

Making the most out of your Google AdWords account

## Part 1, Account Details

Email: \_\_\_\_\_

Password: \_\_\_\_\_

## Part 2, Account Settings

Ideal Position: \_\_\_\_\_

Budget: \_\_\_\_\_

Time Scheduling: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Languages: \_\_\_\_\_

Serviced Areas: \_\_\_\_\_

\_\_\_\_\_

## Part 3, Products & Services

Top Ten Products: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Best Profit Products: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Unique Brands: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other Brands: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ideal Keywords: \_\_\_\_\_

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#### **Part 4, Other Business Information**

Unique Selling Points: \_\_\_\_\_

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Qualifications: \_\_\_\_\_

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Warranty: \_\_\_\_\_

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Company Slogan: \_\_\_\_\_

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#### **Part 5, Setting Goals**

Marketing Goals: \_\_\_\_\_

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Competitor Analyses: \_\_\_\_\_

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Five Competitors: \_\_\_\_\_

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