

# Google Display Network (GDN) Campaign Checklist

## 1. Set Your Campaign Goals.

- What do you want to achieve? (Brand awareness, leads, sales, etc.)
- Choose the right goal in Google Ads (e.g., Sales, Website Traffic, Brand Awareness).

## 2. Choose the Right Audience.

- Use **affinity audiences** (people with long-term interests in your niche).
- Use **in-market audiences** (people actively searching for similar products).
- Create a **custom intent audience** (target users searching for specific keywords).
- Set up **remarketing** (show ads to people who visited your site).
- Exclude irrelevant audiences to save budget.

## 3. Pick the Best Ad Placements.

- Use **automatic placements** to reach a wide audience.
- Use **managed placements** to select specific high-quality websites.
- Exclude low-quality websites or mobile apps that waste your budget.

## 4. Create Eye-Catching Ads.

- Use **high-quality images and videos**.
- Keep text **short and clear** with a strong call to action (CTA).
- Use **responsive display ads** (Google will automatically adjust sizes for different screens).
- Test **different ad versions** (images, headlines, descriptions).

## 5. Set Up Smart Bidding.

Choose a bidding strategy based on your goal:

- **Maximize Clicks** (if you want more website visitors).
- **Target CPA** (if you want leads or sales at a specific cost).
- **Target ROAS** (if you want to focus on return on ad spend).
  - ☒ Set a **daily budget** that fits your marketing plan.

## 6. Optimize Ad Frequency.

- Use **frequency capping** to avoid showing ads too many times to the same person.
- Keep ad frequency around **3–5 times per day per user** to prevent ad fatigue.

## 7. Track Performance & Make Improvements.

- Check **impressions, clicks, conversions, and CTR (click-through rate)**.
- Remove placements that **don't perform well**.
- A/B test **different ad creatives, headlines, and CTAs**.
- Adjust bids and audience settings based on performance.