

PPC TASK CHECKLIST FOR ACCOUNT SUCCESS

When I first began learning pay per click let's just say I was a little confused, okay incredibly overwhelmed, by all that I had to learn. Bid changes, keyword additions, something called DKI... not only did I have to learn what each of these ppc terms meant but I also had to learn how often to do each task.



Weekly PPC Tasks

- ☐ Project Performance
- ☐ Display Network Review
- ☐ Bid Changes
- ☐ Check Budgets
- ☐ Pause Underperforming Keywords

Bi-Weekly PPC Tasks

- ☐ Negative Keyword Additions
- ☐ Keyword Expansion
- ☐ Ad Review
- ☐ Impression Share Report

Monthly Tasks

- ☐ Check Campaign Settings

- ☐ Landing Page Review
- ☐ Monthly Keyword Comparison

Bi-Monthly Tasks

- ☐ Geotargeting
- ☐ Time of Day/Day Parting
- ☐ Historical Performance Review

Wrapping Up

- ☐ Obviously these are not the only things you should be doing in your PPC account, but this checklist provides a good foundation for PPC management.

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