**Google Ads Checklist – Information Required
To Create Adwords Campaign**

1. Do you currently have Google Ads account? If yes, please provide us with your username/password.

*Type your answer here*

1. What is your advertising budget for Google Ads? Eg. $10 per day, $500 per month

*Type your answer here*

1. What areas would you like to target with your ads? Eg. Melbourne, 10km around Sydney CBD

*Type your answer here*

1. Do you service customers at their location or do they come to your store?

*Type your answer here*

1. Who are your main competitors in Google? Please provide URLs

*Type your answer here*

1. What is your point of difference? Do you do things differently?

*Type your answer here*

1. What is the best form of contact? Eg. Customers call you directly; fill in contact form or both.

*Type your answer here*

1. When is the best time to display your ads? Eg. During the week, weekends, 9AM-5PM

*Type your answer here*