

PPC Checklist

PPC Checklist – Setup & Launch



By Digital Marketing Team

www.DigitalSalesMen.com

Check	Yes/No
Check search volume using a keyword research tool	
Check competitor adverts by searching around the topic	
Check competitor keywords, spend & seasonality using research tools (see the tools section)	
Check synonyms and related words – keep a close eye on keyphrases with double meanings	
Add negative keywords to exclude words with a different user intent (e.g. you sell apples, people are looking for photos of apples.	
Spell check your adverts	
Create relevant advert extensions (click to call, sitelinks, local, app).	
Check all adverts link through to a good landing page	
Check your geographic target.	
Check your budget.	
Ensure conversion tracking is in place & contact forms work.	
Add re-marketing code and set up re-marketing lists	

PPC Task Checklist

Check	Yes/No
Weekly Task	
Project Performance.	
Display network review.	
Bid Changes	
Check Budgets	
Pause Underperforming Keywords	
Bi Weekly Task	
Negative Keyword Additions	
Keyword Expansion	
Ad Review	
Impression Share Report	
Monthly Task	

PPC Checklist

Check Campaign Settings	
Landing Page Review	
Monthly Keyword Comparison	
Bi Monthly Task	
Geotargeting	
Day Parting	
Historical Performance Review	