

# PPC Ad Copy Checklist

Crafting [high-performing PPC ad copy](#) takes skill and diligence. Use this comprehensive checklist to guide your creative process:



- Research Your Audience (and Competitors)**  
Learn your audience's pain points, goals, and motivators inside out by conducting surveys. Analyzing competitor's ads can also identify details about your target customers.
- Highlight Your USP**  
Spotlight your core unique selling proposition upfront. Draw attention to what sets you apart from competitors.
- Speak to Emotions**  
Appeal to hopes, fears, and aspirations. Make an emotional connection before listing features to boost click-through rate.
- Use Power Words**  
Incorporate strong action verbs and vivid language. Make your ad copy impossible to ignore in search results.
- Direct with Strong CTAs**  
Clearly tell readers what to do next with urgent, specific calls-to-action.
- Weave In Keywords**  
Seamlessly blend in relevant keywords and search terms. Avoid awkward over-optimization.
- Add Social Proof**  
Build trust with testimonials, reviews, and impressive user numbers.
- Guarantee Satisfaction**  
Reduce risk with money-back guarantees, free trials, etc.
- Test and Optimize**  
Constantly refine your ads' copy, images, and headlines. Test those within the same ad group to see which has the best performance data and split testing results. Improvement never stops.

*Following this checklist will build a solid foundation for your PPC ad copy. From there, layer on your unique brand voice and flair using your core keywords. Use these essentials as your springboard to engage, excite, and convert your target audience.*

***Creating effective PPC ads is challenging. Let our experts at HawkSEM handle it. Our dedicated team will flawlessly execute your ads – so you get more clicks and increased conversions.***