Post-Lockdown PPC Checklist

Phase I: Plan

☐ Analyze bid settings as business begins to ramp back up to make sure you’re not spending too much or too little, depending on the new landscape.

☐ Question all benchmarks from Q1 and Q2. The second half of 2020 will be unpredictable at best.

☐ Analyze search term reports to see if your ads are showing for queries diluted due to COVID consumer behavior. Add negative keywords to avoid showing for these searches.

Phase II: Optimize

☐ Test automated bidding in a sandbox and analyze the results against manual adjustments. Use our Rule Engine for added customizability, like adjusting bids based on location.

☐ Experiment with increased spend on bottom-of-funnel campaigns, especially if you had to abandon them during the quarantine period.

☐ Explore ways to take advantage of RLSA and GDN retargeting, especially if little or no budget was applied over the past quarter.

☐ Check device bid modifications to make sure your priorities still apply. Some audiences still work from home; others are mobile. Watch to see if bids are inadvertently throttling performance.

Phase III: Track

☐ Review auction insights report to see whether competitors are bidding on similar terms, including brand terms. Make sure you’re not getting outbid.

☐ Watch placement reports frequently. Overall, more people are still online. Monitor placements to identify where optimizations are needed.

☐ Track daily budgets like a hawk. Remember that Google paid search traffic dropped significantly in recent months. As traffic resumes, daily budgets can max out faster than you expect.

☐ Avoid the temptation to default to pre-COVID strategies. Consumer behaviors, confidence, and other factors will still trick the AI-powered machines.

☐ Scripts can help you automate many processes and keep you on target. The Flexible Budgets script from Optmyzr, for example, pauses activity when a time-based budget threshold is met.