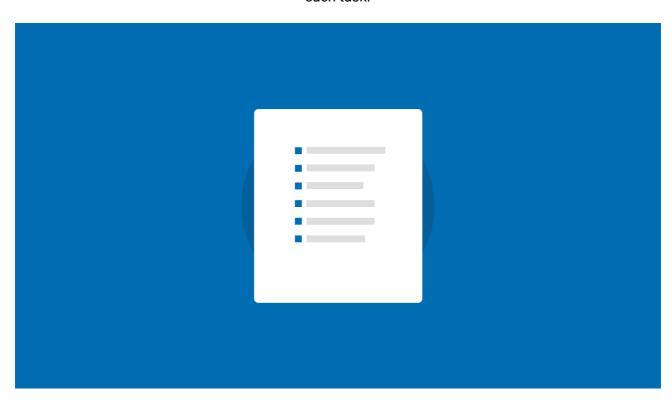
PPC TASK CHECKLIST FOR ACCOUNT SUCCESS

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. Make and Share Free Checklists
checkli.com