

Google Ads Pre-Launch Checklist

Campaign: _____ Market: _____ Owner: _____ Launch date: _____

01 / 05 Account and governance

Check	Pass when...	Priority	Done
01. Correct account access	Owner and operators have appropriate access.	Must	[]
02. Billing is ready	Payment profile is active and authorized.	Must	[]
03. Time zone/currency checked	Account settings match intended reporting.	Must	[]
04. Conversion owner named	One person owns tracking verification.	Must	[]
05. Policy review assigned	Restrictions relevant to product and location are reviewed.	Must	[]
06. Change log started	Launch decisions and approvals are recorded.	Optional	[]

Findings / URLs / owner / next action

02 / 05 Campaign and targeting

Check	Pass when...	Priority	Done
01. Goal is explicit	Campaign goal matches the desired user action.	Must	[]
02. Location targeting checked	Included and excluded locations match service area.	Must	[]
03. Languages checked	Language settings fit landing page and audience.	Must	[]
04. Network settings reviewed	Search partners/display expansion choices are intentional.	Must	[]
05. Ad schedule reviewed	Schedule matches capacity to answer enquiries.	Optional	[]
06. Bidding suits data	Strategy is appropriate for available conversion data.	Must	[]

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03 / 05 Keywords and landing page

Check	Pass when...	Priority	Done
01. Intent reviewed	Keywords represent searches the offer can answer.	Must	[]
02. Match types reviewed	Broad/phrase/exact choices are intentional.	Must	[]
03. Negatives seeded	Obvious irrelevant queries are excluded.	Must	[]
04. Ad groups are coherent	Keywords and ads in a group share a useful theme.	Must	[]
05. Landing page resolves	Final URL returns 200 and works on mobile.	Must	[]
06. Page matches ad	Offer, location, and action agree with the ad.	Must	[]

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04 / 05 Ads and assets

Check	Pass when...	Priority	Done
01. Claims are accurate	Ad claims are supportable and reflected on page.	Must	[]
02. Final URLs checked	Every ad and asset points to the intended page.	Must	[]
03. Responsive ad assets fit	Headlines and descriptions are distinct and clear.	Must	[]
04. Call assets verified	Phone number is correct for the campaign market.	Must	[]
05. Sitelinks checked	Sitelinks lead to useful live pages.	Optional	[]
06. Policy status reviewed	Disapprovals and limited approvals are resolved.	Must	[]

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05 / 05 Measurement and launch

Check	Pass when...	Priority	Done
01. Primary action defined	Only meaningful actions are primary for bidding.	Must	[]
02. Tag fires once	Test conversion records one intended event.	Must	[]
03. Consent behavior tested	Tag behavior matches the site consent configuration.	Must	[]
04. Auto-tagging checked	Google Ads auto-tagging is enabled if analytics needs it.	Must	[]
05. Reporting baseline saved	Pre-launch settings and expected actions are documented.	Optional	[]
06. Launch owner confirms	Owner reviews the final checklist and activation time.	Must	[]

First 48 hours after activation

- Confirm ads are eligible and impressions appear.
- Review search terms, location reports, and irrelevant clicks.
- Recheck landing page and form on mobile.
- Verify a real test conversion in Ads and analytics; investigate duplicates.
- Check policy notices and billing alerts.

References: Google Ads Help — conversion tracking, auto-tagging, and policies. Verify current account-specific settings in Google Ads.

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