select the Keywords tab, then from the Details button, choose Search → All. Use the Search Terms report to find and add new exact matches and negative keywords.
- Relevancy : Keywords : Ad Copy : Landing Page.** This is the most important thing to remember! Your keywords should match your Ad Copy with matches Landing Page copy.
- Ad Group Granularity :** In order to make your Ads as relevant as possible, segment your Ad Groups into small, granular chunks.
- Keywords should be in Ad Copy.** Any Keywords the searcher used to trigger your Ad will appear in **bold** in your Ad text. This makes your Ads more relevant, and makes them stand out to the searcher, which increases the Click-Through-Rate.
- Ad should include a clear Call-to-Action.** Like “Call now”, or “Learn More”. Then when visitors reach your site they’re already primed for the next step. If you include “Call now” in your Ad copy, make sure you have it on your landing page copy as well along with your phone number.
- Have 2 or more Ads and continue modifying to find the best Ad Copy.** Make sure you’re constantly testing your ad copy by including at least 2 ads. Google will use the most relevant one (the one with the highest click-through-rate). Delete ones that don’t perform, and add new ones, constantly improving your ad copy.
- Use Ad Extensions to increase Click-Through-Rate :** <https://support.google.com/adwords/answer/2375499>. Phone, Location, and Site Links extensions increase your CTR by up to 30% and they’re free. You should **always** include ad extensions
- Long-tail Keywords :** <http://www.wordstream.com/long-tail-keywords> . Long-tail keywords are 3 and 4 keyword phrases that are very specific (relevant) to your business. They are commonly lower in cost to bid for, but also carry a lower search volume because of their specificity. Use the Search Terms Report weekly to find and add new Long-Tail Keywords to your account, doing so saves you money and can increase your Click-Through-Rate (CTR) and conversion rates.
- Negative Keywords :** <https://support.google.com/adwords/answer/2453972> . Negative keywords are a type of keyword you add to your Campaign or Ad Group that prevents your ad from being triggered by a certain word or phrase. It tells Google not to show your ad to anyone who is searching for that phrase. Use the Search Terms Report weekly to find and add new Negative keywords to your account, doing so will make your ads more relevant.
- Monitor and improve Quality Score:** <https://support.google.com/adwords/answer/2454010>. This is one of the most important AdWords metrics - it is an estimate of the quality of your ads and landing pages triggered by that keyword.
- Setup Conversion Tracking :** <https://support.google.com/adwords/answer/1722054> . Conversion tracking helps you understand how effectively your ad clicks lead to phone calls, newsletter sign-ups, and website purchases. Having this valuable information enables you to improve your AdWords account over time and understand the benefit it provides your business.
- Monitor Conversions with Attribution Reports :** <https://support.google.com/adwords/answer/1722023> . Attribution reports can give you detailed information about the paths that lead people to conversions for your business. This valuable information helps you improve your AdWords account for the things that matter most to your business - conversions.

- Check in and modify your account weekly.** Great AdWords accounts are created by checking in weekly and modifying Ad Copy, Adjusting Budgets, adding long-tail and negative keywords. Plan on spending at least 20 minutes a week checking in and modifying your account.

About the Author

Erika Flint, BA, BCH, CPHI is a Board Certified Hypnotist and Certified Professional Hypnosis Instructor with a full time practice in Bellingham, WA.

Before becoming a hypnotist, Erika was a software engineer and spent years problem solving in the high-tech industry. Now she enjoys working with the most powerful computing devices available - the human mind. She loves helping her clients make sweeping changes in their lives using the power of hypnosis, and she loves helping other hypnotists bring in new clients using technology like Google AdWords. Erika is also a hypnosis instructor and loves sharing the skills and power of hypnosis with other hypnosis professionals and students.

Erika is an author of multiple online hypnosis articles at hypnosis.org, and regularly appears on the popular online hypnosis educational video series, Cal Banyan's Hypnosis, etc., at calbanyan.com.

Erika is a regular speaker on topics such as self-hypnosis, stress relief, hypnosis training and certification, and using Google AdWords to bring in new hypnosis clients.

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We would *love* your feedback on this checklist, please send your comments and questions to erika@CascadeHypnosisCenter.com.



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