**PPC Task Checklist**

**Weekly Tasks**

* Project Performance.
* Display network review.
* Bid Changes
* Check Budgets
* Pause Underperforming Keywords

**Bi Weekly Tasks**

* Negative Keyword Additions
* Keyword Expansion
* Ad Review
* Impression Share Report

**Monthly Tasks**

* Check Campaign Settings
* Landing Page Review
* Monthly Keyword Comparison

**Bi-Monthly Tasks**

* Geotargeting
* Day Parting
* Historical Performance Review