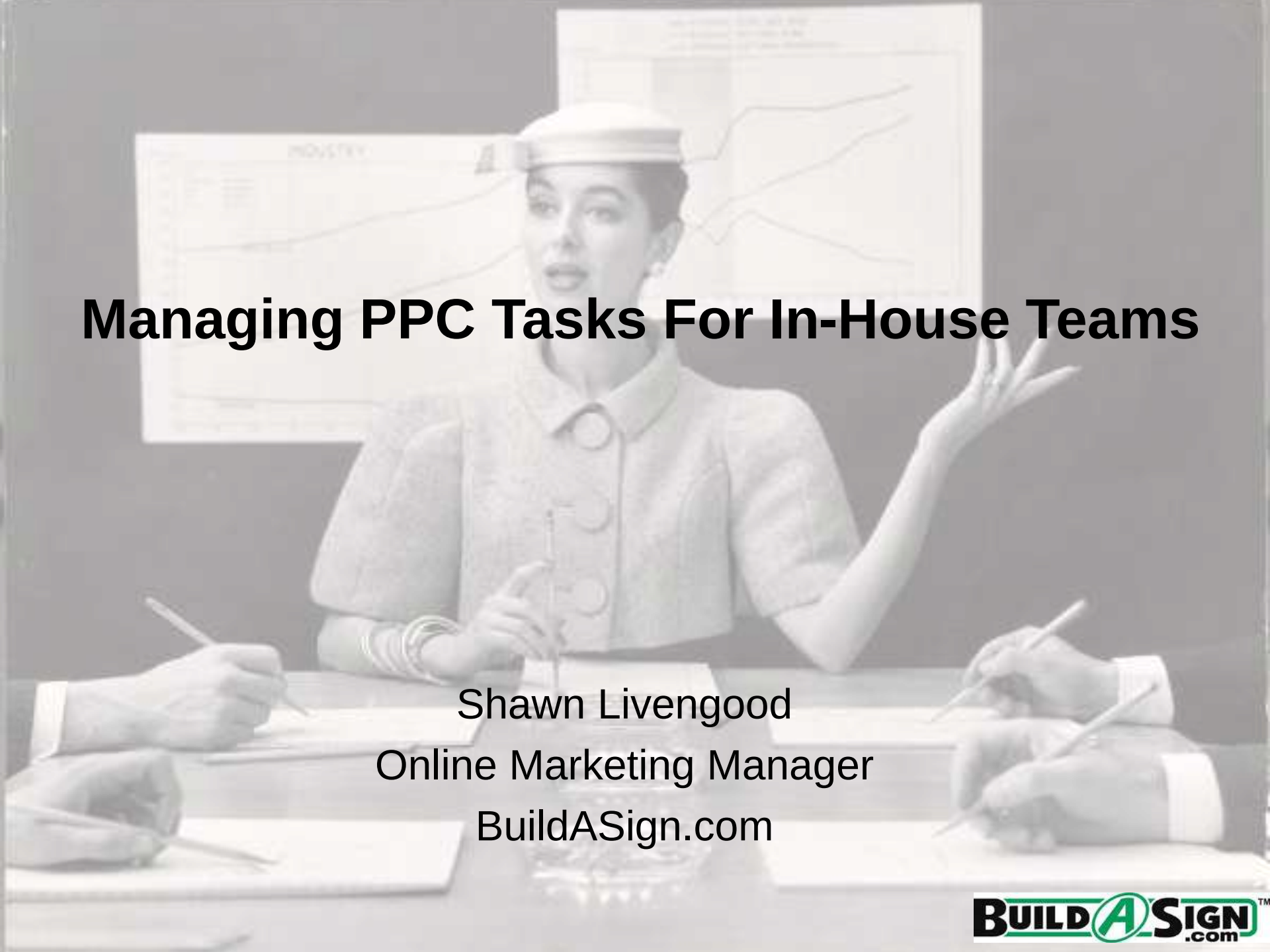

Managing PPC Tasks For In-House Teams

Shawn Livengood
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BuildASign.com

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”

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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

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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 - revoved 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

Post a message via email

« 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.

BuildA Sign
You (Unsubscribe)

Scheduling Tasks

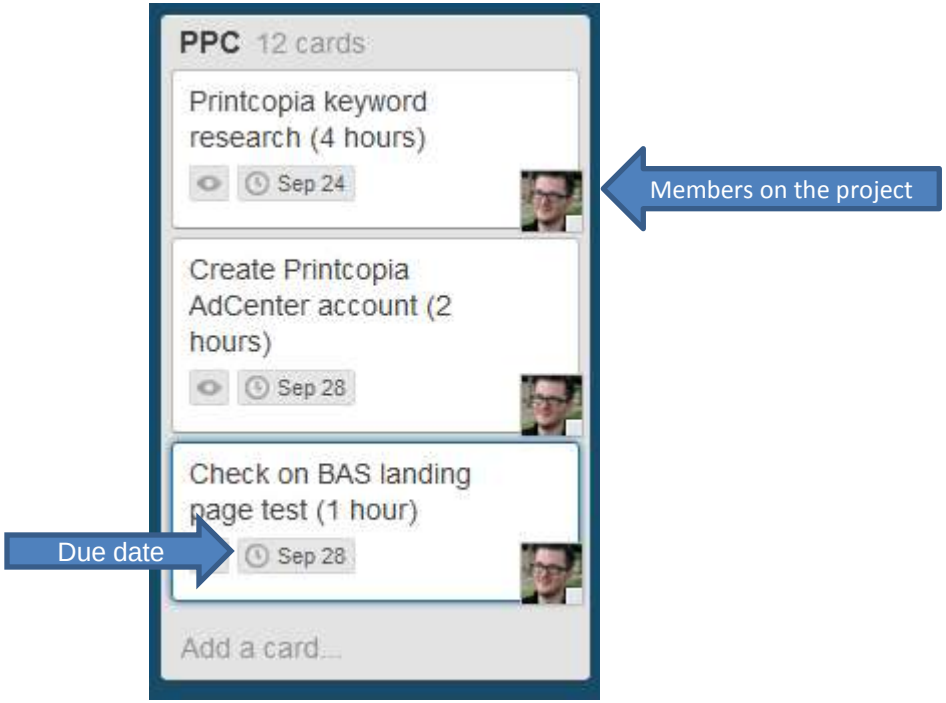
Trello (https://trello.com/)

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.

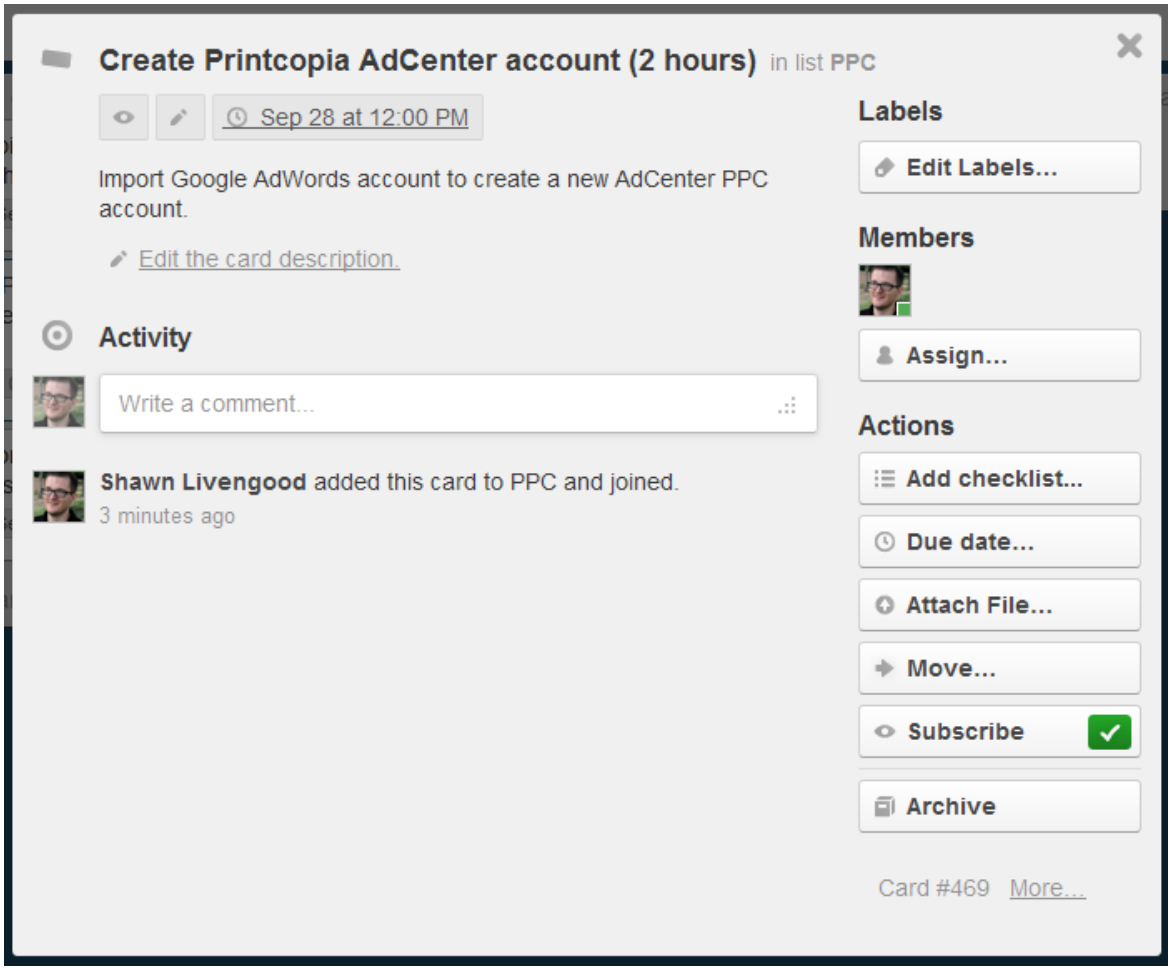
Scheduling Tasks

Example Trello List



Scheduling Tasks

Example Trello Card



Key Takeaways

For Tracking Changes:

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

For Scheduling Tasks:

1. Trello

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