PPC Hero 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No out of date ads live in adCenter	☐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 Usabilitiy testing?	☐
Run a test conversion myself	☐
Coworker/friend/family run test conversion?	☐