

PPC management routines

YOUR PPC CHECKLISTS



 adalysis

CONTENT

- 1

Introduction
-
- 2

Your guardrails
-
- 3

Daily tasks
-
- 4

Weekly tasks
-
- 5

Monthly tasks
-
- 6

Quarterly tasks
-
- 7

Choose what to automate
-



INTRODUCTION

PPC management went through a split a few years ago: old-school managers work on tasks, while newer managers focus on recommendations.

Blend the two styles to get the most out of AI:

- Recommendations allow you to streamline your workflow
- Checklists ensure critical tasks aren't missed, especially Google's recommendations skip many of them





GUARDRAILS



ACCOUNT STRUCTURE

- Campaign organization
- Campaign settings
- Budget
- Networks



TARGETING

- Geographic targeting
- Ad scheduling
- Demographics
- Devices
- Negative keywords
- Excluded audiences

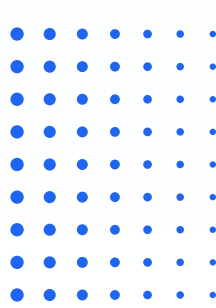


AD GROUP ORGANIZATION

- Keywords
- Match types
- Audiences
- RSA Pinning



BID METHODS

- Determines if you can use broad match
 - Manage max/min CPC with portfolio bidding
 - Conversion tracking for bid feedback loop
- 



DAILY TASKS

KPI MONITORING

Ensure you are on pace. For agencies, this often drives your day – what account needs help the most

RECOMMEN- DATIONS

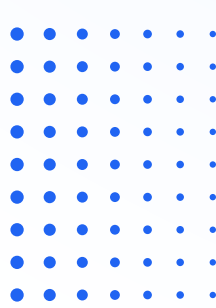
Based on a good system. Weekly for Google's recommendations (focus on the repairs category)

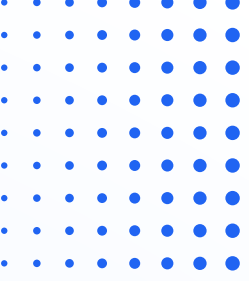
DISAPPROVALS

All ads and targeting are active

BUDGET PACING

Don't over/underspend





WEEKLY TASKS

SEARCH TERMS

Add keywords from search terms to stop duplicates and so the correct campaign is displayed (especially PMax)

BIDS

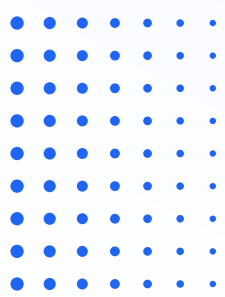
Ensure you're hitting your goals. Could become a monthly task as automation improves

AUTOMATIC PLACEMENTS

No wasted display spend

KEYWORD CONFLICTS

No keywords blocked from showing ads





MONTHLY TASKS

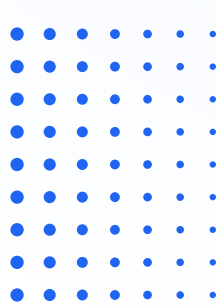
AUDIENCES

Check for active audiences and adjust targeting based on your data. Weekly for accounts with many audiences

DUPLICATE SEARCH TERMS & KEYWORDS

Ensure the correct ad group displays for top search terms and keywords, even with expanded match types

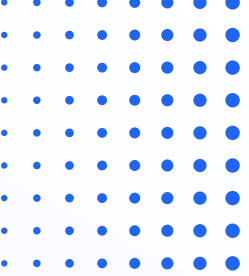
QUALITY SCORE



Supports account organization and keeps costs down, so your ads show more often

N-GRAMS

Find search term trends for negatives, account organization, and new emerging trends



MONTHLY, CONT.

MOM & YOY TRENDS

Check you aren't missing big picture changes. Helps to project what's next.

CAMPAIGN SETTINGS

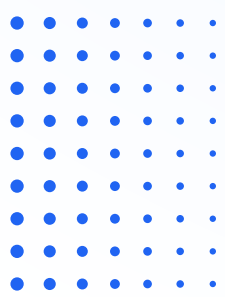
Review settings across campaigns for consistency

AD TESTING

Find insights in your ads' data

REPORTS

Keep your stakeholders up-to-date





QUARTERLY TASKS

These tasks are often monthly
for enterprise companies

AD SCHEDULING

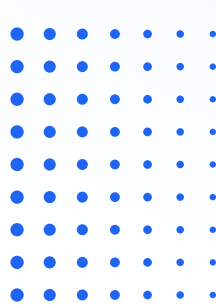
Do you want run
ads at different
hours or days?

LOCATIONS

Refine or change
location targeting/
campaign organization

BID METHODS

Refine or change your bid
methods





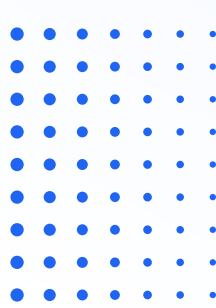
QUARTERLY TASKS, CONT.

DEMOGRAPHICS

Compare the demographic data to your customer profiles and refine as needed

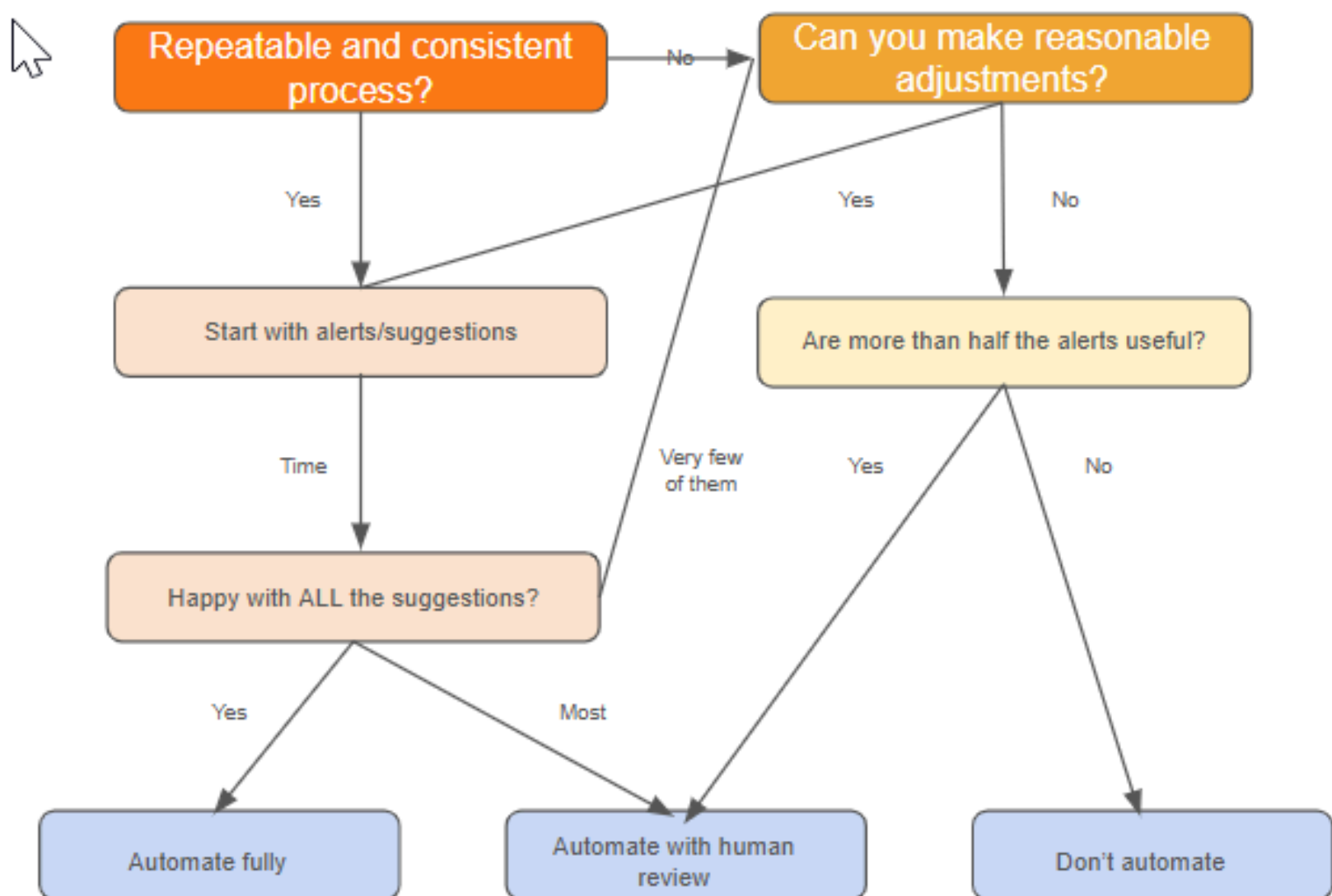
DATA REVIEW

Review and adjust search partners, devices, advanced locations, or other targeting options



AUTOMATION

How to decide what to automate



Scale your PPC performance,
not your workload

Start your free 30-day trial

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