

Identify Competitors:

- Develop a comprehensive list of competitors to establish a foundation for your PPC analysis.

Keyword Compilation:

- Opt for either a free tool or perform a manual search.
- If using a paid tool, budget appropriately (commonly around \$100 per month).
- Gather a list of relevant keywords and evaluate competitor ad placements on the first page of search engines.

Ad Investigation:

- Examine the messaging and emotional triggers used in competitor ads.
- Analyse grammatical structures.
- Distinguish and compare competitor CTAs (Calls to Action).
- Evaluate the use of ad extensions (e.g., sitelinks, phone numbers, structured snippets, lead forms).

Landing Page Evaluation:

- Implement the AIDA framework (Attention, Interest, Desire, Action).
- Confirm that the landing page effectively captures users' attention.
- Ensure the landing page meets users' needs and interests.
- Assess whether the landing page creates a strong desire to convert.
- Verify that the landing page facilitates the completion of the desired action.
- Format the landing page to align with AIDA principles.

SWOT Analysis:

- Perform a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Compare internal capabilities with external market conditions in the PPC space.
- Identify the strengths and weaknesses of your company relative to competitors.
- Pinpoint opportunities and threats within the PPC landscape.
- Use these insights to develop a strong PPC strategy.

Final Step: Continuous Monitoring

- Set up an automated system to track competitors regularly, especially if your brand's industry is fast-paced.
- Regular check-ins will help you stay informed about any changes, such as new product launches or pricing adjustments.