

PPC Ad Campaign Checklist for Hotels

Grab this checklist to make your own landing page and start creating campaigns that get results.



Research

Do market and keyword research to understand the makings of an effective PPC ad in your industry.



Header Section

Craft a bold, attention-grabbing statement that clearly communicates the value of your property.



Body Copy

Speak to the features and benefits of staying with you in the body of your PPC ad.



Ad Extension

Insert additional information like contact or amenities pages to get more attention.



Call To Action (CTA)

Determine the main action you want visitors to take and give them a reason to click.



Landing Page

Make sure that users are directed to a landing page that represents your hotel well.



Monitoring

Analyze data and track your results to find opportunities for improvement.