Actividad 5.3. Análisis de listas de verificación

Guía de acceso a ejercicios

Ejericicio 1: Google Ads Search Campaign Setup Checklist

1. Ingresa al sitio Ducks In Rows
https://ducksinrows.com/marketing-tips/advertising/google-ads-search-campaign-setup-checklist/
2. Revisa toda la información pero enfócate en desarrollar el ejercicio que se muestra en la imagen.
3. Si prefieres puedes descargar el documento PDF que se encuentra en el sitio:

Ducks In Rows

Google Ads Search Campaign Setup Checklist

Last Updated: March 2020

Search Campaigns - Expanded Text Ads

Keywords

- ❑ Complete keyword research and choose keywords
- ❑ Review match types
  - ❑ Begin with exact and phrase match
  - ❑ Use broad match modified (+) only when expanding reach
- ❑ Add negative keywords
- ❑ Remove duplicate keywords

Ads

- ❑ Check that landing pages are functional and resolve to 200 status code
- ❑ Review ad copy for spelling errors
- ❑ Ad copy should be proper case (Just Like This.)
- ❑ Ensure keywords are in your ad copy
- ❑ Set page paths (optional, but recommended)
- ❑ Set CPC bids

Ad Groups

- ❑ Similar keywords are grouped together
- ❑ Ad groups are named according to their keywords
- ❑ No more than 10 keywords per ad group

DUCKS IN ROWS   1

Imagen tomada de: Pritts, M. (2020). *Google Ads Search Campaign Setup Checklist*. Duck in Rows.
https://ducksinrows.com/marketing-tips/advertising/google-ads-search-campaign-setup-checklist/

Ejercicio 2: Training Checklist

1. Ingresa al sitio Medium https://towardsdatascience.com/a-checklist-to-track-your-data-science-progress-bf92e878edf2
2. Auténtícate para ingresar y revisa toda la información.
3. Realiza el ejercicio que se muestra en la imagen:

Entry level

Data handling

☐ Small datasets
☐ Simple preprocessing
☐ Image data
☐ Text data
☐ Audio and time-series data

Networks

☐ Classic machine learning
☐ Basic Neural Networks
☐ Convolutional Neural Networks
☐ Recurrent Neural Networks

General

☐ Data analysis
☐ Saving and loading models
☐ Working with metadata files
☐ Callbacks

Intermediate level

Data handling

☐ Generators
☐ Augmentations
☐ Large datasets
☐ Custom pipelines

Custom projects

☐ Custom audio / time-series project
☐ Custom image project
☐ Custom text project

Training

☐ Transfer learning
☐ Fine-tuning
☐ Custom callbacks
☐ Multi-GPU training
☐ Custom training loops
☐ Training in the cloud
☐ TPU training

General

☐ Problem thinking
☐ Generative networks
☐ Experiment tracking
☐ Hyperparameter search
☐ Custom layers
☐ Advanced architectures

Advanced level

General

☐ Huge datasets
☐ Model deployment
☐ Multi-worker training
☐ Reinforcement learning
☐ *Research*
☐ *Staying up-to-date*

Imagen tomada de: Janetzky, P. (2021). *A checklist to track your Data Science progress.* Medium https://towardsdatascience.com/a-checklist-to-track-your-data-science-progress-bf92e878edf2

Ejercicio 3: Surgical Safety Checklist

1. Ingresa al sitio Zapier https://zapier.com/blog/the-checklist-manifesto/
2. Revisa toda la información del sitio.
3. Realiza el ejercicio indicado en la imagen:

Imagen tomada de: Cooper, B. (2015). How to Use Simple Checklists to Boost Efficiency and Reduce Mistakes. Zapier. https://zapier.com/blog/the-checklist-manifesto/