

30 Minutes

Minutes 0-3, Reset Your Password

-- You probably forgot it by now because you haven't been in the account in so long

Minutes 4-5, Check Your Budget

-- Raise bids on keywords with strong performance, Lower bids on keywords that are depleting your budget

Minutes 6-8, Pause Poorly Performing Keywords

-- Look for keyword with: Low ROI, and/or, Low Quality Scores

Minutes 9-14, Keyword Research

-- Add new keywords to extend your reach. Identify negative keywords to reduce wasteful clicks. Test with different keyword match types

Minutes 15-20, Ad Text Optimization

-- Write new text for your worst two ads and test. Test a new headline and different call to action

Minutes 21-24, Check Campaign Relevancy and Improve

-- Split your largest ad group into two groups. Make them smaller and more targeted groups. Create a new and more targeted landing pages

Minutes 25-29, PPC Reporting

-- Set goals for next month and track your progress

Minutes 30, Coffee Break

-- Nicely done, you have just done more in the last 30 minutes than 70% of your PPC competitors

