

# PPC Campaign Launch Checklist



<input type="checkbox"/>	Keyword by Match Types
<input type="checkbox"/>	Negative Keywords
<input type="checkbox"/>	Initial CPC Bid
<input type="checkbox"/>	Daily Budget
<input type="checkbox"/>	Ads & Ad Rotation
<input type="checkbox"/>	Locations
<input type="checkbox"/>	Networks
<input type="checkbox"/>	Devices
<input type="checkbox"/>	Conversion Tracking
<input type="checkbox"/>	Landing Page Mobile Friendly and Page Speed
<input type="checkbox"/>	Audience inclusions and exclusions
<input type="checkbox"/>	UTM Ad Tracking Link
<input type="checkbox"/>	Compelling Keyword Rich Ad Copy