Action Item Name	Action Item Description
Daily	
Client Emails	Read and respond to any client emails that came over night and respond to any that come in that day
Google, Team, Microsoft Emails	Read and respond to any platform-related emails for each client and respond, forward to client
Perform necessary Check-Ins	Check in on accounts that are new, recently restructured, or running short tests and make adjustments if needed
Weekly	
Check for Conversion Anomalies	Check for any account or campaign anomalies for conversions or tracking
Check Overall Account Health	Check for policy, approval and payment issues; review and clear notifications
Check Budget Pacing	Check monthly budget trend - are we on track to spend their budget?
Notifications	Address any notifications that the client should be aware of
Review Change Log	Check to see if any auto-rules ran, or client made changes that could negatively affect the campaigns
Review Recommendations	Check for any viable opportunities; dismiss all others
Review Insights	Check for high-level trends or anomalies, review Category data for relevance
Check Auction Insights	Look for new competitors or any changes in competitors
Analyze Any Ongoing Tests & Recent Changes	Review and Analyze any new tests and most recent changes and evaluate the performance of existing ones.
Review Weekly Performance	Check 7, 14, 30, 60, 90 day performance compared to historical averages and make sure performance is on track.
Analyze Impression Share Data	Compare with Auction insights to identify competition challenges or areas for improvements
Check Budget Allocation	Look for budget limited campaigns - is the budget being allocated across campaigns to maximize performance at monthly budget cap?
Analyze Search Keyword Performance	Review keywords and prune under-performers based on set benchmarks to achieve positive ROI
Run Search Term Reports	Review reports and identify keywords to add and exclude based on relevance and performance
Add New Negative Keywords	Review search query reports and add new negative keywords
Add New Keywords, Converting Keywords	Review search query reports and add new keywords with sufficient volume
Analyze Dynamic Target Performance	Review targets and prune under-performers based on set benchmarks to achieve positive ROI
Analyze PMax Asset Group Performance	Review performance to identify which audiences perform best, and make necessary updates to improve performance
Review PMax Products and Insights	Analyze the performance of PMax products and review insights tab.
Analyze Display Campaign Performance	Review Display campaign performance and identify wins, losses, trends
Add Placement Exclusions	Review placements and exclude low-performers based on set benchmarks
Analyze DemandGen Campaign Performance	Review performance to identify which audiences perform best, and make necessary updates to improve performance
Analyze Shopping Campaign Performance	Review performance to identify which items perform best, and make necessary updates to improve performance
Review Shopping Feed/Merchant Center	Check feed for any errors. Check feed for disapprovals.
Review WhatConverts Data	Review reports and spot check calls, forms to check for relevancy. Update notes as needed.
WhatConverts Cross-Reference	Cross-Reference data with Google Ads to check for consistancy and anomalies. Address any issues.
Monthly	
Prepare for Monthly Call	Review monthly data and prepare notes with observations and recommendations for client call
Analyze Asset Performance (Sitelink, Call, etc.)	Check for any errors, updates as needed.
Monthly Performance	Check Monthly performance compared to previous month and previous year

Review Monthly Tests	Review any on-going tests and make any necessary adjustments
Quality Score	Check Quality Score fluctuations
Keyword & Audience Research	Conduct research to fill any missing gaps
Review Landing Pages	Review landing page performance and load times
Review Auto Rules	Review auto rules. Do they still make sense? Are they functioning properlly?
Review WhatConverts Data	Review monthly data compared to previous. Cross-Reference with Google Ads.
Review Bid Strategies (Month 3+)	Review campaign bid strategies and adjust/test if needed.
Review Ad Assets (Month 3+)	Review assets for performance scores and update if needed.
Review Devices (Month 3+)	Analyze device performance, set bid adjustments
Review Search Partners (Month 3+)	Analyze and assess search partner effectiveness
Review Display Network (Month 3+)	Analyze and assess Display partner effectiveness
Review Audiences (Month 3+)	Analyze Audience performance, set bid adjustments
Review Ad Schedule (Month 3+)	Evaluate ad scheduling, set bid adjustements
Review Location Targeting (Month 3+)	Analyze geographic targeting, set bid adjustments
Review Audiences (Month 3+)	Evaluate audience targeting & update audience lists
Campaign Structures (Month 3+)	Review campaign structures - does it make sense to split any or combine any?
Top Sellers (Month 3+)	Identify top sellers in PMax or Shopping campaigns
Poor Performers (Month 3+)	Identify poor performers in PMax or Shopping campaigns - should poor performers be excluded from PMax and tested in Standard Shopping?
Quarterly	
Review Account Strategy	Evaluate what worked and what didn't
Plan Next 90 Days	Develop a plan for the next 3 month sprint
Review Ad Assets	Check if all ad assets are applied and still relevant
Look for Expansion Opportunities	Compare account vs website and identify potential categories or products for expansion
Review Competitors	Review competitors and conduct competitor gap analysis
Decide on New Tests	Determine what has not been tested in the last 90 days
Feed Optimization	Review the Shopping feed for any optimization opportunities
Update Customer Lists	Review and update any remarketing lists including Customer Match lists