

Your AdWords Account Audit Checklist

NAME OF BUSINESS: _____

DATE: _____

What are your three main business objectives for 2018?

- _____
- _____
- _____

What are your advertising goals?

- Increase online purchases?
- Build brand awareness?
- Generate leads?
- Get more calls?
- Encourage visits to your store?
- Other: _____

ANALYTICS SNAPSHOT

Past 4 Weeks:

Clicks	Impressions	CTR	Avg. CPC
Bounce Rate		Pages/Session	
Conversions	Conv Rate	Cost/Conv	

Past 3 Months:

Clicks	Impressions	CTR	Avg. CPC
Bounce Rate		Pages/Session	
Conversions	Conv Rate	Cost/Conv	

- Review each Keywords Avg. Position and Est. First position bid

Are the Campaign Settings Correct (Networks)?

- 'Search Network and include Google search partners' is selected?

What's the Daily Budget Per Campaign?

-
-

Is the Correct Bidding Strategy Being Used?

- Beginners: 'Maximise clicks'
- Advanced: 'Manual cost per click'

Is the Correct Location Being Targeted?

- Check suburbs, city, state, or country

Will Your Ads Benefit from an Ad Schedule?

- No
- Yes, days and hours: _____

Does the Structure of the Account Match Your Website Navigation?

Campaign Name: _____

Ad Group Name: _____ Ad Group Theme: _____

- Does the ad group name reflect the ad group theme?
- Are the keywords in the ad group appropriate?
- Are the ads relevant to the ad group theme and keywords?

Repeat for each campaign

Auditing Keywords

- 5 to 20 keywords per AdGroup?
- Organised into relevant, tightly related themes?
- Check the Keyword Match Types: Broad, Modified, Exact & Phrase
- Check for duplicate keywords across AdGroups
- Research potential new keywords to target

Has a Negative Keywords List Been Implemented?

- Review the common negative keywords list (page 21)
- Review the search terms report in your account
- Make note of irrelevant keywords
- Add to negative keywords list at campaign or AdGroup level

What is the Quality Score for Each Keyword? Tally up your Quality Scores:

- 7 – 10 = _____ keywords (excellent)
- 4 – 6 = _____ keywords (need improvement)
- 1 – 3 = _____ keywords (need immediate attention or pause)

How Compelling is the Ad Copy?

- 2 to 3 active ad variations to test
- Keyword appears in ad
- Clear call to action
- Linked to correct URL
- Landing page content matches ad
- Ads differentiated from competitor ads?

How Good are the Landing Pages?

- The landing page headline should match the ad copy
- Use a strong and clear call to action, visible without scrolling down
- The call to action button colour should draw attention
- The conversion button copy should match the offer (submit is boring)
- Simple, benefit-focused and customer-centric copy
- Bulleted copy quickly communicates the benefits of the offer
- Use testimonials and social proof to build trust and credibility
- Use images that are a visual representation of the offer
- Limit links and navigation options to reduce distractions
- White space allows each landing page element to “breathe”

What Ad Extensions Have Been Implemented?

- Call-Out Ad Extension
- Sitelink Ad Extension
- Structured Snippets Ad Extension
- Call Ad Extension (mobile or landline phone number)
- Location Ad Extension (Google My Business account required)
- Price Ad Extension
- Message Ad Extension
- Seller Ratings/Review Ad Extension

Is there an Active Re-Marketing Campaign?

- Does your website have 100 unique active monthly visitors?
- Has a re-marketing audience been created in Google Analytics?
- Is Google Analytics linked with AdWords?
- Is the re-marketing campaign, AdGroup, image and text set-up?