

Google/Facebook Ads Pre-Launch Checklist

Use this checklist before launching your next Google or Facebook Ads campaign. Following these steps will ensure your targeting, ad copy, budget, landing pages, and tracking are set up correctly for success.

Targeting

- Define your target audience (demographics, interests, behaviors).
- Set geographic targeting to your service area.
- Exclude irrelevant audiences (e.g., outside your service area or job seekers).
- Create custom or lookalike audiences where possible.

Ad Copy & Creative

- Write at least 3 variations of headlines and descriptions.
- Ensure ad copy highlights a clear benefit and call-to-action.
- Use high-quality images or videos aligned with your brand.
- Check compliance with platform ad policies.

Budget & Bidding

- Set daily or lifetime budget based on campaign goals.
- Double-check bid strategy (manual vs. automated).
- Ensure billing information is up to date in ad manager.
- Allocate test budget for A/B testing ad sets.

Landing Page Prep

- Confirm landing page is mobile-friendly and fast-loading.
- Ensure message on the page matches ad copy (consistent CTA).
- Add clear form or call button for conversions.
- Test page across browsers/devices.

Tracking & Measurement

- Install and test Facebook Pixel or Google Tag Manager code.
- Set up conversion events (form submissions, calls, purchases).
- Verify Google Analytics 4 tracking is connected.
- Plan reporting cadence (daily, weekly, monthly).