

PPC Checklist



Did you know that \$190.5 billion is the projected amount companies will spend on search advertising globally in 2024? Pay-Per-Click (PPC) Advertising is an effective marketing technique that needs a plan and a structure to perform at its optimum.

Consider it like periodic maintenance of your campaigns so you can go full throttle with your plans in the coming year!



I. Campaign Objective Checklist

- ☐ I use the best bidding strategy based on historical performance to make sure that the goals of my campaigns are met. These goals can be used to reach the right audience, generate website visitors gain product or brand awareness, or attract sign-ups.
- ☐ I am using ad extensions that show extra business information with my ad, such as an address, phone number, store rating, or additional webpage links.
- ☐ I use remarketing to engage users who've shown interest in my brand. Remarketing isn't for first-time customers; it needs a specific user base to be effective. The first month serves as a testing period, and a successful remarketing list runs for at least 3-5 months.
- ☐ I adjust bid amounts based on the demographics of my target audience. This may include factors such as age, gender, and interests. *Note: Google is increasingly sensitive to privacy concerns, and a significant portion of the audience may choose not to disclose their gender, leading to a more inclusive approach in bid adjustments.*
- ☐ I modify bid amounts for specific days of the week. I increase bids on days when my audience is more active or when conversions are more likely.
- ☐ I target the right locations for my customers, allowing my ads to appear specifically in geographic locations where I aim to connect with the most relevant customers for my business
- ☐ I customize bids to account for seasonal variations in consumer behavior. Adjustments may be made during peak seasons or special events.

II. Keyword Research Checklist

- ☐ My higher-performing keywords is in an average position of 3 or higher
- ☐ I am looking for duplicate keywords and pruning
- ☐ I regularly incorporate negative keywords into my campaigns to ensure that my ads are exclusively displayed in response to queries directly relevant to my business. If my account is configured with broad keywords, I conduct this process daily.
- ☐ I am using keyword management tools to enhance the overall performance of my ad campaigns by identifying and focusing on high-performing keywords while eliminating or optimizing underperforming ones.

III. The Ads

- ☐ I am utilizing responsive search ads for dynamic messaging
- ☐ I enabled all relevant ad extensions such as Sitelinks, Callout, Structured Snippet, or Lead Form extensions.
- ☐ My ad copy has a clear, compelling, and visible call to action.
- ☐ I run A/B tests with my ads to determine which messages resonate best with my target audience
- ☐ My ad text convey value
- ☐ Grouping campaigns and ad groups logically
- ☐ My ads connect to an effective landing page
- ☐ My landing page converts visitors

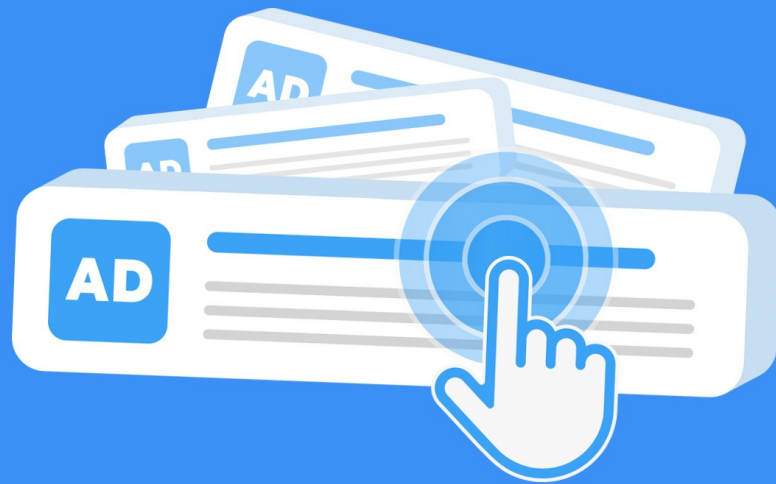
IV. Tracking and Competitor Analysis Checklist

- ☐ I checked the average order value (AOV) and customer lifetime value of my site (CLTV).
- ☐ Transitioned to Google Analytics 4 for advanced tracking
- ☐ Reviewed account settings in the last month
- ☐ Set up ad rotation to optimize ad performance
- ☐ I review budgets and bids
- ☐ I am tracking my competitor's ranking for paid keywords

Still not sure how to get your PPC in tip-top shape?

If you scored less than perfect, then perhaps we could give you a hand. Let's do a more comprehensive check and see what we can improve with your ad investment.

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