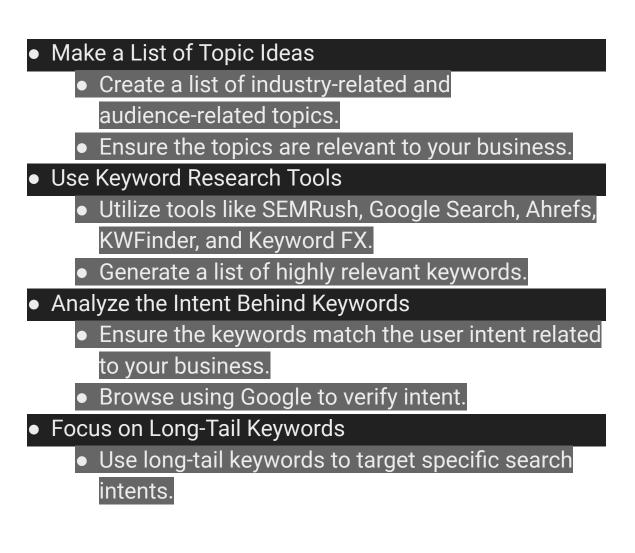
## LaAphills

## Checklist for Keyword Marketing



- Keep ad costs down and get more from your budget.
- Create Keyword Groups
  - Organize keywords into groups for more relevant ad content.
  - Ensure your ads are targeted to the right audience.
- Analyze Competitor Keywords
  - Research keywords your competitors are ranking for.
  - Use tools like Spyfu to find keywords you may have missed.

