

Checklist for PPC Analysis



- Choose a PPC analysis tool
- Review keyword performance
- Monitor copy and creative performance
- Check landing page performance
- Monitor audience performance
- Calculate ROAS
- Analyze competitors' strategies
- Optimize PPC campaigns
 - Adjust bids
 - Update ad copy
 - Enhance ad extensions
 - Add negative keywords
 - Refine target audiences
 - Optimize landing pages
 - Improve mobile performance