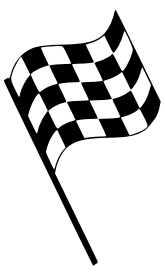
Inner Architect
Media LLC

# 5 DEADLY PPC MANAGEMENT HABITS

Have your campaigns fallen prey?

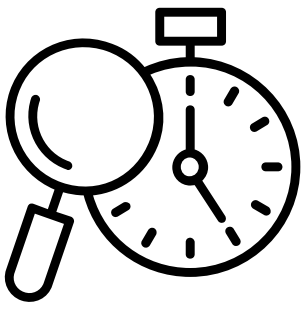
## 1 Ignoring optimization scores

The optimization score comes with recommendations for steps that can be taken to improve account performance.



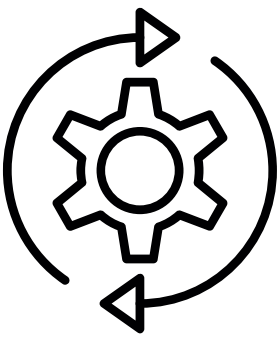
## 2 No negative keywords

Negative keywords let you exclude search terms whose intent are not relevant to your offer.



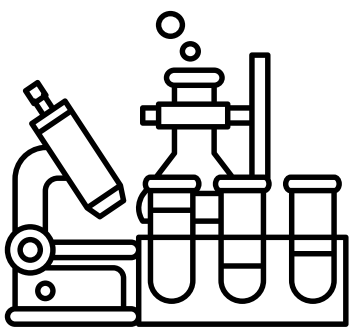
## 3 Poor conversion tracking

Conversion tracking enables you to see what elements are most productive in achieving your performance goals.



## 4 Not Using Smart Bidding

Machine learning algorithms help to make more accurate predictions about the impact of different bid amounts than a single person or team.



## 5 Lack of testing

While something may be performing well, you won't produce even better results unless you test new things.

4040 Civic Center Dr. Suite 200, San Rafael, CA 94903
innerarchitect.com 415-485-6961