

# Pay Per Click Startup Checklist

PPC Hippo

## Company Checklist

- Company name?
- Variations of company name?
- Website address(es)
- Variations of address(es)

## Keyword Checklist

- Every product or service?
- Use Overture/PPC Pro Keyword Research for ideas?
- Use WordTracker for ideas?
- Plural forms (Google only)?
- Manufacturer?
- Brand name or Title?
- Misspellings?
- UK spellings?
- Word variations?
- Include Verbs?
- Explored all verb-forms? (Investor, investment, investing)
- Include descriptive adjectives? (Clean, fast, new, large, etc.)
- Include consumer adjectives? (Compare, list, review, etc.)
- Explore all related nouns?
- Include Location?
- Words that can be combined into one word or hyphenated (dashes)?
- Abbreviations?
- Acronyms?
- Number and letter combinations?
- Optimize using Broad-matching (Google only)?
- Optimize using negative keywords (Google only)?
- Optimize using Phrase-matching (Google only)?
- Optimize using Exact-matching (Google only)?

## Creative Checklist

- Explain clearly what you offer?
- Simple, yet not simplistic?
- Use keywords in title?
- Review what other advertisers are doing on same page?
- Use action language? (Buy, signup, etc.)
- Appeal to user - WIIFM? (Self-interest, save money, make money, get a deal, beat competition)
- Appeal to target customer?
- Pre-qualify? (Keep customers you don't want from clicking)
- Offer pricing info? (Free shipping, etc.)
- Explain offer? (Free report, information, etc.)
- Address location issue?
- Targeted landing page? (Not necessarily the home page)
- Use proper tracking urls?

## SAMPLE WORDS:

- Buy
- Buying
- Buyer
- Buy online
- Purchase
- Pay for
- Paying for
- Prices
- Rates
- Features
- Specs
- Compare
- Comparison
- Exchange
- Campaign
- Services
- Hire
- Hiring
- Apply for
- Application
- Market
- Maker
- Broker
- Firm
- Agency
- Manufacturer
- Fabricator
- Contractor
- Outsource
- Service
- Quote
- Estimate