



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

Launch-Day Checklist

The consolidated pre-flight across account, campaign, ads, tracking, and LSA — the whole run-up on one page.

Part of the free Google Ads for Local Firms course · by Evolv Strategies · evolvv.io

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Launch-Day Checklist

The consolidated pre-flight across everything you built in modules 2–5 — one cockpit run-up card — so nothing gets left in the wrong position on launch day. Run it top to bottom, then unpause.

The pre-flight checklist

Each item is something you already set in an earlier lesson. This is the confirmation pass, grouped by panel like a run-up card.

Account

- ☐ Billing verified.
- ☐ Advertiser identity verification done, or watched-for.
- ☐ Auto-apply recommendations **OFF**.

Campaign

- ☐ Search only; Search Partners and Display **off**.
- ☐ Location set to **Presence** (not "Presence or interest").
- ☐ Ad schedule set to answered hours.
- ☐ Daily budget = monthly ÷ 30.4.
- ☐ Manual CPC caps set.

Ad groups

- ☐ Two or three tight themes.
- ☐ **Phrase and exact only** — no broad.
- ☐ The account-level negative keyword list attached.

Ads & pages

- ☐ One compliant RSA per group.
- ☐ Call asset scheduled to answered hours.
- ☐ Every final URL is a matching landing page, **not** the homepage.
- ☐ Every claim provable (the state-bar pass).

Tracking

- ☐ Call reporting **ON**. (You finish tracking properly in m6 — launch and build tracking the same week, because data before tracking is just noise you paid for.)

LSA (if you're running it)

- ☐ Profile verified or in progress.
- ☐ The "rate every lead" habit installed.

Checklist clean? Unpause the campaign. It's live.

What the first two weeks actually look like

Set your expectations now, because the opening fortnight is genuinely misleading. Impressions trickle in. Clicks are lumpy — three one day, zero the next. There's a real learning period while Google figures out who to show you to.

Per your One-Page Ad Plan, **you don't judge anything for 60 days** — the numbers don't mean much until they've settled, and LSA verification alone can eat three or four weeks of that window.

The one thing you *do* start immediately: from about **day seven**, run the Search Terms triage every week. Junk searches show up right away, even before real signal does — so you block the obvious waste from week one while you patiently wait out the learning period on everything else. **Judge the campaign at day 60, not day 6.**

Google will start nagging immediately. The moment you're live, the interface begins suggesting: "your campaign is limited by budget," "switch to broad match," "try Performance Max," "raise your bids." Some of it is real; most of it spends your money faster. You already turned auto-apply off, so nothing changes without you. m7 teaches you to sort the genuine advice from the upsell — until then, when in doubt, dismiss and hold.



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THE NEXT STEP

You've got the playbook. Want it running by next month?

You can now run your own ads with open eyes — and you know exactly what a fair vendor looks like. Measure us against your own checklist.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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