

pepperjam

A Day at a Search Marketer's Desk

10 Tasks to Keep You Productive Every Day



Tasks to Do With Your Cup of Joe

The things to always make time for:

Results – Check 'em! No matter what sits in your inbox, having a way to quickly pull the important stuff first thing in the morning allows you to prioritize your day.

Budgets – An easy task – just look up the impression share lost to budget to be sure you are capturing as much demand as possible against your specific KPI's. There's nothing worse than missing out on an opportunity to be more efficient.

Competition – Be in the know on where you stand among other brands in your auction.

Optimization – Now that you know performance, look back and make bid changes to match types, targeting, and device.

Check-ins to Keep You Sharp

Owning search and becoming the expert:

Cost Per Click – Low CPCs are the key! Compare current CPCs to previous periods or to last year and adjust accordingly.

Click-Through Rate and Copy – Stay in tune with CTR trends, and be sure copy reflects the promotions on landing pages.

Ad Extensions – Check out performance so that no ad space is wasted! Consider using multiple types to take advantage of additional retail space to share your brand's message, and push your competitors further down the search engine results page (leaving your brand front and center.)



Seeing the Future

Looking ahead for new opportunities:



New Keyword Opportunity

Run search query reports to pick up on trends (both positive and negative) within the account. Be sure to add in negative keywords that can hurt performance.



New Campaign / Ad Group Opportunity

Keep campaigns and ad groups following the same taxonomy as the site, and continue to add as new products or trends pop up.



Knowing What's Important

Whether your brand measures performance based on return on ad spend, cost per conversion, or a custom metric, this metric is most important to measure performance at a granular level in order to be successful.

