

Low-Cost Search PPC Checklist

Print off this checklist and tick off each step as you go through the '[Low-Cost Search Pay-Per-Click \(PPC\) for Small Business Growth](#)' guide on our Talk About Digital Podcast website.

Understanding Search PPC Basics

- Understand what search PPC is and how it works
- Identify why search PPC is ideal for small businesses
- Set clear goals for your PPC campaign (e.g., increase website traffic, generate leads, or boost sales)

Choosing the Right Search PPC Platform

- Compare Google Ads vs Bing Ads and choose the best platform for your business
- Explore Google Ads Express (Smart Campaigns) to simplify campaign setup and keep costs low
- Match your target audience to the right search platform based on their behaviour and preferences

Creating a Budget-Friendly Campaign

- Set a daily budget that works for your small business

- Choose between manual or automated bidding to save money
- Understand click costs and maximise results with limited spend by targeting relevant keywords

Keyword Research for Search PPC

- Use free tools (Google Keyword Planner, Ahrefs Free Keyword Generator, Keywords People Use) to find the best keywords
- Focus on long-tail keywords for low-cost, high-impact results
- Target local keywords to attract nearby customers

Writing Effective Search Ads that Convert

- Craft simple, clear ads that resonate with your audience
- Use power words to increase click-through rates (CTR)
- Create a strong call to action (CTA) in your ads to drive conversions

Using Ad Extensions to Boost Performance

- Understand what ad extensions are and why they matter
- Add location, call, and sitelink extensions to your ads without extra cost
- Use ad extensions to maximise click-through rates and improve ad visibility

Tracking and Optimising Your Campaign

- Set up conversion tracking in Google Ads or Bing Ads for better insights
- Analyse your campaign performance to make improvements without increasing spend
- Adjust your ads based on performance data to achieve better results with minimal investment

Using Retargeting to Capture Missed Opportunities

- Understand what retargeting is and why it's ideal for small budgets
- Set up retargeting campaigns in Google Ads or Bing Ads
- Use retargeting to turn website visitors into customers with targeted ads and offers

Testing and Improving Your Ads

- Run A/B tests to test different ad versions and maximise ROI
- Run simple tests without increasing your budget to identify what works best
- Fine-tune your ads based on test results to increase conversions on a small budget

Scaling Your Search PPC Campaign Over Time

- Increase your budget gradually as your campaign shows positive results
- Expand to Bing Ads or Google Display Network to reach a wider audience
- Create seasonal campaigns to attract more customers without extra costs

Campaign Optimisation

- Review your budget regularly and scale up when results are positive
- Continuously test and optimise ads for better performance
- Use retargeting and seasonal opportunities to maximise conversions and customer growth

By using this checklist and following the related guide on the TAD website you will understand how to fast forward (on a budget) your customer growth strategy online through paid pay-per-click search advertising.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.