1. Introduction / Background

Quup Systems is a growing ecommerce company that specializes in aluminum bathroom accessories and home-heating produc

2. Problem Statement

Without structured keyword tracking, Quup Systems has limited visibility into which search terms are driving clicks, conversions

3. Goals and Objectives

The goal of this project is to design and test a simple keyword tracking system that will help Quup Systems improve its Google A

- Create a structured spreadsheet to store keyword metrics.
- Record weekly performance data for selected campaigns.
- Identify high-performing and low-performing keywords.
- Recommend adjustments to bids, budgets, and targeting based on data.

4. Methods / Approach

The project will be completed in several steps:

- Set up a spreadsheet in Excel or Google Sheets with columns for keyword, campaign, clicks, impressions, click-through rate (C
- Export keyword performance reports from Google Ads once per week.
- Copy or import the data into the spreadsheet and format it consistently.
- Use basic formulas and conditional formatting to highlight strong and weak keywords.
- Make monthly recommendations to pause, adjust, or expand specific keywords.

5. Timeline

Week 1: Build the spreadsheet structure and add initial keyword data.

Weeks 2?4: Collect weekly data, review trends, and note any major changes.

Week 5: Evaluate which keywords have the best and worst performance.

Week 6: Write a short summary report and outline recommendations for next steps.

6. Budget

This project is intentionally low-cost. It uses existing tools and a small test budget.

- Google Ads test budget: $100
- Spreadsheet tools (Excel or Google Sheets): $0 (already available)
- Labor for data entry and analysis: $0 (completed by the student)

Total Estimated Budget: $100

7. Expected Outcomes

At the end of the project, Quup Systems will have:

- A clear, reusable spreadsheet for keyword tracking.
- A better understanding of which keywords are worth continued investment.
- Recommendations for reducing wasted ad spend.
- A simple process that can be repeated and expanded as the business grows.