THAT PPC GUY

PPC CHECKLIST

REDUCE WASTED CLICKS, IMPROVE CONVERSION RATES AND MAXIMIZE YOUR AD SPEND

PLAN

ESTABLISH: KEY PERFORMANCE INDICATORS (KPI'S)
BUDGET: SET DAILY BUDGET AND BID STRATEGY
TARGET: IN-MARKET AUDIENCES & AFFINITY AUDIENCES
KEYWORDS: KEYWORD PLANNER, SEARCH VOLUME AND FORCAST

DAILY

BUDGET: REVIEW SPEND VS CONVERSIONS
METRICS: CTR AND AD POSITION
BIDS: ADJUST FOR BEST PERFORMERS
KEYWORDS: REVIEW, ADD NEGATIVE KEYWORDS OR REMOVE UNDER PERFORMING

WEEKLY

POSITION: AVG. POSITION & SEARCH IMPRESSION SHARE
REBALANCE: ADJUST AD GROUP BUDGETS
KEYWORDS: NEGATIVE KEYWORD RESEARCH
DEVICES: MONITOR AND ADJUST FOR MOBILE VS DESKTOP

BI-WEEKLY

GEO SETTINGS: COMPARE AND ADJUST
AD GROUPS: SPLINTER, NARROW AND REFINE
AD COPY: EDIT & REPLACE UNDER PERFORMERS
AD SCHEDULE: MAKE BID ADJUSTMENTS FOR HIGH TRAFFIC HOURS

MONTHLY

CONVERSIONS: AVG. COST PER CONVERSION
QUALITY: CTR & CPC VS. INDUSTRY AVG.
SITE LINKS: REVIEW AND ADJUST
AUDIENCE: COMPARE IN-MARKET AUDIENCES AND AFINTY GROUPS, LOOK FOR NEW AUDIENCES

QUARTERLY

LANDING PAGE: LOOK FOR IMPROVEMENTS, CALL-TO-ACTIONS, EMBED KEYWORDS
AD COPY: ADJUST, REFINE AND ADD NEW
ANALYTICS: COMPARE PAID TRAFFIC TO OTHER SOURCES
REVIEW: MONTH-OVER-MONTH RESULTS

PLAN: SETTINGS, KEYWORDS AND BUDGET

DAILY: BUDGET, METRICS, BIDS, KEYWORDS

WEEKLY: POSITION, REBALANCE, KEYWORDS, DEVICES

BI-WEEKLY: GEO, AD GROUPS, AD COPY, SCHEDULE

MONTHLY: CONV., QUALITY, SITE LINKS, AUDIENCE

QUARTERLY: LANDING PAGE, AD COPY, ANALYTICS, REVIEW

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