



# Google Ads account setup

## SERVICE OUTLINE

Strategy. Account structure with device separation. Google Analytics linking and audiences. Conversion tracking

Keyword and competitor research. 3-4 ads per ad group. Professional creatives

Custom ad schedules. Targeting. Exclusions. Extensions (if applicable)

Up to 3 custom automation scripts. Advanced audiences including e-mail list

Additional consultation

Dedicated landing pages

Account strategy is of key importance to us. Account structure covers all funnel stages. We view creative and technical layers as being of equal importance in driving performance. We create a significant audience library in Google Analytics and sync it with Google Ads.

	ESSENTIAL 2 WEEKS	COMPLETE 4 WEEKS
Strategy. Account structure with device separation. Google Analytics linking and audiences. Conversion tracking	✓	✓
Keyword and competitor research. 3-4 ads per ad group. Professional creatives	✓	✓
Custom ad schedules. Targeting. Exclusions. Extensions (if applicable)	✓	✓
Up to 3 custom automation scripts. Advanced audiences including e-mail list	✗	✓
Additional consultation	✓	✓
Dedicated landing pages	✗	✓