

Monday – Performance Review

- Review previous week's performance data
- Check conversion rates by campaign
- Analyze cost-per-lead trends
- Identify top-performing keywords
- Note any significant changes

Tuesday – Keyword Optimization

- Add high-performing search terms as keywords
- Add irrelevant search terms to negative lists
- Adjust bids for top keywords
- Pause low-performing keywords
- Test new keyword variations

Wednesday – Ad Copy Testing

- Review ad performance metrics
- Pause ads with low CTR (<2%)
- Create new ad variations
- Test different headlines
- Update ad extensions

Thursday – Bid Management

- Review bid strategies
- Adjust manual bids based on performance
- Check impression share data
- Increase bids for high-converting keywords
- Decrease bids for expensive non-converters

Friday – Reporting & Planning

- Generate weekly performance report
- Document key insights and changes
- Plan next week's optimizations
- Share results with client/team