

# Competitive PPC Analysis Checklist



- Use “Details” in Google Ads and Microsoft Ads to identify your competitors
- Use visuals to illustrate competitor metrics
- Segment your competitors
  - Where are they competing with you?
    - Label your top-performing keywords
    - Set up reports, alerts, and automated bidding rules
  - Why are they competing?
- Dig into the data
  - Examine landing pages
  - Analyze keyword competition and keyword gaps