

Google Ads launch checklist

Prepare your campaign. Test the path from click to inquiry.

Business and service: _____

Owner: _____ Review date: _____

- ☐ One service, customer, and service area are clearly defined.
- ☐ Location options, keyword match types, and network settings have been reviewed.
- ☐ The business has the access it needs to its advertising and supporting tools.
- ☐ Billing, the test budget, spending approvals, and review date are confirmed.
- ☐ The ads and landing page describe the same service and accurate offer.
- ☐ The page and contact options work on a phone.
- ☐ A test form reaches the right record and person; failures and repeats do not inflate results.
- ☐ A test call reaches the intended team or voicemail.
- ☐ The campaign uses the intended conversion goals, with duplicate measurement reviewed.
- ☐ Inquiries, qualified opportunities, bookings, sales, revenue, and profit stay distinct.
- ☐ Every new inquiry has an owner, next action, and plan for after-hours requests.
- ☐ The team knows when to review results and when to pause for a broken setup.

Items to resolve before launch
