WHAT IS NEEDED TO BEGIN A PAID SEARCH CAMPAIGN?

GTM*

Google Tag Manager (GTM) placement allows us to track valuable actions (conversions) on your website, and build remarketing audiences. The attached code can be forwarded on to your webmaster for placement on every page of your website.

A GTM container is a small snippet of code that allows us to deploy multiple tags such as conversion & remarketing pixels through one simple code instead of placing several individual tags. This container will enable us to track what happens after a user clicks on your ad (form submissions, phone calls) with the goal of measuring the success of your campaigns.

- If your client already has a GTM on their site and does not wish to place another, please request they add leeanalytics2020@gmail.com with PUBLISH access.
  More instruction here: https://support.google.com/tagmanager/answer/6107011?hl=en
- Google's documentation for adding multiple containers on a single page can be found here: https://developers.google.com/tag-manager/devguide#multiple-containers
- If their website platform (ex: Weebly, Wix, GoDaddy) doesn't provide an easy, user-friendly method to add the container, then they can place both the <script> and <noscript> portions in the header and the container should still fire without any issues. Having the <script> part high in the <head> section is the most important as this will allow for the container to fire and start tracking as fast as possible when the page is loaded. If the <noscript> part goes into the <head> section instead of the <body>, this will not break anything.
  - Weebly: https://www.paulinjeti.com/how-to-install-google-tag-manager-on-weebly-in-2020/
  - Wix: https://www.analyticsmania.com/post/how-to-install-google-tag-manager-on-wix-website/
  - GoDaddy: https://www.godaddy.com/community/GoCentral-Website-Builder/Can-t-add-Google-Tag-Manager-install-code-to-GoDaddy-Website/td-p/101847

2. Google Analytics*

Please grant leeanalytics2022@gmail.com "Edit" level access to your Google Analytics account.
- If your client does not have an existing Analytics account or they are unable to obtain access to an existing account, we can deploy a new account through the GTM.

Notify the team via SWFT when the GTM has been placed and Analytics access has been granted so they are triggered to deploy conversion and goal tracking, and link their Google Ads account to Google Analytics

3. Basic Campaign Information
- Flight dates
- Budget (media spend vs. management fee)
- Advertiser goals
- Conversions to track (Measurement of success or KPIs)
- Keyword area of focus: what are some of the top keywords your client wants to target?
- Geography to target
- Website URL
- Any additional detail based on conversations with the client: preferred ad copy, extensions, key focus areas, etc.
- Does the campaign require approval prior to launching?
- Notify clients to monitor their email for a request from Google My Business (GMB)/Amplified Digital. We will be sending a request to link their Google ad campaign to their GMB listing which will allow us to enable location extensions and report on GMB assisted conversions from our paid search campaign. The client should accept this request at their earliest convenience.
  - If there are several email addresses associated with a GMB listing, the campaign manager will reach out to you to see which email we should be requesting access from.

If we are transferring an existing Google Ad account to the agency:
- Client should locate and share their Customer ID (CID) with us.
  Instructions on how to locate their CID: https://support.google.com/google-ads/answer/1704344?co=ADWORDS.IsAWNCustomer%3Dfalse&hl=en
- Amplified will request access which will need to be approved.
- Set a transition date so we can stop payments on their current billing profile and transfer the cost to the agency.

If we are including Google Shopping:
- Client should add admin@amplifieddigitalstl.com as a user on your Google Merchant Account.
- Instructions: https://support.google.com/merchants/answer/1637190?hl=en

TURNAROUND TIMES
- Paid Search Campaign Creation (including transfers): up to 5 business days from when *all final information* is received.
- Campaign Changes: 2 business days from receipt of request, dependent upon complexity.