



SEM Campaign Setup Checklist

Setting up a successful SEM campaign involves multiple steps to ensure your ads reach the right audience and achieve your marketing goals. Here's a comprehensive checklist to guide you through the process:

- **Define Campaign Goals**

- · Identify your objectives: Increase website traffic, generate leads, boost sales, etc.
- · Set specific, measurable, achievable, relevant, time-bound (SMART) goals.

- **Select Target Audience**

- · Demographics: Age, gender, income level, education, etc.
- · Geographics: Location-based targeting.
- · Behavioral: Online behaviors, purchase history, etc.
- · Psychographics: Interests, values, lifestyles.

- **Perform Keyword Research**

- · Identify relevant keywords: Use tools like Google Keyword Planner, SEMrush, Ahrefs.

- **· Analyze search volume: Determine the popularity of each keyword.**
- **· Assess competition: Identify high and low competition keywords.**
- **· Calculate CPC: Estimate the cost per click for each keyword.**

● **Create Ad Copy**

- **· Write compelling headlines: Grab the audience's attention.**
- **· Craft engaging descriptions: Highlight benefits and features.**
- **· Include a strong CTA: Encourage users to take action.**
- **· Use relevant keywords: Ensure they match user intent.**

● **Set Budget and Bids**

- **· Determine your budget: Monthly and daily limits.**
- **· Set bid amounts: Max CPC you're willing to pay for each keyword.**
- **· Allocate budget wisely: Focus on high-performing keywords.**

● **Launch Campaign**

- **· Create ad groups: Group similar keywords and ads together.**
- **· Set targeting options: Choose the locations, devices, and times to display your ads.**
- **· Review and launch: Double-check all settings and go live.**

- **Monitor and Adjust Based on Performance**

- · **Track key metrics: Clicks, impressions, CTR, conversion rates.**
- · **Optimize ads: Test different ad copies, keywords, and bids.**
- · **Adjust budget: Reallocate funds to high-performing areas.**
- · **Refine targeting: Based on performance data.**

