



The Google & Meta Ads setup checklist

Use this before you launch, or to check an account you already run. Most wasted ad spend comes from a short list of avoidable mistakes. Tick each item when it's true for your business.

1. **Before launch:** sections 1–3

2. **Building campaigns:** sections 4–5

3. **Every week:** sections 6–7

1 Your goals and numbers

If you don't know these, no platform can optimise for profit.

- ☐ **Written definition of a good result:** a qualified lead, a booked appointment or a paid order, not "a click".
- ☐ **Average sale value** and **profit margin** written down.
- ☐ **Most you can pay for one customer** (or your break-even ROAS for an online store). Use our free calculator at vectorscalemarketing.com/roas-calculator/.
- ☐ **Test budget** you can keep for 6–8 weeks without panicking, and who reviews results each week.
- ☐ **Target locations** you can actually serve or ship to.

2 Tracking (do this first)

- ☐ **Google Analytics 4** installed on every page, with a cookie banner where required.
- ☐ **Key events only for real outcomes:** form sent, call, purchase. Button clicks and page views are *not* conversions.
- ☐ **Each conversion counts once.** Test it: send one test enquiry or order and check it appears once, not twice.
- ☐ **Purchase value and currency** are passed correctly (ecommerce).
- ☐ **WhatsApp and phone taps** are tracked as *intent*, separately from real leads.
- ☐ **Google Ads conversions** (with enhanced conversions where allowed) and the **Meta Pixel + Conversions API** report the same outcomes.
- ☐ **No personal data** (names, emails, phone numbers, health details) is sent to analytics.

3 Your landing page

- ☐ **Ads go to a page that matches the ad**, not a general homepage.
- ☐ **Loads fast on a phone**. Test it on mobile data, not office Wi-Fi.
- ☐ **One clear action**: call, WhatsApp, book or buy, visible without scrolling.
- ☐ **Real proof**: genuine reviews, photos and specifics, with no invented claims.
- ☐ **Forms ask just enough** to filter time-wasters, without putting off serious buyers.

4 Google Ads setup

- ☐ **Location setting is "Presence"** (people in or regularly in your area), not "Presence or interest".
- ☐ **Brand and non-brand campaigns are separate**, so cheap brand searches don't hide weak results.
- ☐ **Campaigns split by service, product line or market**, each with its own budget.
- ☐ **Search partners and Display expansion** reviewed (often off for Search campaigns at the start).
- ☐ **Negative keyword list** in place: jobs, free, DIY, competitors you don't want, irrelevant services.
- ☐ **Ad copy in the customer's language** (English and Arabic where relevant), with clear offers.
- ☐ **Performance Max** only with good conversion data, a clean product feed and brand exclusions where possible.
- ☐ **Merchant Center** feed has no disapproved products, with clear titles and correct prices (ecommerce).

5 Meta Ads setup

- ☐ **Objective matches the goal**: Leads or Sales, not Traffic or Engagement, when you want customers.
- ☐ **Instant forms have qualifying questions** or a review step, not just name and phone.
- ☐ **Click-to-WhatsApp ads** only if someone can reply within minutes during working hours.
- ☐ **Placements reviewed** to avoid accidental taps (for example, some Audience Network placements).
- ☐ **3–5 creatives tested** per campaign: short vertical video plus images, refreshed every few weeks.
- ☐ **Remarketing** set up for website visitors, video viewers and people who messaged you.
- ☐ **Not relying on the "Boost post" button** as your whole strategy.

6 Lead follow-up

- ☐ Enquiries answered within minutes, not hours, during working hours.
- ☐ Every enquiry logged in a sheet or CRM with its source (Google, Meta, organic).
- ☐ Outcome recorded for each: qualified, booked, attended, paid, or not.
- ☐ A script or checklist for the first reply, so every enquiry gets the same quality.

Tip: a faster reply is often the cheapest way to lower your cost per customer. You've already paid for the enquiry.

7 Your weekly review

- ☐ Look at real outcomes first: enquiries, bookings, sales and revenue, not clicks or likes.
- ☐ Check search terms (Google) and add new negative keywords.
- ☐ Pause what doesn't bring customers and move budget to what does.
- ☐ Change one or two things at a time, and give tests at least 1–2 weeks.
- ☐ Compare platform-reported sales with your own records once a month.

Want a second pair of eyes?

We'll review your Google Ads or Meta Ads account against this checklist and walk you through what to fix first. It's free, with no obligation. Email info@vectorscalemarketing.com or visit vectorscalemarketing.com/free-audit.