

# GOOGLE ADS CHECKLIST



for Online Directories

## Getting Ready

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Create a Google Ads account

Connect your website (use Google Analytics if possible)

Define your goal (e.g., more traffic, leads, or calls)

## Campaign Setup

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Choose a Search Campaign type

Target your desired geographic location

Add 5–10 long-tail keywords

Write one simple, clear ad

Set a test daily budget (\$5–10/day is enough to start)

## Launch & Monitor

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Let your campaign run for 7–10 days

Check: impressions, clicks, and click-through rate (CTR)

Tweak keywords or ad copy based on results



# Thank you!

**Larissa Devigilli**

**Global Marketing Manager**

[larissa.oliveira@arcasolutions.com](mailto:larissa.oliveira@arcasolutions.com)

[www.edirectory.com](http://www.edirectory.com)

**Marketing Team**

 eDirectory