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# DIGITAL ADVERTISING CHECKLIST

In 2016 digital advertising spend in Australia was expected to grow to \$6.8 Billion  
<http://www.adnews.com.au/news/australian-online-ad-spend-grows-to-6-8-billion>

and will surpass TV Ad Spend in the US for the first time in 2017

<http://www.forbes.com/sites/brandonkatz/2016/09/14/digital-ad-spending-will-surpass-tv-spending-for-the-first-time-in-u-s-history/#9da6a786959c>

Are you ready for 2017?

Do you have a digital advertising strategy in place?

We have created this list based off our years of experience in the industry and believe it to be a very valuable tool.

This checklist will start you in the right direction, it will help you position yourself and your business to dive into the world of Digital Advertising with confidence.

We have broken this list down into the 4 main categories. Website and Analytics, Adwords and Facebook.

These are the basics that need to be in place to run a successful digital advertising campaign.

If you need help in any areas, please get in touch:

## WEBSITE

Phone number is clickable on mobile

Email is clickable (mailto)

Call to action

Lead magnet

Contact form

Google Analytics setup

Page load time is around 5 seconds

Website is mobile optimised

# GOOGLE ANALYTICS

Micro and macro goals are setup

Audiences for remarketing is set up (at least: 7 day, 30 day, 90 day, 180 day, 360 day, 540 day)

Lists more than 1 page, more than 3 pages, more than 5 pages, time on site over 1 minute, Purchasers, completed goal)

Linked to Adwords, Youtube and Webmaster Tools (if applicable)

Currency is set to AUD

Monthly reporting is setup

# ADWORDS

Conversion tracking is setup

Linked to GA

Search campaign is set to search only (NOT Search and Display Select)

Remarketing is setup

Less than 10 keywords per adgroup

At least 2 ads per ad group

Keyword matches ad matches landingpage

Extensions are setup

Call tracking is setup

Negative keywords are setup

# FACEBOOK

Facebook Pixel is setup

Website custom audiences are setup

Facebook tracking pixels are setup

Custom audiences are uploaded (email lists)

Ad testing is setup

Audience testing is setup