

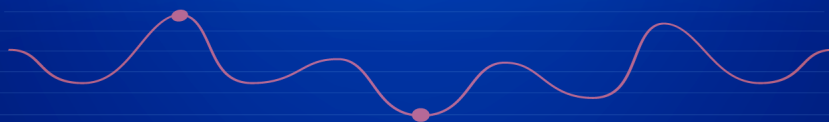
THE 10-STEP

Google Search Ads Audit

SPEND
\$2,100.90

REVENUE
\$28,095.00

AVG CPC
\$0.31



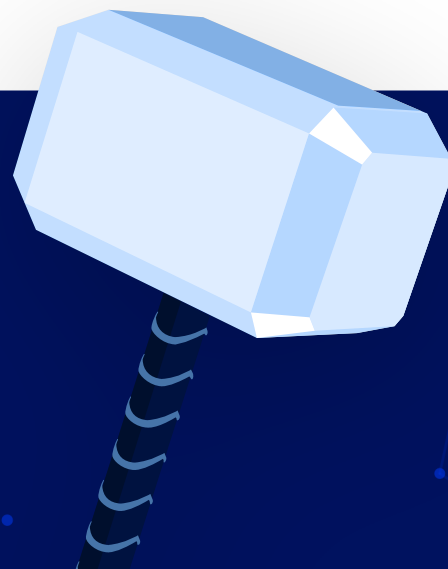
65%

75%



TABLE of Contents

1. Conversions are set up properly.	3
2. Location targeting is correct.	4
3. Appearing only on Google search results.	4
4. Bidding strategy makes sense.	5
5. Ads are rotating evenly.	5
6. Search Keywords are grouped.	6
7. Negative keywords are being used.	6
8. Scan search terms report.	6
9. Enough ads in ad group.	7
10. Using structured snippets.	7
BONUS: GOOGLE SHOPPING ADS	8





Opening up an active Google Ads account for the first time can be intimidating. There's lots of lists, charts, and data describing how that Google Ad account is spending (lots of) money. If you want to wrap your head around it, where do you begin?

To help, we've created this 10-step checklist you can use to quickly assess your Google Ads account. Please note, this is not an exhaustive list. But, if you can pass this checklist, you can at least be sure that there are no glaring problems with your account.

1. Conversions are set up properly.

- a. Is Google Ads receiving conversion data from your site? Is it the right conversion?
 - i. Websites can have many types of conversions (ecommerce purchase, lead gen form fill out, etc.). Write out what actions you want visitors to take on your site and be sure to create a conversion for it.
 - ii. Additionally, when setting up a conversion, be sure to verify that conversion prior to running ads.

<input type="checkbox"/>	<input checked="" type="radio"/>	Conversion action	Source	Category	Tracking status	Count	Click-through conversion window	Include in "Conversions"	Repeat rate	All conv.	All conv. value
<input type="checkbox"/>	<input checked="" type="radio"/>	Website	Website	Other	Recording conversions	One	30 days	Yes	1.28	438.73	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Google Analytics (UA)	Google Analytics (UA)	Other	Recording conversions	One	30 days	No	1.08	389.80	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Google hosted	Google hosted	Get directions	Recording conversions	Every	30 days	No	1.84	134.00	134.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Google hosted	Google hosted	Contact	Recording conversions	Every	30 days	No	1.38	11.00	11.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Google hosted	Google hosted	Page view	Recording conversions	Every	30 days	No	1.06	34.00	34.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Google hosted	Google hosted	Engagement	Recording conversions	Every	30 days	No	1.26	29.00	29.00
Total: All conversion actions										1,036.53	208.00





2. Location targeting is correct.

- a. Are you targeting the right locations? Are you using the right location option?
 - i. When thinking about what locations to target, consider how big of an area you can service. A software company can target globally. A regional home builder should target based on a list of states it operates in.
 - ii. Pay attention to the additional location options. You can target people who live OR mention the area. You likely want to target only the people who live there so be sure that is set.

The screenshot shows the 'Locations' section of a Google Ads campaign. Under 'Select locations to target', the 'All countries and territories' option is selected. Below this, a 'Location options' section is expanded, showing three 'Target' options: 'Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)' (selected), 'Presence: People in or regularly in your targeted locations', and 'Search interest: People searching for your targeted locations'. Below the 'Target' section, there are 'Exclude' options: 'Presence: People in your excluded locations (recommended)' (selected) and 'Presence or interest: People in, regularly in, or who've shown interest in your excluded locations'.

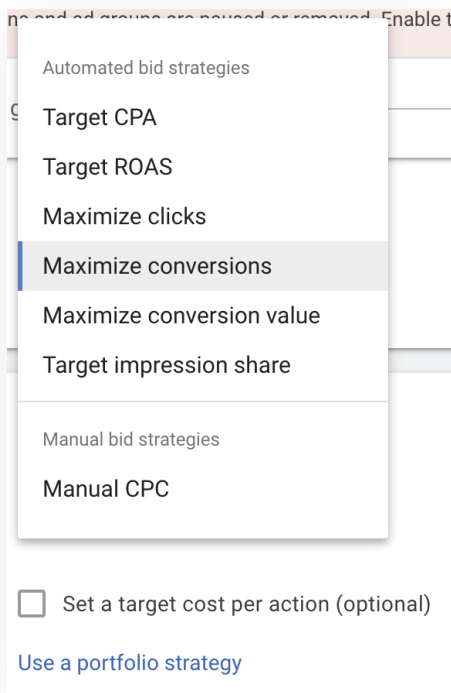
3. Appearing only on Google search results.

- a. Are you showing your ads in Google search results, or Google and a bunch of other search engines?
 - i. Google is the #1 search engine, so you want your ads showing on Google. Only if you've maxed out the budget on Google's search engine should you consider adding Google search partner sites.

The screenshot shows the 'Networks' section of a Google Ads campaign. Under 'Search Network', the checkbox 'Include Google search partners' is checked. Under 'Display Network', the checkbox 'Include Google Display Network' is checked.



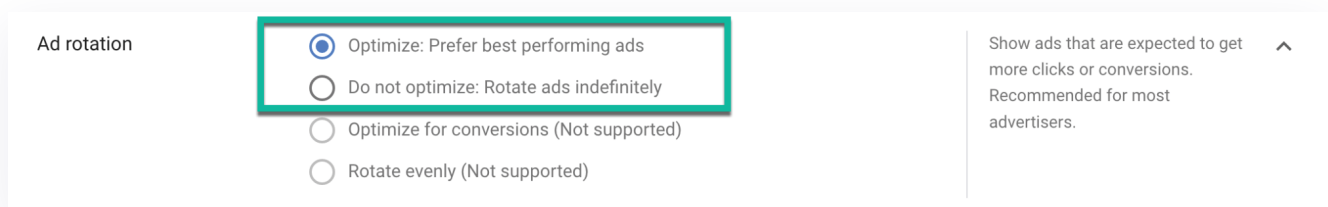
4. Bidding strategy makes sense.



- a. There is WAY too much to talk about here so to keep it simple just ask, does the budget and bidding strategy make sense?
 - i. “Maximize clicks” means what you think it means. If you value clicks, then you should use it.
 - ii. “Maximize conversions” means what you think it means and you can use it. But take note, Google’s machine learning usually needs at least 30 conversions a month to optimize for this option.

5. Ads are rotating evenly.

- a. Which ad copy performs best? What ads should I turn off? What ads should I iterate on?
 - i. It's easy to give Google all the control, but by doing so you miss opportunities to learn how to make better ads. I advise that you rotate your ads evenly until you can see what's working and what isn't and then iterate/update from there.





6. Search Keywords are grouped.

Ad groups				
<div><div><div></div></div><div><div></div></div><div>Ad group status: All but removed ADD FILTER</div></div>				
<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	Bok Choy	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Arugula	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Spring Mix	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Baby Kale	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Baby Butter	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Baby Romaine	Eligible	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Crispy Leaf	Eligible	Standard

- a. Keywords as a subject is WAY too big. For this, the main question is, are the keywords grouped in a way that makes sense?
 - i. If you sell red pajamas, you must make sure you have a dedicated ad group or campaign that contains all of the “red pajama” keywords you want to bid on. If search keywords are mixed up, you can end up bidding against yourself in the search results!

7. Negative keywords are being used.

- a. Is there a large negative keyword list being used on the campaigns and ad groups?
 - i. You should have more negative keywords than search keywords in your account. Negative keywords keep your ad account from spending on people searching “**free** red pajamas” or “**used** red pajamas” or “red pajamas **for toddlers**.”

8. Scan search terms report.

- a. Set the time range to 30 days and scan the search terms report. How many bad searches do you find?
 - i. Scanning the search terms report tells you what words to add to your negative keyword list.
 - ii. It also gives you an idea of what other terms are triggering your ad that you may have to consider adding into your strategy. If there’s a lot of search volume for “**best** red pajamas” you may consider creating new ad copy and a landing page that answers that query.

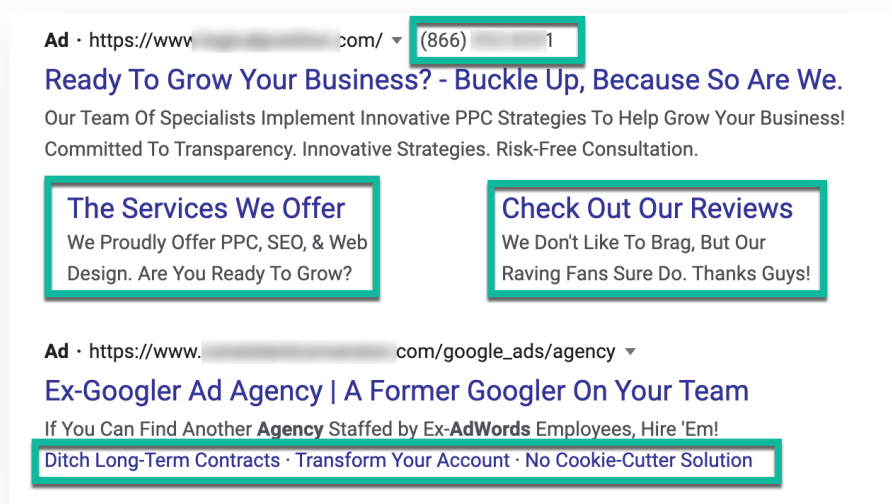


9. Enough ads in ad group.

- a. Are you using at least 3 ads per group? Using responsive ads?
 - i. Prior to data, you can only hypothesize what will get someone to click. So use several angles when it comes to creating ads. Highlight different features. Do something different.
 - ii. Responsive ads are a great way to test headlines and descriptions. Just remember that the more combinations you add the longer it takes Google to find the winner.

10. Using structured snippets.

- a. Are the campaigns using all the structured snippets it possibly can?



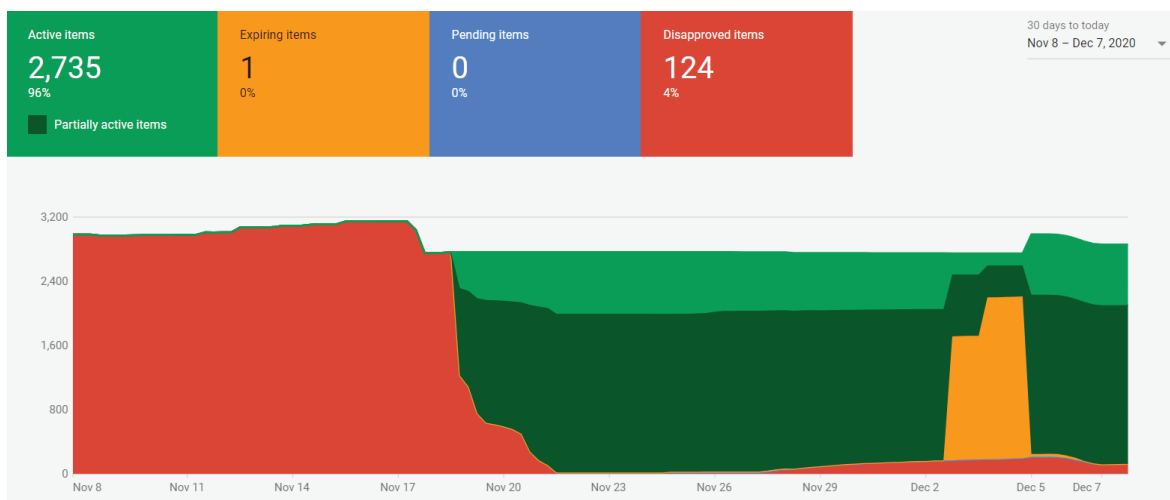
- i. Google Ads will constantly remind you to add structured snippets to your ads because - they work. Adding structured snippets increases the visual size of your ads and leads to higher click thru rates and better quality scores (which lowers your CPCs).



BONUS: GOOGLE SHOPPING ADS



- a. The biggest issues with Google shopping ads aren't found in the Google Ads platform, they're found in your company's Google Merchant Center account.
 - i. Google wants as much data about your products as possible to ensure accurate results for the searcher. Logging in, you'll see a graph showing all the items in your feed. It will tell you how many are showing, partially showing, pending, expired, and disapproved.
 - ii. Fix these data issues first using your PIM, data feed rules, or third-party apps prior to creating or analyzing your shopping ads strategy in Google Ads.



There you have it, our 10-step Google Ads audit (including one bonus step for shopping ads). There is a whole lot more to Google Ads than what you see here. But if you've gone through this checklist and passed with flying colors, you can feel more confident that your Google Ads account has the right foundation to become a profitable revenue driver for your company.



IS SEARCH MARKETING CONFUSING, NUANCED, AND CHALLENGING FOR THE INTERNAL TEAM TO INTEGRATE?



Break The Web is the Search Marketing agency that in-house marketing teams of **DTC/B2C brands** turn to when they need to crack the code to search.

With specialization in **Paid Search Advertising & Search Engine Optimization (SEO)**, you're not working with a firm that does it all.

Utilizing proven frameworks, strategic execution, and transparent communication, we help make Search Marketing accessible for all in-house marketers.

Interested to see where there's more search growth in your brand?
Email our founder directly at jason@breaktheweb.org.

LEARN MORE >