

10 Point Checklist For High Performing Ad Groups



- ✓ Ad Group Has Tightly Themed Keywords
- ✓ Ad Group Has A Dedicated Landing Page
- ✓ Ad Group Has At Least 1 Responsive Search Ad And 3 Expanded Text Ads
- ✓ Each Ad Has At Least 1 Call To Action (e.g. Call Now)
- ✓ Each Ad Uses A Keyword In The Headline 1 or 2 Position
- ✓ Each Ad Uses A Keyword In Either Description Slot
- ✓ Each Ad Is Completely Filled Out (All Headlines And Descriptions)
- ✓ Each Ad Is Written In Title Case For All Headlines And Descriptions
- ✓ Each Ad Has Optional Display Paths In All Lowercase
- ✓ Each Ad's Landing Page URL Matches The Final URL **Exactly**

Commentary Video

https://youtu.be/ex9E_CDEVhA