

The Minute PPC Work Week

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



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Weekly Checklist

Date: _____

START

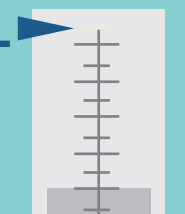
Minutes 0 – 1:
Check Bids and Budget

-  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 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

Minutes 10 – 14:
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

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