

Start during the first 7 business days of the month, do not mark complete until the 26th. Check assigned PPC accounts at least once a week for unusual spend or unusual conversion activity - put this on your calendar so you don't forget.

Follow any specific instructions in the task description first.

If you still have time, or if there is no task description, do the following:

1. **Checklist:** [PPC Tasks](#)
2. **Plan:** Write out your plan. This plan should include the **data** you found and **specifics** for implementation.
3. **Review:** Schedule a meeting with Kendall to go over your PPC task plans. You will do this for at least 2 months. After you worked with Kendall for a while you will move on to just having the Fulfillment Manager review your plan before implementation.
4. **Implement:** Apply approved changes, or edit plan according to Fulfillment Manager's instructions. When editing in Google Ads, use your own user (your.[name@sebomarketing.com](mailto:your.name@sebomarketing.com)) to make changes.
5. **Report:** Update the PPC Master with the changes you made.

Account: The Barber School

MC: Kendall Humes

Task Description: Send the task plan to Dani.

Questions for Fulfillment Manager:

Questions for MC:

Time Frame (date range you looked at in the account): 03/01/22-08/31/22

Overall Account Lever: Increase traffic

Campaign: Barber School - Utah - Report

- **Lever:** Increase traffic
- **Ad group:** License
 - **Work:** Appeal the only RSA because it's limited by policy. Also, add [utah state board of cosmetology] as a negative keyword to decrease cost/conversion. (I might add "cosmetology" as a negative keyword)

Campaign: Barber School - Utah - Report

- **Lever:** Increase traffic
- **Ad group:** Barbering
 - **Work:** Remove *barbering mentors in ogden* as a keyword from the Barbering ad group (low search volume and 0 impressions in the past 6+ months). Appeal and improve good RSA to excellent (or get rid of it? Since it's not performing as well as the other one). Also, add

[cosmetology school near me] as a negative keyword to decrease cost/conversion. (I might add "cosmetology" as a negative keyword)

Campaign: Barber School - Utah - Report

- **Lever:** Increase conversion rate (decrease cost/conversion)
- **Ad group:** Cost; Training
 - **Work:** Add "az", "arizona", "canada", and [online barber course canada] as negative keywords.

Campaign: Barber School - Utah - Report

- **Lever:** Increase conversion rate (decrease cost/conversion)
- **Ad group:** Requirements
 - **Work:** Add "az", "arizona", "canada", [barber school online], [cosmetology schools that don t require high school diploma or ged near me], and [can you get a barber license without going to school] as negative keywords. Also, remove outdated RSA that is disapproved and not running.

Campaign: Barber School - Utah - Report

- **Lever:** Increase conversion rate (decrease cost/conversion)
- **Ad group:** Scholarships
 - **Work:** Add [beauty schools near me] as a negative keyword.

Campaign: Brand

- **Lever:** Increase traffic
- **Ad group:** barber school utah; the barber school
 - **Work:** Increase ad strength to excellent for all RSAs, and remove outdated RSAs that are disapproved.

Campaign: Hair Design

- **Lever:** Increase conversion rate (decrease cost/conversion)
- **Ad group:** Course; Hair Stylist School
 - **Work:** Add "canada" as a phrase match negative keyword to the Course ad group. Add [tooele technical college cosmetology], [paulmitchell school], [avalon school of cosmetology], [renaissance hair school provo], [marinello school of cosmetology], [aveda school of cosmetology], [evans hairstyling college lindon], [paul mitchell school near me], [dat cosmetology school], [aveda schol], [marinello's school of beauty], [beauty college salon near me], and [paul mitchell school provo ut] as negative keywords for the Hair Stylist School ad group.
 - Also, create a clickable call link and set it up as a conversion in Analytics (this will apply to the other campaigns as well).