



Google Ads &
Landing Page Audit

<https://www.xyz.com>

Audit Date: 1st May 2019

AdWords ID: 150-XXX-XXX

Google AdWords Audit Report

Campaign Settings		
Are campaign types set correctly?	The account has three active campaigns; a dynamic search campaign and two standard search campaigns. Campaign types are selected correctly.	●
Are campaigns organised correctly?	<p>The naming and organisation of the campaigns could be improved. Best practice would be to specify the region targeted, services offered, type of campaign and the date of launch in the campaign name.</p> <p>We would recommend a separate campaign for the US, a separate brand campaign, and a Display Network remarketing campaign to approve overall ROI.</p>	●
Are campaign Locations set correctly?	<p>Campaign Locations could need adjustment. In the US, Netherlands and Germany XXXXX Campaign there is some traffic from Italy and Australia although this could be from previous targeting.</p> <p>Because the location data shown in Google Ads often shows differences in other analytics tools, typically, we add all other locations outside the target area as excluded locations.</p>	●
Are Negative Locations set?	No and this is strongly advised. With larger budgets click fraud software that will also block traffic from outside target locations would be helpful..	●
Do you have a Brand campaign?	A separate brand campaign is always recommended provided keywords have sufficient search volume to allow use of keywords or partial keywords.	●
Is an appropriate Bid	Bid settings are a combination of Manual CPC bidding and Enhanced	●

<p>Strategy set?</p>	<p>CPC. With this type of set-up, it is very easy to over-bid or under-bid leading to poor results. Search impression share is low in both campaigns, particularly the XXXXX campaign where ads are not appearing at the top of the page.</p> <p>Because the Google Ads auction is constantly changing, as competitors come and go, spend more or less or change their ads and landing pages, it is vitally important to implement dynamic bid management to respond to these changes.</p> <p>For this type of account we would normally set up automated bidding based on a moving calculated target average position (ranking of ads), where cost per lead and conversion rate are optimal. This almost always results in a big improvements in cost per lead.</p>	
<p>Is an appropriate Campaign Max CPC set?</p>	<p>N/A - manual bidding set</p>	
<p>Are the correct Campaign Device settings selected?</p>	<p>Conversion data is insufficient to make statistically valid adjustments based on conversion data. Large variations in CTR strongly suggest that adjustments based on CTR are likely to reduce click costs.</p>	<p>●</p>
<p>Is campaign geo-targeting correctly set?</p>	<p>Conversion data is insufficient to make statistically valid adjustments based on conversion data. Large variations in CTR strongly suggest that adjustments based on CTR are likely to reduce click costs.</p>	<p>●</p>
<p>Have the correct Ad Rotation settings been selected?</p>	<p>We always recommend Rotate Indefinitely which displays ads sequentially, A then B then back to A, etc. This is correctly implemented.</p>	<p>●</p>
<p>Has appropriate Ad Scheduling been set?</p>	<p>Conversion data is insufficient to make statistically valid adjustments based on conversion data. Large variations in CTR strongly suggest that adjustments based on CTR are likely to reduce click costs.</p>	<p>●</p>
<p>Have the correct</p>	<p>For most businesses, different age groups and gender groups</p>	<p>●</p>

Campaign Demographics been selected?	respond differently. It is advisable to make adjustments based on this data. Some age groups have been excluded however this doesn't seem to be based on the data. It would be advisable to accumulate enough data to make sure this decision is correct.	
Has Dynamic Remarketing been set correctly?	N/A	●
Have IP Exclusions been set?	<p>Invalid click rate is a measure of the number of clicks Google determines as refundable. Reasons vary from too many clicks by indecisive individuals to blatant click fraud by competitors.</p> <p>Invalid click rate rate is approximately 4% for your account, which is typical.</p> <p>Because Google does not identify all problem traffic of this type, For anything other than very small budgets, it's advisable to monitor and block suspicious IP addresses using specialist software.</p> <p>IP exclusions have not been added.</p>	●
Have display Ad Impression limits been set?	N/A	●

Landing Pages		
Is there a suitable landing page on the website?	This has been done correctly.	●

Are there elements missing or that require modification on the landing pages?	Landing pages need minor work to improve relevance to search terms.	●
Is there a suitable keyword-based browser title?	Yes	●
Is there a suitable keyword-based H1 title?	Yes, some room for improvement	●
Is there suitable keyword-based copy?	Yes	●
Is there a suitable keyword-based 'meta description'?	Yes	●
Does the page pass the Google Page Speed Insights test for desktop?	Passes with room for some improvement but not likely to cause issues	●
Does the page pass the Google Page Speed Insights test for mobile?	Page Speed Insights score on the homepage and landing pages is quite low. This usually adversely affects click costs. Depending on the level of competition this can be very damaging to the campaigns. Work on some of the image files and WordPress cache settings will improve results.	●

Keywords		
Have you targeted sufficient generic keywords?	The campaigns are heavily reliant on too small a list of keywords. We recommend the addition of many more keywords	
Have you targeted sufficient location based keywords?	There are insufficient location based keywords in use	
Are you using long tail keywords? (4+ words)	Insufficient long tail keywords	
Is the search terms report being used to add in converting search terms with sufficient impressions	<p>The search terms report shows the searches that users make before clicking your ads, as opposed to the keyword triggered.</p> <p>The search campaign uses broad match keywords which means searches are often very different to the keywords.</p> <p>If there is sufficient traffic on these searches, it is advisable to select suitable relevant searches found here and add these to the campaign to improve options available.</p> <p>There is evidence of adding some keywords.</p>	
Are you correctly using keywords of all match types; Broad, Broad Modified, Phrase and Exact?	There is a mix of exact, modified broad match and phrase match keywords, which is correct. There are some errors here, however. For example, some keywords are mixed match types [+keyword] and use caps, which can be problematic.	

<p>Is the quality score of most of your keywords good enough?</p>	<p>Google assigns most keywords a Quality Score between 1 and 10 based on a number of items including; actual CTR vs expected, landing page experience and ad relevance. The lower the score, the higher the click costs. A single keyword with a QS of 1, can cost ten times more than the same keyword with a QS of 10.</p> <p>Quality scores are on the low side due to reasons already discussed.</p>	
<p>Are keywords ordered logically in multiple ad groups within the campaigns?</p>	<p>There are too few ad groups to allow accurate relevance between keywords and ads.</p>	
<p>Are you mixing location keywords including near me, nearby, local, (in location)?</p>	<p>No</p>	
<p>Are you mixing keywords with adjectives such as - best, fastest, quality, experienced, simple?</p>	<p>No evidence of this and worth testing with words such as best, leading, highly rated, recommended, etc.</p>	
<p>Are you mixing keywords with price related - expensive, cheap, high-end, luxury, etc?</p>	<p>No</p>	
<p>Are you mixing keywords with colours?</p>	<p>N/A</p>	
<p>Are you mixing keywords with sizes?</p>	<p>N/A</p>	
<p>Are you mixing keywords with materials?</p>	<p>N/A</p>	

Are you mixing keywords with styles?	N/A	
Are you mixing keywords with benefits - guaranteed, warranty, insured, free quotes, free surveys, discounts?	No	●

Negative Keywords		
Are you using and regularly updating negative keyword lists?	Although some standard negative keyword lists have been added by a previous agency, the search report shows many searches that are too general or off-topic. Regularly adding these to negative lists or using much longer standard negative lists will positively impact performance.	●
Are there standard negative keywords present including plurals?	Some, but this needs work	●
Are there negative location keywords present - world, national and local?	None present	●
Are there negative keywords for adjectives that are not appropriate e.g learn, study, how to	None present	●

Are there negative keywords for price related - expensive, cheap, high-end, luxury, etc	N/A	
Are there negative keywords for colours not available	N/A	
Are there negative keywords for sizes not available	N/A	
Are there negative keywords for materials not available	N/A	
Are there negative keywords for styles not available	N/A	
Are there negative keywords for benefits not provided - guaranteed, warranty, insured, free quotes, free surveys, discounts	N/A	

Campaign Strategies		
Do you have a separate high and low Value Keywords campaign?	This option would be better implemented with more data.	<input checked="" type="radio"/>

Do you have a separate generic and location Keyword campaign?	N/A	
Do you have separate multiple location Campaigns?	Recommend to set this up. See previous notes.	●
Do you have a Search with Display Select campaign?	No	●
Do you have a Shopping Campaign set up?	N/A	
Do you have a Pure Display campaign?	Not recommended here.	●
Do you have a Universal App campaign?	N/A	
Do you have a Remarketing campaign?	it is highly recommended to fix the issues with the remarketing campaign to maximise results from the search campaign.	●
Do you have a Dynamic Remarketing Campaign	N/A	

Ads		
Have you achieved relevance by ensuring ads contain keywords?	Closer matching of keywords to ads, is recommended through the use of single keyword ad groups or fewer keywords in each ad group.	●

Do ads use emotive triggers? Words and phrases that help your ads stand out.	Ad copy is generally reasonably good in this respect.	●
Do ads target landing pages specific to each ad group?	Yes	●
Are you split testing ads in each ad group?	There is some evidence of split testing however ads are not being turned off or replaced, if not performing. For example, in one ad group, one ad has a CTR of 1% compared to another ad with a CTR of 10%.	●
Are your ads written using best practice techniques?	Ad copy could be improved in 5-6 areas to help performance. This includes; capitalisation of important words, improved keyword relevance, correct use of Path 1 and Path 2 in Display URLs, call to action, missing headline 3 and description 2 in some ads.	●

Ad Extensions		
Are call extensions present?	Not present and highly recommended if it is possible to respond by phone.	●
Are Sitelink extensions present?	Yes, although there are only two in the XXXXX campaign and it would be advantageous to include mobile only sitelinks.	●
Are Call Out extensions present?	Yes, although there are only two in the XXXXX campaign and it would be advantageous to include mobile only call outs.	●
Are Structured Snippet extensions present?	No snippets present. This is highly recommended include mobile variants.	●
Are Price extensions present?	No price extensions present. It is recommended to test this.	●

Are Review extensions present?	N/A	
Are App Download extensions present?	N/A	

Budget		
Is the overall budget sufficient to provide statistically useful data?	<p>The budget is satisfactory.</p> <p>The larger proposed budget of £50 per day is very likely to improve cost per lead and lead quality.</p>	●
Is the account undergoing sufficient optimisation to best use the budget?	Although there is reasonable amount of work being carried out on the account, there isn't sufficient data to make the types of decisions leading to these changes.	●

Conversion Tracking & Analytics		
Do you have conversion tracking set up in your AdWords account and on your website ?	<p>Conversion data is very limited so it is recommended to reduce the complexity of the quote form. Simplification of the quote form could be as simple as removing the file upload button. Samples or all files could be supplied after an enquiry is received. It's also possible that potential customers may not understand Price Categories so some explanation here or leaving this off the form initially is worth considering.</p>	●

	Setting up tracking for some micro-conversions such as tawk.to, email link clicks, phone number clicks and visits to the contact page, will improve optimisation and ROI.	
Is Google Analytics Setup?	TBC	
Is your AdWords account linked to your Analytics account?	TBC	
Is Google Tag Manager Account set up and code installed on the website?	GTM is installed	●
Is Google Console Set Up ?	TBC	●
Do you have an enquiry form conversion set up (For every form)?	Yes	●
Do you have call tracking set up?	TBC	
Do you have an AdWords Conversion Phone Number Click to call set up? (all numbers)	N/A	
Do you have an AdWords Conversion Brochure Download set up?	N/A	
Do you have an AdWords Android App Conversion set up?	N/A	
Do you have an AdWords iOS App Conversion set up?	N/A	
Do you have AdWords Conversion Email Click setup?	TBC	●

Performance		
Is Search Partners switched on and working well?	Google Search Partner network is switched on but delivering very low CTR and little traffic. We would recommend turning this off.	●
Are your Google Display Network campaigns performing well?	N/A	
Are your shopping campaigns set up properly and running well?	N/A	

Conclusion		
Overall are the campaigns well managed?	<p>Although there is nothing fatal with the set-up, the campaigns are without doubt, losing out on the many benefits achievable through professional management.</p> <p>The following items are considered the most important to tackle.</p> <ul style="list-style-type: none"> ● Investigate conversion tracking. Set up micro conversion tracking using Google Tag Manager to allow for improved optimisation. ● Set up a brand campaign to improve overall CTR and click costs and to prevent competitors advertising above your 	●

	<p>organic listing.</p> <ul style="list-style-type: none"> ● Increase the number of high commercial value keywords used substantially and take advantage of longer tail, higher commercial value search ● Improve Quality Score, reduce cost per click and cost per acquisition by setting up single keyword ad groups and keyword-specific ads. ● Re-write ads using best practice techniques and implement an effective ad split testing strategy ● Correctly implement all possible ad extensions including some mobile options ● Implement a (non-Google) semi-automated bid strategy based on top of the page rate / average position, to deal with low CTR and low impression share ● Optimise and automate geo, device, demographic and time of day bid strategies initially based on CTR ● Improve standard negative keyword lists ● Update negative lists with technical industry-related but non-relevant keywords ● Implement effective Display Network remarketing strategies ● Consider a competitor name campaign or ad group in the brand campaign ● Check Analytics and Google Console integration and goals. 	
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