



Action Plan – Module 10

1. Before starting your PPC campaigns, you should download the “macro” tracking spreadsheet located in Module 14 if you are driving traffic to CPA offers. You will track your CPA campaigns on a daily basis keeping track of revenues and costs for each of your CPA campaigns. This will help you determine if you are making a profit or loss on “macro” level look at your campaigns.
2. You need to make a decision on how you plan on tracking your PPC campaigns. You have a choice between pixel tracking right on the major PPC search engines, tracking with sub ids on an affiliate network or using one of the many third party tracking programs (i.e. Tracking202, etc.)
3. You need to track down right down to the keyword level in order to determine which keywords are profitable and which ones are not.
4. If you are driving traffic on the Google content network or placement targeting, you must have your Google conversion code placed the advertiser’s success page.
5. Start analyzing your statistics on a regular basis to make proper changes to your CPA campaigns so that you maximize your profits.