

PPC Campaign Development Checklist

By following this checklist, you can increase your chances of developing successful PPC campaigns that drive results for your firm. Remember to monitor and optimize your campaigns to ensure you're getting the most out of your investment

You can develop a well-informed and adaptable budget plan that aligns with your campaign goals and maximizes ROI. PPC budgeting is an ongoing process, so it's important to monitor performance and refine your budget based on real-time insights.



Define Goals and KPIs

- What do you want to achieve with your PPC campaigns (e.g., brand awareness, lead generation, sales)?
- What key performance indicators will you use to measure success (e.g., click-through rate, conversion rate, cost per acquisition)?



Identify Target Audience

- Who are you trying to reach with your ads?
- What are their demographics, interests, and online behaviors?



Conduct Keyword Research

- Identify relevant keywords and phrases your target audience is searching for.
- Use keyword research tools to discover search volume, competition, and suggested bids.

Tips:

- Use tools like Google Keyword Planner, Semrush, or Ahrefs to research the estimated cost per click (CPC) for relevant keywords in your industry.
- Pay attention to the competitiveness of your chosen keywords. For high-competition keywords, you may need a larger budget due to higher CPC rates.
- Prioritize a mix of keywords that align with your goals. For example, using longer-tail keywords might reduce costs as they tend to have lower CPCs compared to broader, high-volume keywords.

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Develop Compelling Ad Copy

- Write clear, concise, and attention-grabbing ad copy that highlights your unique selling proposition.
- Include a strong call to action to encourage users to click.

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Create Landing Pages

- Design landing pages that are relevant to your ads and provide a seamless user experience.
- Optimize landing pages for conversions with clear calls to action, persuasive copy, and easy navigation.

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Set Up Campaign Structure

- Organize your campaigns into ad groups based on themes or product categories.
- Use ad extensions to provide additional information and improve ad visibility.

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Monitor and Optimize

- Track your campaign performance regularly and adjust as needed.
- Test different ad variations, landing pages, and bidding strategies to improve results.

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Estimate Your Desired Monthly Clicks

- Once you have an idea of the average CPC, calculate the number of clicks you need to achieve your conversion goals.
- Use this formula. For example, if your average CPC is \$2 and you want 1,000 clicks per month, your budget should be around \$2,000.

Monthly Budget = Average CPC × Estimated Monthly Clicks

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Consider Your Conversion Rate

- Estimate the conversion rate based on historical data or industry averages. Conversion rate represents the percentage of clicks that result in a desired action (e.g., form fill, phone call).
- Calculate the number of clicks needed to achieve your goal based on your estimated conversion rate.

Example: If your conversion rate is 5%, and you need 50 conversions, you'll need 1,000 clicks. Multiply this by the average CPC to estimate your budget.

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Consider Social Media Advertising

- Explore social media platforms like Facebook and LinkedIn to reach your target audience.
- Use sponsored ads to target specific demographics, interests, and behaviors.

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Budgeting

- Set a realistic budget for your PPC campaigns.
- Determine your bidding strategy and set appropriate bids for your keywords.
- Allocate your budget across campaigns and ad groups based on your goals and priorities.
- Consider factors like target audience, geography, practice area/ service provided, and campaign length.

Example: To get an idea of your cost-per-acquisition, divide your total desired campaign budget by the number of conversions you want to achieve. Look at historical data (if available) or industry benchmarks to estimate a realistic CPA. This value will give you a basis for budgeting, as it shows how much you're willing to spend to acquire a single customer or lead.

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Budgeting, cont.

Also, factor in Daily or Monthly Spending limits. Set a daily budget based on the total monthly budget you've calculated. This can help prevent overspending.

Use this formula.

$$\text{Daily Budget} = \text{Monthly Budget} / \text{Number of Days in Month}$$

For example, if your monthly budget is \$1,500, your daily budget would be around \$50.

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Adjust for Experimentation & Optimization

- Set aside an additional portion of the budget (typically 10–20%) for A/B testing different ad elements like headlines, images, and CTAs.
- Allocate funds to optimize bids or keywords based on ongoing performance. If certain keywords perform better than others, you might increase the budget for them.

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Analyze and Adjust Based on Campaign Performance

- PPC campaigns require flexibility. Review the performance regularly (weekly or monthly), and be prepared to adjust the budget based on actual results.
- For instance, if certain keywords drive more conversions, you might reallocate more of the budget to those high-performing keywords. Conversely, if the campaign isn't hitting your CPA targets, you may need to adjust your bids, targeting, or budget.

PPC Campaign Development Checklist

A detailed checklist is the foundation of a successful PPC campaign. From setting goals and researching keywords to tracking performance, this Checklist ensures you cover all essential steps and maintain consistency across campaigns. By following it, you can efficiently launch ads that resonate with your target audience and deliver measurable results.

Use this Checklist as your go-to tool for launching high-impact PPC campaigns. Tick off each step as you progress and refer back to the PPC Campaign Playbook for in-depth guidance whenever needed.



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