



PPC Checklist

Getting started with paid search can be a daunting task, especially for those that are completely new. If you're spending hours online studying up on PPC and SEM, but you're still feeling like WTF, then this checklist is a resource just for you.

Put those overwhelming feelings behind you with these five moves:



Research

Build a solid foundation with extensive research. Aim to clearly understand:

- What keywords should you use?
- What are some current search volume trends?
- What geographic areas do you want to target?
- How much are cost-per-click estimates?



Strategize

Developing a PPC strategy varies for every business. Some primary factors to consider are:

- Creating a budget
- Identifying campaign goals
- A/B testing different components of your PPC campaign: landing pages, ad copy, images etc.



Ad Copy

Writing ad copy for PPC campaigns is an ongoing process. Check out this post from our customer, [KlientBoost](#), for tips on writing ad copy that converts.



Conversion tracking

Setting up conversion tracking can be handled in different ways, but you'll want to start with [Google](#). A bonus move is setting up conversion tracking on other platforms like [Facebook](#) and [LinkedIn](#).



Remarketing lists

Remarketing lists for search ads ([RLSA](#)) give you the ability to customize ads for leads that have already been to your site. This is a great way to target higher value leads and boost conversions.