

# 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.

## Assets

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.