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Standard Operating Procedure

Setting Up A Google Ad

This SOP outlines the process for setting up a Google Search Ad in a way that's clear, intentional, and easy to manage. No fluff. No overcomplication.

LOG INTO GOOGLE ADS

- Go to ads.google.com
- Sign in using the business Google account
- If an account does not exist, create one under the business name

START A NEW CAMPAIGN

- Click the blue "+ New Campaign" button
Choose a campaign goal:
 - Leads
 - Website traffic
- Select Search as the campaign type
- Choose how you want people to interact (website visits or phone calls)

NAME YOUR CAMPAIGN

- Use a clear, descriptive naming structure
 - Example: Service - Location - Month/Year
- This keeps campaigns easy to find and manage later

NETWORK SETTINGS

Under Networks:



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- Uncheck “Include Google Search Partners”
- Uncheck “Include Google Display Network”

This keeps ads focused on Google search results only

SET LOCATION TARGETING

Select the geographic area you serve

Target by:

- City
- Zip code
- Radius
- Exclude locations that are not relevant to the business

SET YOUR DAILY BUDGET

- Enter a daily budget you’re comfortable spending
- Starting small is fine
- Budgets can always be adjusted once data is available

CHOOSE A BIDDING STRATEGY

If conversion tracking *is* set up, use Maximize Conversions.

If conversion tracking *is not* set up, use Maximize Clicks

Bidding strategies can be changed later as performance data comes in

CREATE AN AD GROUP

- Name the ad group based on the service or theme
- Add 5-10 relevant keywords that match real search intent
- Use keywords people would actually type into Google



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Examples:

- service near me
- emergency service
- local service provider

Avoid overly broad or unrelated terms

WRITE THE ADS

- Create at least 2-3 ads per ad group
- Keep messaging clear and specific
- Headlines should:
 - Match the keywords
 - Speak directly to the problem or service

Descriptions should:

- Set expectations
- Highlight what makes the business trustworthy or easy to work with
- Avoid hype. Be real.

ADD FINAL URL AND EXTENSIONS

- Use a relevant landing page whenever possible
Do not default to the homepage if a better page exists
- Add extensions:
 - Call extension
 - Location extension
 - Sitelinks (Services, About, Contact)

Extensions help ads stand out and provide more ways to connect

REVIEW AND LAUNCH

Double-check:



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- Budget
- Location targeting
- Keywords
- Ad copy
- URLs

Once everything looks correct, publish the campaign

MONITOR AND ADJUST

Check performance after a few days, paying attention to:

- Click-through rate
- Cost per click
- Conversions

If you see the ad is not performing as expected after monitoring it for 3-4 weeks:

- Pause poor-performing keywords
- Refine ad copy
- Adjust budget based on results