GOOGLE ADS & SEO

Checklist

Being discovered by your dream clients is the goal...

But right now you're spending ALL your time on social media competing with everyone else in your industry not to mention the constantly changing algorithm!

THE BEST WAY TO CUT THROUGH THE NOISE AND BE SEEN BY YOUR IDEAL CLIENTS IN 2024 IS THROUGH GOOGLE ADS & SEO.

So instead of spending all your marketing time focused on trying to hack the algorithm you're attracting a continuous flow of leads through the door.

It's time to take it out of the "too hard" basket and learn the high-level strategy that you're missing – the strategy that has helped generate over $700 million dollars in revenue for my clients in under 6 years.

I'm very passionate about demystifying the smoke and mirrors that surround Google search and this checklist will help you get clear on the first step you need to take to be found by your dream clients.

Are you ready?

Sonja – The Search Queen

GOOGLE ADS

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Account and Campaign Structure

- [ ] Set up your Google Ads account if you have not already done so.
- [ ] Organise campaigns by theme or product line for better management and tracking.
- [ ] Use separate campaigns for different geographic locations, if applicable.

Keyword Research

- [ ] Use tools like Google Keyword Planner to find relevant and high-intent keywords.
- [ ] Include a mix of broad, phrase, and exact match keywords to capture a range of search intents.
- [ ] Continuously add negative keywords to exclude irrelevant traffic and reduce wasted spend.

Ad Copy Development

- [ ] Write compelling ad headlines that include main keywords and a value proposition.
- [ ] Create clear and action-oriented descriptions.
- [ ] Use a call to action like “Contact Us Today” or “Get a Free Quote” to encourage clicks.

Ad Extensions

- [ ] Add site-link extensions to provide additional links to your site.
- [ ] Use call extensions to include your phone number.
- [ ] Implement callout extensions to highlight special offers or unique selling points.
- [ ] Use structured snippet extensions to showcase specific aspects of your products or services.

Targeting and Audiences

- [ ] Set up geographic targeting to reach potential customers in specific locations.
- [ ] Use demographic targeting to refine your audience based on age, gender, income, etc.
- [ ] Implement audience targeting strategies like remarketing to re-engage past visitors.

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Bidding and Budget Strategy

- [ ] Choose a bidding strategy that aligns with your campaign goals (e.g., maximise clicks, target CPA).
- [ ] Set daily budgets at a level that allows for adequate data collection without overspending.
- [ ] Regularly review and adjust bids based on campaign performance.

Landing Pages

- [ ] Ensure each ad has a corresponding landing page that matches the ad's promise.
- [ ] Optimise landing pages for conversion – a clear call to action, minimal distractions.
- [ ] Use A/B testing to test different elements of your landing pages to improve conversion rates.

Tracking and Analytics

- [ ] Set up conversion tracking to measure the actions taken on your website post-click.
- [ ] Link your Google Ads account with Google Analytics for deeper performance insights.
- [ ] Regularly review key metrics like Click-Through Rate (CTR), Cost Per Acquisition (CPA), and Conversion Rate.

Compliance and Best Practices

- [ ] Review Google Ads policies to ensure compliance and avoid potential penalties.
- [ ] Stay updated with the latest Google Ads features and best practices.

Optimisation and Testing

- [ ] Regularly test different aspects of your campaigns, such as ad copy, bidding strategies, and keywords.
- [ ] Optimise campaigns based on performance data to improve ROI.

SEO Checklist

Keyword Research

- [ ] Identify target keywords related to your products or services using tools like Google Keyword Planner, Ahrefs, or SEMrush.
- [ ] Analyse search intent behind each keyword to align content appropriately.
- [ ] Focus on long-tail keywords for more specific, less competitive queries.

On-Page SEO

- [ ] Optimise title tags to include main keywords and be under 60 characters.
- [ ] Create meta descriptions that compel clicks and include target keywords (under 160 characters).
- [ ] Use header tags (H1, H2, etc.) to structure content effectively; include keywords in H1.
- [ ] Optimise images with descriptive ALT tags and file names.
- [ ] Ensure URLs are short, descriptive, and include keywords.

Content Optimisation

- [ ] Develop high-quality content that addresses the pain points of your audience and includes targeted keywords.
- [ ] Regularly update old content to keep it relevant and fresh.
- [ ] Use internal linking to help distribute page authority and guide users to relevant pages.

Technical SEO

- [ ] Ensure your website is mobile-friendly and passes the Google Mobile-Friendly Test.
- [ ] Improve site speed with tools like Google PageSpeed Insights.
- [ ] Use HTTPS to secure your site.
- [ ] Create and submit an XML sitemap to search engines.
- [ ] Check and fix crawl errors through Google Search Console.

SEO Checklist

Local SEO

- [ ] Optimise your Google My Business listing with accurate details and frequent updates.
- [ ] Encourage satisfied customers to leave positive reviews.
- [ ] Optimise for local keywords and include location-specific content.

Link Building

- [ ] Engage in outreach to acquire high-quality backlinks.
- [ ] Create shareable content like infographics, research reports, and case studies.
- [ ] Utilise guest blogging on reputable sites in your industry.

Conversion Rate Optimisation (CRO)

- [ ] Use clear and compelling Call To Actions (CTAs).
- [ ] Optimise landing pages to reduce bounce rates and increase conversions.
- [ ] Test different versions of your pages with A/B testing.

Social Media Integration

- [ ] Share your content on social media platforms.
- [ ] Engage with followers to create a community around your brand.
- [ ] Use social media for link building by promoting content that links back to your site.

Performance Monitoring and Analysis

- [ ] Regularly check your rankings, traffic, and conversion rates.
- [ ] Use Google Analytics and Google Search Console to track performance and identify opportunities.
- [ ] Adjust your strategies based on data-driven insights.

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In case we haven't met yet...

I'm Sonja Pototzki-Raymond, MSc, and I serve as a CEO, Google Search Expert, Keynote Speaker, and Fertility Advocate. Many know me as Sonja – The Search Queen, dedicated to helping my community outrank their competitors on Google.

In 2018, I founded The Search Republic, and within five years, I've generated over $700 million in sales for my clients. With a global footprint and an active client waitlist, The Search Republic is now one of Australia's most in-demand Google-accredited digital agencies.

Educated with an honours degree and a master's in marketing, I combine my Google Search expertise with my passion for making a difference to my client's bottom line, the environment, and the business community.

With 19 years of global marketing and advertising experience, including working for many high-profile international brands like Guinness, Jameson, Nestle, L'Oreal, Special K, and Benefit Cosmetics, I'm renowned for accelerating growth and transforming businesses using ethical, effective, and sustainable Google Search strategies.

I'm very passionate about demystifying the smoke and mirrors that surround Google search and teaching you how to harness it so you can start being found by your dream clients.

GET IN TOUCH

Revampd Hair Studio
3 reviews

★★★★★ 10 months ago

Since starting with the The Search Republic earlier this year, I am amazed at the dramatic increase in new client sales that we have had. Almost instantly we had an influx of new customers calling and asking about our services. Three months in we now have had an 80% increase in New Enquiries and more people seeing our brand. These guys really know what they are doing and take the time to figure out what's going to work best for your unique business needs. I used to run Google Ads myself and the difference is night in day in comparison to what The Search Republic has done to grow my business.
My advice to any business owners considering working with Sonja and her team is just do it, you won't regret it!
Looking forward to the continued growth and many celebrations ahead!

Kirsty-Lee Roberts
3 reviews

★★★★★ 6 months ago

I cannot empathise enough how truely exceptional the Search Republic team, particularly Sonja and Dave, has been for our business.

Their exceptional dedication and expertise have proven invaluable to our business. In the very first month of running the Google Ads campaign under their guidance, we experienced an impressive influx of 77 inquiries. This remarkable result is a testament to their strategic approach and the tangible impact they have on driving positive outcomes.

I feel incredibly fortunate to have such a dynamic and effective team contributing to our business success. Sonja and Dave's commitment to going above and beyond has truly set them apart, and I look forward to continued collaboration and growth with the Search Republic team.

Atalie Park
4 reviews

★★★★★ 9 months ago

The amount of times I heard "I wish we knew about your business when we planned our wedding!" I knew that I was not able to get my business name and service offering out in the local wedding market alone, and therefore missing out on reaching the ideal engaged Couples suited to my business. I heard Sonja talk at a conference and thought, this is an ethical and knowledgeable business owner I'd like to work with! Not only did Sonja and Dave create a fast working Google Ad campaign that generated approximately $30,000 in bookings in the first 10 weeks, it was so successful in fact that I worried that I wouldn't manage the new booking load as a sole business owner and operator! They have graciously been there to support my business needs, and I really appreciate the personal and dedicated support that I have received since we began this partnership together. I highly recommend Sonja and her team to any business seeking a long term, successful marketing solution."