

Module Two Checkllist

YES

Familiarize yourself with Ad Excellence, but don't rely on it	
Create a list of keywords that you would use for your niche and test them with various search engines to see if products and services similar to your own show up.	
Avoid keyword stuffing	
Did you bid on keywords using the strategies I've laid out ?	
Test the effectiveness of the Exact Match and Phrase Match options	

NO
