



# PPC Checklist

Company: .....

## Before starting

Who is your target market? .....

What is your budget? .....

What are your KPIs? .....

## 24 Hour Review

Review Budget Spend: .....

Keyword and Ad Status: .....

## Day 7 Optimisation

Check Ad Positions .....

Check Your Budget .....

Low Search Volume Keywords .....

Add Negative Keywords .....

## Day 14 Optimisation

Low Click-Through-Rate .....

Optimise Ads .....

Review Bids .....

Review Keywords .....

Reasons for Low Quality Score .....

## Day 21 & Beyond

Successes: .....