

# The 20 Minute PPC Work Week

Complete this weekly workflow to see results fast — in just 20 minutes a week!

Brought to you by



## Weekly Checklist

Date: \_\_\_\_\_

START



### Minutes 0 – 1:

Check Bids and Budget



Raise bids on keywords with strong performance, profitable conversion rates

Lower bids on keywords that deplete your budget with low or no ROI



### Minutes 2 – 4:

Pause Poorly Performing Keywords



Look for keyword outliers with:

- Low ROI, and/or
- Low Quality Scores



### Minutes 19 – 20:

Complete PPC Reporting

GOAL



Set goals for next month

Show off your progress!



### Minutes 15 – 18:

Improve Campaign Relevancy



Split your largest ad group into two smaller, more targeted groups

Create a new, more targeted landing page



### Minutes 10 – 13:

Optimize Ad Text

NEW HEADLINE

BUY NOW

Write new text for your worst two ads. Try testing:

- A new headline
- Different call to action
- Dynamic Keyword Insertion



### Minutes 5 – 9:

Perform Keyword Research



Add new keywords to extend your reach



Identify negative keywords to reduce wasteful clicks



Experiment with different keyword match types

## Get Your Free AdWords Performance Report

The AdWords Performance Grader gives you 40 hours' worth of expert PPC analysis in 60 seconds or less. It's fast, secure, and free.

Get Your Free Report:

<http://www.wordstream.com/google-adwords>

## Real Results, Real Fast: Try WordStream PPC Advisor Free

Get it all done in just 20 minutes a week with WordStream PPC Advisor.

Start Your FREE TRIAL Now:

<https://www.wordstream.com/ppc-free-trial>