

Hanapin Marketing Total Audit Checklist



Account Name:

Audit Date:

Overview

- Am I using enough data for this audit? ☐
- Are there seasonal trends I need to be aware of? ☐

KPIs

- Know current account goals? ☐
- 75% of campaigns within CPA target? ☐
- Bids set correctly to hit targets? ☐

Settings

- Bidding options make sense ☐
- Checked search partner performance ☐
- Desktop & Mobile separate ☐
- Sensible tablet strategy ☐
- Ad Rotation settings ☐
- Ad scheduling - time of day/day of week ☐
- Search & Display separate ☐
- Geo-targeting & languages ☐
- Start dates ☐

Campaigns

- 75% of budget to campaigns at or near goal? ☐
- Campaigns organized ☐
- Naming structure coherent ☐

Ad Groups

- 10-20 KWs per ad group? ☐

Ads

- Checked for grammar, punctuation and spelling? ☐
- Factually correct? ☐
- Checked for expired offers? ☐
- Checked for expired prices? ☐
- Current ad tests - can I conclude? ☐
- Can I run new ad tests? ☐
- New Test: Landing pages ☐
- New Test: Ad wording ☐
- Built a feature benefit matrix for great ads? ☐
- Check ads in Ad Preview Tool ☐
- Ads are unique from higher ranking ads? ☐

Keywords

- Majority of keywords exact and phrase? ☐
- Broad match strategy logical ☐
- Modified broad match set up? ☐
- Lin-Rodnitzky ratio between 1.5 and 2? ☐
- Checked Search Term Report ☐
- Added negatives from it? ☐
- Added new keywords from it? ☐
- Checked Google KW tool for new ideas? ☐
- KW bids set too high/low? ☐
- Checked impression share based on position ☐

Quality Score

- Pulled KW report + pivot table for QS by pos. ☐
- Month on month QS change ☐
- Keyword speech bubble analysis - immediate issues? ☐
- adCenter - Checked historic QS report? ☐

Extensions

- Are sitelinks in place? ☐
- Google Places / Location extensions ☐
- Call extensions in place? ☐
- Call extensions only live when call center is? ☐
- Checked Call extension ROI/ROAS? ☐
- Linked company G+ account ☐
- eCommerce sites: Set up with Google Product? ☐
- Mobile App extension? ☐

Display:

- Checked Automatic Placements? ☐
- Excluded poor automatic placement sites? ☐
- Added strong performers to managed sites? ☐
- Checked image ads for quality, spelling mistakes ☐
- Moving gifs and static ads where possible ☐
- ICM, Topic, Placement & Keyword Tried/Tested? ☐
- ICM, Topic, Placement & Keyword separate campaigns? ☐

Remarketing:

- Is it running? ☐
- Check audiences for numbers ☐
- Check site for code ☐
- Have text and image ads ☐
- Separate audiences for each abandonment stage? ☐
- Is cookie length appropriate? ☐

adCenter

- Tried all AdWords campaigns in adCenter? ☐
- No out of date ads live in adCenter ☐
- Split out search partner only campaigns? ☐
- Set KW bids separately for adCenter ☐

Competitors

- Checked AdWords auction insights? ☐
- Used competitor KW research tools (e.g. Spyfu)? ☐
- KW research from competitor web pages ☐

Analytics

- Tracking in place? ☐
- Conversions match up Analytics>AdWords? ☐
- Bounce Rate ☐
- Time on site ☐
- Pages visited ☐
- Site search - new KW ideas ☐
- Multi-Channel funnels in place? ☐
- Organic KWs listed - included any missing from PPC ☐

Conversion Rates

- Checked recent trends ☐
- Are landing pages clean & informative? ☐
- Are call to actions obvious? ☐
- Conducted Usability testing? ☐
- Run a test conversion myself ☐
- Coworker/friend/family run test conversion? ☐