

Strategy Roadmap

P3.MARKETING

Kunde

Action Items / Week		KW1	KW2	KW3	KW4	KW5
Google Search						
Negative Keywords						
. Review account negative keywords						
. Implement additional negatives based on SQR						
Ad Extensions						
. Review account for missing extensions						
. Create/Upload any needed extensions						
Ad Customizers						
. Identify Time sensitive promotions						
Mobile Strategy						
. Review current mobile strategy						
. Make recommendations on landing pages, bids & keywords						
. Approve recommendations						
. Implement mobile strategy						
Keyword Research						
. Identify non-branded terms for testing						
. Review & Approve keyword list						
. Begin keyword testing						
Google Shopping						
All Products & Brands						
. Product bid analysis						
Merchant Center Promotions						
. Set up promotions to run with ads						
Bing Search						
Negative Keywords						
. Review account negative keywords						
. Implement additional negatives based on SQR						
Ad Extensions						
. Review account for missing extensions						
. Create/Upload any needed extensions						
Keyword Research						
. Identify non-branded terms for testing						
. Review & Approve keyword list						
. Begin keyword testing						
Creative Testing Cycle						
Write New Creative						
. Approve creative						
Start Creative Testing Cycle						
. Implement ads						
CRO						
Implement CRO Tests In Cycle						
. Approve Tests						
. Report Key Learnings						
. Supply Test/Page Contents						
. Design Test/Page						
Regular optimizations/tasks						
. Search Query Reports						