



Lead Google Ads Guide

Table

Checklist

Aa Name	Tags	Required	Documentation	Status
Set budgets	Strategy	Yes		● Not started
Set Goals	Strategy	Yes		● Not started
Design of the campaign structure	Strategy	Yes		● Not started
Link Google Ads to Universal Analytics	Account	No		● Not started
Link Google Ads to GA4	Account	No		● Not started
Build a keyword List [exact]	Campaigns	Yes		● Not started
Build a keyword List [phrase]	Campaigns	Yes		● Not started
Build a keyword List [broad]	Campaigns	Yes		● Not started
Build a negative keyword list [brands]	Account	Yes		● Not started
Build a negative keyword list [irrelevant]	Account	Yes		● Not started