

Start during the first 7 business days of the month, do not mark complete until the 28th. 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:** Have the Fulfillment Director review your plan before implementation.
4. **Implement:** Apply approved changes, or edit plan according to Fulfillment Director's instructions.
5. **Report:** Update the PPC Master

Account: Reliable Tree Care

MC: Heather

Task Description: In response to Matt Palmer's Email -- go ahead and lower the daily budgets. The client doesn't have a target CPA, the goal is to just maximize the total number of conversions. TBD on pausing low performing campaigns and focusing budget, confirming with client we can do that and they aren't looking for certain types of leads.

For sure I want you to do research on competitors and create & add a competitor negative keyword list to applicable campaigns. Beyond that, clean up the optimization score and optimize as you see fit.

Questions for Fulfillment Director: *Swap* means pause and create a new version of kw (not a question)

Questions for MC:

Time Frame: 7/1/21 - 8/5/21

Overall Account Lever: Traffic

Campaign: Arborist

- **Lever:** Traffic
- **Ad group:** Arborist
 - **Work**
 - Add any of the keywords with canada as negative kws
 - Swap [arborist near me], [tree arborist], [arborist] to broad match

Campaign: Arborist (Geo)

- **Lever:** Traffic
- **Ad group:** Park City

- **Work**
- park city arborist as broad match
- **Ad group:** Salt Lake City
 - **Work:**
 - add arborist salt lake city as broad match

Campaign: Tree Care

- **Lever:** Traffic
- **Ad group:** Tree Care
 - **Work:**
 - Swap “tree care specialist” and [arborist care tree service] to broad match in a new ad group
- **Ad group:** Tree Doctor
 - **Work:**
 - Add “tree doctor near me” as broad match

Campaign: Tree Care

- **Lever:** Traffic
- **Ad group:** Tree Care
 - **Work:**
 - Add any of the keywords that are obviously competitors as negative kws

Campaign: Arborist, Arborist - Geo, Fruit Tree Care, Tree Trimming - Geo, Tree Trimming, Fertilization, Tree Care, Insect

- **Lever:** Traffic
- **Ad group:** Several
 - **Work:**
 - Apply the Recommendation “Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns (+8.7%)
 - Made an experiment on Arborist Campaign