



DAY 1 - SET UP ALERTS TO MONITOR ACCOUNTS AND TRACK BUDGETS

- Set up **Account Alerts** to monitor key performance indicators (KPIs) like - CPA and ROAS. [Video Tutorial](#)
- Set monthly budgets on the MCC dashboard and get notified when an account is underspending or overspending.
- Install the **Flexible Budget** enhanced script to make sure the account doesn't overspend. [Setup Instructions](#)
- Install the **Check Destination URLs** enhanced script to stop traffic from going to broken landing pages. [Setup Instructions](#)

Pro Tip: Enhanced scripts can be installed at the MCC level. [Read more](#) about installing scripts.



DAY 3 - ANALYSE ACCOUNT PERFORMANCE AND START OPTIMIZING

- **PPC Policy and Audits** - Run "Sample Policy" to find areas of improvement in the account. Customize policies based on your company's strategies. [User Guide](#)
- Customize a weekly report from available **Instant Report** templates. Schedule it to automatically be emailed every Monday morning. [User Guide](#)
- Run **Optmyzr Express** - Do quick optimization tasks like testing new ads, adding new keywords, getting more traffic for converting keywords and more. [User Guide](#)
- Run **PPC Investigator** to see how and why conversions in your account changed in last 30 days. [User Guide](#)



DAY 5 - ANALYZE SEARCH QUERIES TO ADD NEW KEYWORDS AND NEGATIVES TO YOUR ACCOUNT

- **Keyword Lasso** - Add new keywords from 'Top Suggestions' or use a custom filter to find suggestions. [User Guide](#)
- **Negative Keyword Finder** - Find account level negatives and add them to shared negative lists. [User Guide](#)
- **Search Terms N-Grams** - Analyze highest traffic search terms in a word cloud to identify trends, new ad group themes and to add negatives. [User Guide](#)

Pro Tip: Combine these optimizations together and put them in a workflow using [Account Workouts](#).



DAY 6 - MANAGE BIDS

Campaigns on Manual Bidding

- **Conversion Grabber** - Get more traffic for converting keywords losing impression share. [User Guide](#)
- **First Page Bridger** - Push high Quality Score keywords to the first page of search results. [User Guide](#)
- **Reduce Bids** for keywords that have zero conversions and high cost or high cost-per-acquisition.

Campaigns on Automated Bidding

- **Optimize Target CPA & ROAS** - Change ad group level targets when running on smart automated bidding strategies from Google to get better performance. [User Guide](#)

Pro Tip: You can also combine them together and create a Workflow for them using [Account Workouts](#).



DAY 7 - IMPROVE QUALITY SCORE AND MANAGE BUDGETS

- Analyse and **Optimize Budget** - Re-allocate budgets to campaigns that are converting but losing impression share. [User Guide](#)
- Use the **Quality Score Tracker** to analyze ad groups with low QS. [User Guide](#)
- Run **Quick Optimizations** from the **Quality Score Tracker** to pause and SKAG low QS keywords.



DAY 9 - AB TEST AND CREATE NEW ADS

- Use **AB Testing For Ads** to pause underperforming ads and create new ones. [User Guide](#)
- Test your ad components using **Ad Text Optimization**. [User Guide](#)
- Create new responsive search ads using **Responsive Search Ads Utility** tool to ensure all your ad groups have at least 1 responsive search ad in them. [User Guide](#)



DAY 11 - SET HOURLY BID ADJUSTMENTS AND BUILD CUSTOM OPTIMIZATIONS

- Use the **Hour of the Week Bid Adjustment** to set bid adjustments for different times of the week based on your optimization goal. [User Guide](#)
- Try out **Instant Optimizations** in the Rule Engine. [User Guide](#)



DAY 13 - SET BID ADJUSTMENTS FOR LOCATIONS AND DEMOGRAPHICS BASED ON PERFORMANCE

- Use the **Geo-Bid Adjustment** to target and set bid adjustments for locations based on performance. [User Guide](#)
- Run **Optmyzr Express** - Do quick optimization tasks like setting bid adjustments for age and gender.



DAY 14 - CREATE YOUR OWN WORKFLOWS AND IMPLEMENT AUTOMATION

- Create your own optimization workflow by building a **Custom Workout**. [User Guide](#)
- Automate your favourite optimization strategies using **Rule Engine**. [User Guide](#)

