

PPC Account Structure Blueprint

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a clean campaign/ad-group (or campaign/ad-set) structure for a PPC account, with naming conventions and budget logic, so the account is scalable and easy to optimise. Use it before building or restructuring. For strategy use the Google or Meta Ads Plan.

Purpose of this tool & output

Design a clean, scalable ad account structure

How the output is used

Use it to design a clean, scalable ad account structure — campaigns, ad groups and naming that stay manageable as you scale.

Important cautions

Keep structure simple enough to gather data per unit.

Companion documents

- Digital Marketing Strategy
- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Conversion (CRO) Audit

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