Google Ads launch plan

Worked example + printable worksheet

01 WORKED EXAMPLE

Illustrative office-cleaning business. This is not a client case, demand forecast or promise of results.

Service / offer	Regular office cleaning for businesses; a quote follows an assessment of scope.
Service area	Agreed London service areas only. Check that the business can fulfil every enquiry it targets.
Success definition	A valid quote enquiry from the service area, with the office requirement and contact information.
Campaign structure	Search campaign > regular office-cleaning ad group > responsive search ad.
Search intent	Example: “office cleaning quote”. Check out-of-scope needs such as domestic cleaning and job applications separately.
Page and message	Office-cleaning scope, service areas and a quote form on the same page. Headline: “Request an Office Cleaning Quote”.
Budget / measurement	Build a budget scenario with the calculator. Verify a successful test form in the form record, email and measurement report separately.
First review	Name an owner and a first review date. Assess spend, search terms and suitable enquiries together.

Build a budget scenario

Read the step-by-step setup guide

This plan does not create or publish a campaign. Check settings against Google’s current official instructions.

Plan your own campaign

Complete the worksheet and checks before applying the plan in your account.

Service / offer and a substantiated point of difference

Service area and out-of-scope enquiries

Valid enquiry definition and measurement record

Keyword group and ad message

Landing page URL and contact route

Budget scenario, owner and first review date

02 PRE-LAUNCH CHECK

- ☐ Service and area are consistent across the ad and page.
- ☐ Successful form recording and email delivery have been tested.
- ☐ The measurement event is verified; duplicate counting is checked.
- ☐ Locations, language, networks and schedule have been reviewed.
- ☐ Keywords and out-of-scope searches have been considered.
- ☐ The ad destination and mobile form have been checked.
- ☐ An authorised person has approved budget, bidding and billing.
- ☐ Policy / review notices and the first review owner are clear.

Discuss setup and measurement support

Official Search campaign setup instructions

Resolve any critical unchecked item first. This worksheet does not guarantee sales or enquiries.