

The Inside Scoop on Google Ads

10 Point Checklist

Frederick Vallaeyes

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"It's not like it's the end of PPC careers. We're going to shift a little bit on what we'll be working on and how we position ourselves to our clients in terms of value proposition, but we'll continue to do PPC."

FREDERICK VALLAEYS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Make an effort to learn how to gain insights from my data analytics. Through training, I can become better at decision making after looking at the metrics presented to me.
- Create cause charts, flow charts, quality scores, etc. and ensure that I present your data in a way that my team can easily understand. When something is represented in a simple visual format, the ultimate goal becomes clearer to everyone.
- Utilize tools that will help me achieve my PPC goals. Grab the complete recommended list by Frederick Vallaeyes on his episode's show notes.
- Constantly test ads so that I can cancel out what doesn't work and build on what works.
- Get familiar with the Google Ads terminology. Explore its components and learn how they can help you create better ad campaigns.
- Automate my campaigns and processes so that I don't have to deal with constant, tedious work to monitor the performance of my ads.
- Do keyword research first before I run a campaign. This will eliminate several trial and error strategies that most likely lead to nowhere because of a lack of research.
- Understand bidding and other factors that affect the cost of my ads so that I can weigh the performance of my keywords better. A cheap keyword may turn out to be expensive in the end because of a low click-through rate
- Determine my product margins before I start running my ads. An advanced insight on my profitability will give me a clearer projection on what is yet to come.
- Check out [Optmyzr](#) to learn more about the tools that can help you run more efficient Google Ads campaigns.