HAWKSEM

## PPC Optimization Checklist



| Explore manual bidding                          |
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| Take advantage of remarketing for PPC campaigns |
| Explore Microsoft Ads                           |
| Learn how to optimize PPC for Amazon Ads        |
| Leverage responsive search ads                  |
| Optimize your website                           |
| Revisit your keywords                           |
| Check in on your conversion tracking            |
| Add Performance Max campaigns into the mix      |