

PPC Ad Campaign Checklist for Small Businesses



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 main benefit or offer.

Body Copy

Speak to the features and benefits of your product or service in the body of your PPC ad.

Ad Extension

Insert additional information like product pages or sales to encourage more clicks.

Call to Action (CTA)

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

Landing Page

Make sure users are directed to a landing page that represents your business and offer well.

Monitor

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