



How to Perfectly Manage a PPC Campaign [Template]

.rssg-digest display: flex; flex-wrap: nowrap; 40px; .rssg-col-left flex: 0 0 250px; 10px; .rssg-col-right flex-grow: 1; overflow: hidden; .rssg-img border: 1px solid #dadada; border-radius: 5px; height: 130px; object-fit: cover; width: 220px; .rssg-title large; font-weight: 700; 1.2; 5px; .rssg-source-date x-small; 3px; .rssg-desc small; @media (max-width: 768px) .rssg-digest flex-wrap: wrap; 0 10px 60px 10px; .rssg-col-left flex-basis: 100%; height: 0; 20px; overflow: hidden; padding-top: 56.25%; position: relative; .rssg-img height: 100%; left: 0; position: absolute; top: 0; width: 100%;

How to Use This Template	Awareness Stage Campaigns	Consideration Stage Campaigns	Decision Stage Campaigns
<p>Enter Your Website:</p> <p>http://mattsproducestand.com/</p> <p>PRO TIP: Hover over the red triangles in the top right corner of some cells for more information!</p>			
Campaign	Ad Group/Keyword	Cross Group Negative	AD VARIATION 1
Apples	Delicious Apples	-golden	<p>Headline 1 (30) Delicious Apples 14</p> <p>Headline 2 (30) Where To Find Them? 11</p> <p>Description Line (80) Matt's Produce Stand: Apples Ebook. Where to find delicious apples? 13</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Delicious Apples - Where To Find Them? http://mattsproducestand.com/Apples/EBook Matt's Produce Stand: Apples Ebook. Where to find delicious apples?</p>
	Golden Delicious Apples		<p>Headline 1 (30) Golden Delicious Apples 7</p> <p>Headline 2 (30) Where to find them? 11</p> <p>Description Line (80) Matt's Fruit Stand: Apples Ebook. Where to find golden delicious apples? 8</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Golden Delicious Apples - Where to find them? http://mattsproducestand.com/Apples/EBook Matt's Fruit Stand: Apples Ebook. Where to find golden delicious apples?</p>
	Best Red Apples		<p>Headline 1 (30) Best Red Apples 15</p> <p>Headline 2 (30) Where to find them? 11</p> <p>Description Line (80) Matt's Fruit Stand: Apples Ebook. Where to find the best red apples? 12</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Best Red Apples - Where to find them? http://mattsproducestand.com/Apples/EBook Matt's Fruit Stand: Apples Ebook. Where to find the best red apples?</p>
			AD VARIATION 2
			<p>Headline 1 (30) Golden Delicious Apples 7</p> <p>Headline 2 (30) Where To Find Them? 11</p> <p>Description Line (80) Matt's Produce Stand: Apples Ebook. Where to find delicious apples? 13</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Golden Delicious Apples - Where To Find Them? http://mattsproducestand.com/Apples/EBook Matt's Produce Stand: Apples Ebook. Where to find delicious apples?</p>
			<p>Headline 1 (30) Tasty Florida Oranges 9</p> <p>Headline 2 (30) Why are they so good? 9</p> <p>Description Line (80) Matt's Fruit Stand: Apples Ebook. Where to find golden delicious apples? 8</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Tasty Florida Oranges - Why are they so good? http://mattsproducestand.com/Apples/EBook Matt's Fruit Stand: Apples Ebook. Where to find golden delicious apples?</p>
			<p>Headline 1 (30) Tasty Florida Oranges 9</p> <p>Headline 2 (30) Why are they so good? 9</p> <p>Description Line (80) Matt's Fruit Stand: Apples Ebook. Where to find the best red apple? 12</p> <p>URL Path 1 (15) Apples 9</p> <p>URL Path 2 (15) Ebook 10</p> <p>Final URL http://mattsproducestand.com/apples-information-ebook</p> <p>Tasty Florida Oranges - Why are they so good? http://mattsproducestand.com/Apples/EBook Matt's Fruit Stand: Apples Ebook. Where to find the best red apples?</p>

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[Marketing](#) • May 30, 2019, 8:31 pm

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[Fast Company](#) • May 30, 2019, 11:00 am

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