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# Call-Only Search Campaign Checklist

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A checklist designed to help you correctly  
set up your **Call-Only campaigns** on **Google Adwords**.



## Step 1 - Getting Setup

- Set up a mobile-friendly or responsive landing page.
- Add your phone number, or tracking number to your landing page.
- Find keywords related to calling for your product or service.
- Create a new "Call-Only campaign".
- Be sure to un-check to "Include search partners" under Networks.
- Under Location options choose "People in my target location".
- Set ad schedule to match your business hours (check timezone).

## Step 2 - Setup Your Conversion Action

- Select to track phone calls with a Google forwarding number.
- Choose to track calls from call extensions or Call-Only ads.
- Name your conversion action.
- Choose to assign a value of a call, or don't assign a value.
- Set your call length (determine the length of a quality call).
- Choose conversion window.
- Select your category (lead, sign-up, purchase/sale or other).
- Check optimization to allow data to be used for conversions.





## Step 3 - Create text ads

- Enter your business name.
- Add the matching phone number from your landing page.
- Explain that users will be calling in your description lines.
- Enter your display URL.
- Add your verification URL (you will need a landing page).
- Select to "Show my ad with a Google forwarding number".
- Be sure to check to "Report conversions" for all text ads.

## Step 4 - Verify your site ownership

- Phone number in ad extension matches landing page number.
- Install Google Adwords conversion tracking code.
- Link Google Webmaster account and Google Adwords account.



**“We are Pay Per Call”**



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