

## Module Five Checkllist

YES

NO

Understand how to evaluate your campaigns		
Set a budget that works for you		
Wait until you have enough data		
Tweak your bids		
Tweak your Ads		
[PAUSE] keyword that aren't performing		
Add keywords from popular search terms		
Exclude your ads from search terms that aren't performing		
Evaluate the effectiveness of your follow-up e-mails		