



o Pay Per Click Cheat Sheet

Questions to Ask Your PPC Company



How often are ad copy and keyword bids reviewed and updated?



How often are keywords and targeting reviewed and updated?



Are the campaigns and ad groups segmented by service offering?



Are negative keywords being utilized? If so, how?



How is targeting set up for location, audience, etc?



What is the bidding strategy used? How does this relate to the project goals?

