

A woman in a business suit and hat is presenting to a team in a meeting room. She is gesturing with her right hand while holding a pen in her left. The room has charts on the wall, including one labeled 'INDUSTRY'.

Managing PPC Tasks For In-House Teams

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About Me

- 4+ years of SEM experience
- MS in Information Studies – University of Texas at Austin
- Quick resume:
 - PPC Analyst at Leverage Marketing
 - Internet Marketing Assistant at TechSkills
 - Sr. Marketing Associate (PPC) at uShip
- Currently Online Marketing Manager for BuildASign.com
- Blogs at www.ppcwithoutpity.com



Managing In-House PPC Tasks

When more than one person is working in a given PPC account, it can become hard to track which changes were made and why.

At the enterprise PPC level, you need effective systems to both track changes and schedule PPC tasks.

Here are a few tools that can help.



Tracking Changes

The Basics: AdWords/AdCenter Change History

- Helpful for identifying specific changes
- Can identify which user made which change
- However, neither report identifies *why* each change was made

For AdWords:

- Go to the “Tools and Analysis” tab
- Select “Change History”

For AdCenter:

- Go to “Reports”
- Create a new report
- In the “Report” field, select “Search campaign change history”

Tracking Changes

A Little More Advanced: Google Analytics Annotations

- Shows changes in the context of traffic/conversion trends
- Annotations tied to the user who entered them, not necessarily the person who made the change
- Does not update automatically – you must enter them yourself
- Text space is somewhat limited



Tracking Changes

Advanced: Basecamp (<http://basecamp.com/>)

- Create a project for your PPC efforts
- Create categories for your different accounts
- Use “Messages” function to provide context behind why you made changes
- To-do lists are helpful for planning projects
- Posts are tagged with date and time for future reference
- Use the search function or browse categories to look at historical changes



Basecamp™
Project Collaboration

BuildASignPPC BuildASign

- Overview
- Messages**
- To-Dos
- Calendar
- Writeboards
- Files

- People & Permissions
- Search
-

All Messages

[Expanded view](#) [List view](#)

Most active discussions

Printcopia - Account Pause



[Latest comment 22 Aug](#) by Shawn Livengood

1 comment posted

BAS UK - Account Pause



[Latest comment 6 Mar](#) by Shawn Livengood

1 comment posted

BOTC - Account Pause



[Latest comment 15 Feb](#) by Shawn Livengood

1 comment posted



[Printcopia - Keywords, Bids, Negatives](#)

by Shawn Livengood on Wed, 12 Sep at 3:03pm



[Printcopia - Keywords](#)

by Shawn Livengood on Wed, 12 Sep at 8:17am



[BAS - Magnets - adjusted bids](#)

by Jeremy Rougeau on Tue, 11 Sep at 6:54pm



[ECP - Remarketing - revoked impression cap](#)

by Jeremy Rougeau on Tue, 11 Sep at 4:59pm



[BOTC - Consumer banners - switched back to CPC bidding](#)

by Jeremy Rougeau on Tue, 11 Sep at 11:17am



[Printcopia - Keywords](#)

by Shawn Livengood on Tue, 11 Sep at 8:07am

[+ Post a new message](#)

Categories

[Edit](#)

All Messages

[BAS AdCenter](#)

[BAS Germany](#)

[BAS UK](#)

[BOTC](#)

[BOTC AdCenter](#)

[BuildASign](#)

[CarWrap.com](#)

[ECP AdCenter](#)

[ECP Facebook](#)

[EasyCanvasPrints.com](#)

[Fast Real Estate Signs](#)

[Google Analytics](#)

[MOTC](#)

[MOTC AdCenter](#)

[Printcopia](#)

[SOTC](#)

[SOTC AdCenter](#)

[SiteCatalyst](#)

[UK AdCenter](#)


[Yahoo UK](#)



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Overview **Messages** To-Dos Calendar Writeboards Files

People & Permissions Search 

[« All Messages](#)

[New message](#) | [Edit this message](#) | [Delete](#)

Printcopia - Product Listing Ads Campaign



From: Shawn Livengood
Date: Fri, 24 Aug 2012 at 4:59pm
Category: [Printcopia](#)

Launched product listing ads campaign.



Leave a comment...

Bold *Italic*  Bullets  Numbers

[Switch to Textile/HTML](#)

Add this Comment

Preview

Comment Notification

These people are subscribed to receive email notifications when new comments are posted.

BuildASign

You ([Unsubscribe](#))

Scheduling Tasks

Trello (<https://trello.com/>)

At BuildASign.com, we use Trello for project management throughout our organization. PPC projects are no different.

“Cards” are created with PPC tasks, and they are sorted into lists in priority order.



Your entire project, in a single glance.

Scheduling Tasks

Example Trello List

PPC 12 cards

- Printcopia keyword research (4 hours)
Sep 24
- Create Printcopia AdCenter account (2 hours)
Sep 28
- Check on BAS landing page test (1 hour)
Sep 28

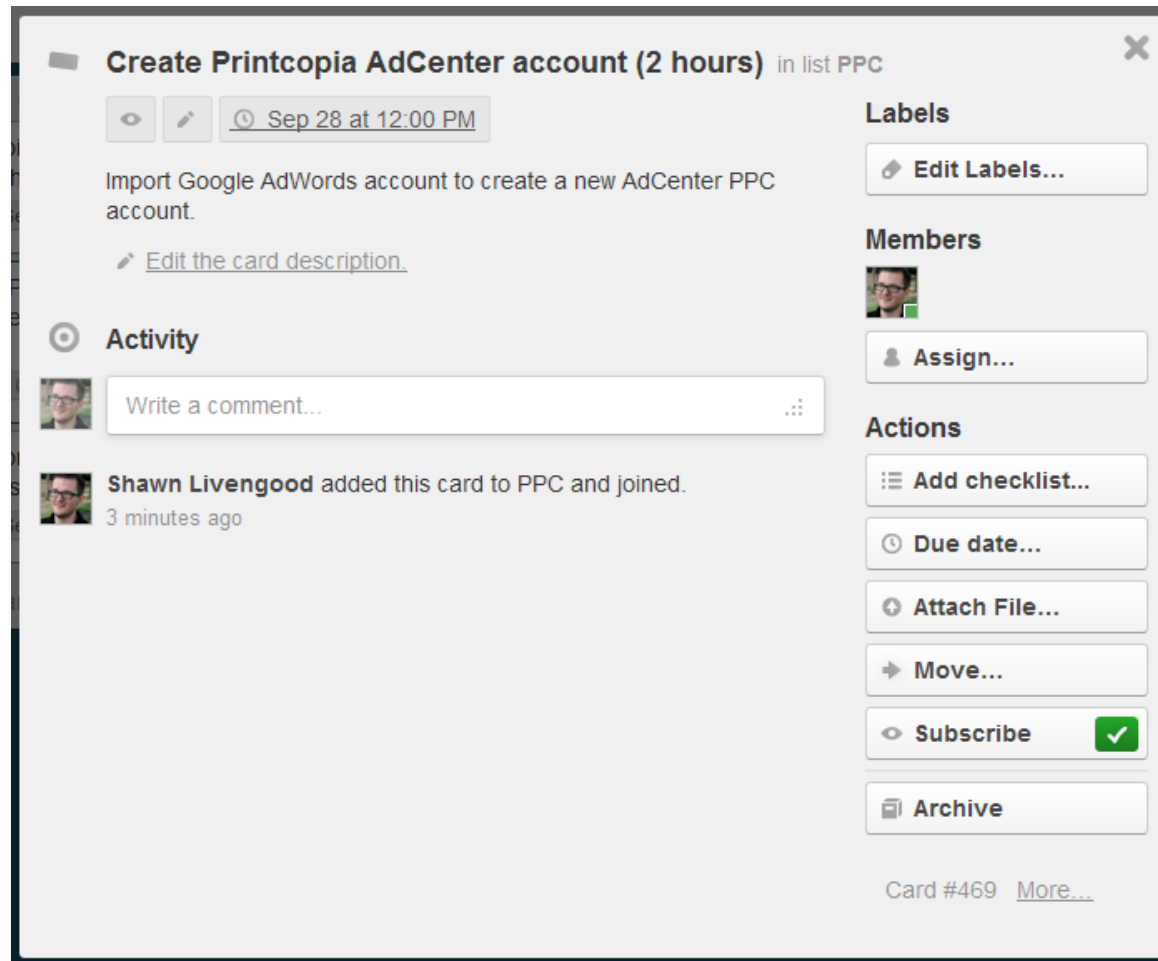
Add a card...

Members on the project

Due date

Scheduling Tasks

Example Trello Card



Create Printcopia AdCenter account (2 hours) in list PPC

👁️ ✎️ ⌚ Sep 28 at 12:00 PM

Import Google AdWords account to create a new AdCenter PPC account.

[Edit the card description.](#)

Activity

Write a comment...

Shawn Livengood added this card to PPC and joined.
3 minutes ago

Labels

[Edit Labels...](#)

Members

[Assign...](#)

Actions

[Add checklist...](#)

[Due date...](#)

[Attach File...](#)

[Move...](#)

[Subscribe](#)

[Archive](#)

Card #469 [More...](#)

Key Takeaways

For Tracking Changes:

1. AdWords/AdCenter change history
2. Google Analytics annotations
3. Basecamp

For Scheduling Tasks:

1. Trello