

## Training Guide

Welcome to WordStream! This training material will help you get the most out of WordStream PPC Advisor. This reading paired with the short, mini-videos recommended in your curriculum and located at [www.wordstream.com/support](http://www.wordstream.com/support) provide you with everything you need to know to get started off on the right foot.

If you have any questions while reading this Training Guide, please do not hesitate to reach out to your dedicated Customer Success Specialist or Premier Consultant by simply emailing [support@wordstream.com](mailto:support@wordstream.com). Or, utilize our Chat Now feature located at the top of WordStream when logged-in.

## Establishing a Workflow

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One of the most challenging aspects of managing your PPC account is developing a proper work flow. With so much data to analyze and so many nuances of PPC to wrap your head around, it can seem daunting to know what to do in your account and how often to do it.

One of the best ways to organize your work flow is by frequency. There are tasks you can work on daily, weekly, bimonthly, and monthly. Let's explore the specific work you can do during each of these frequencies.

### Daily

Monitor performance and KPIs – Your KPIs are your key performance indicators, and can significantly guide you in knowing what to look for in your data. For example, if your account is focused on increasing awareness for a brand or product, your KPIs will likely be impressions and impressions share. But if your goal is to generate more leads or sales, your KPIs will likely be conversions and cost-per-conversion. Keep in mind though that your account performance will vary from day to day – this is ok! There are natural ebbs and flows of search behavior, meaning you may follow up a day of high click volume with one that shows a significant dip in click volume. Being mindful of this can prevent you from acting hastily after a slower day. It is certainly ok to monitor performance on a daily basis, but you want to hold off on making changes every day.

## **Weekly**

Daily Budget Management - Analyze campaign performance based on data from the last 7 days (or different date ranges) to determine spend trends. Once projections and performance have been reviewed, determine if you need to shift campaign budgets between campaigns. Budget is adjusted based on performance – including conversion production, conversion rate, impression share, and CPA.

Here are some examples of trends to look for:

Are there any campaigns that you have low impression share but a better than average CPA? Increase the daily budget to increase conversions.

Are there any campaigns that have a high CPA or high costs and no conversions? Decrease budget or pause the campaign.

Keyword Bid Management - Adjust bids on keywords that are either generating the most of your daily spend, converting but in lower positions, spending without converting, or converting above target CPA. When looking at data, we usually recommend reviewing short-term and long-term date ranges, to get a clearer understanding of the trends for that keyword. This goes back to our point about natural ups and downs of PPC performance – a keyword may have poor performance data for the last 7 days, but the performance may look a lot better over the last 30 days. This tells you that the keyword is likely to pick up again (but certainly keep an eye on it). We typically recommend bid adjustments of 15-20%, whether they are increases or decreases.

## **Bimonthly**

Keyword Analysis and Opportunities - Use search query reports (such as QueryStream), keyword research tools, and monitor the competition for potential keyword additions. If a certain search term is converting, or you start seeing keywords appearing again and again, build out new ad groups and test. If you see that a keyword is matching to a high volume of irrelevant search queries, you can either restrict the match type on the keyword or utilize negatives (or sometimes both)! Eliminating these keywords will increase CTR by preventing unqualified traffic from seeing or clicking your ad. You may also want to consider doing this weekly for newer accounts until you build up a solid negative keyword list.

You can also think about pausing keywords that have spent without converting or have a low CTR and could harm account performance and lower Quality Score.

Ad Copy Review – This element could either be a bi-monthly or monthly task, depending on how diligent you are with your ad copy. If you introduce new ads, we typically recommend reviewing performance after two weeks. However, it is a good general best practice to review ad copy every month to ensure that your products, services, and offers/promotions are up-to-date. You should be testing at least two ads per ad group at all times. Make sure you have gathered enough impressions and clicks to truly evaluate performance. A good rule of thumb is around 30 clicks for your sample size of data. You will likely want to focus on the conversion and CTR data when determining which ads to pause and/or rewrite. Knowing which ads drive traffic to your site and drive new business is essential for your ad copy optimization.

## Monthly

Landing Page Review – Similar to ad copy review, create new landing page variations based off of the top performing pages to continue testing. Test different form lengths, copy, images, headlines, etc. It is also important to ensure that your ads point to the most relevant and specific landing page, this will help improve quality score, CTR, and even conversions. If your website has undergone changes or you have built new landing pages for your PPC traffic, make sure you revisit this within your PPC account.

Campaign/Ad Group Optimization – Tying into landing page review, you want to make sure to review ad campaign and ad group structure to ensure tight themes and that keywords are targeted appropriately. If your product line or service offerings have changed, make sure they are reflected accurately in your account structure. Also, look for opportunities to create new campaigns for keyword groups that could benefit from a separate campaign budget. For example, if you have an ad group with keywords that are cannibalizing the campaign's daily budget, it might be a good idea to separate the underperforming keywords into their own campaign; which will allow them to generate impressions and clicks.

Also, if there isn't an opportunity to include certain keywords in your ad copy within a single ad group, it makes sense to create a separate ad group for those unused keywords. This way, you can create ads specifically to support those keywords.

Check Campaign Settings – Look at the settings of each of your account's campaigns once a month to make sure they are correct. Check that you're targeting the correct locations, languages, networks, and devices. You make a lot of changes to your account in a month, and it's much easier that you'd think to accidentally select the wrong setting.

Look For Additional Account Opportunities – Whether it is a new Google beta, or maybe an AdWords feature you haven't tried yet, there is always something you can test in your account! Some of the more popular features outside of the Search Network are the Display Network, Remarketing, Google Shopping, Flexible Bidding Strategies, Remarketing Lists for Search Ads (RLSA), and YouTube advertising.

*If you need any help establishing a workflow, please do not hesitate to reach out to your dedicated Customer Success Representative, or utilize our Chat Now feature.*