

The Minute PPC Work Week

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

Brought to you by

 WordStream

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>