

Cheatsheet: AdWords Audit

Action: Every account should be audited at least quarterly, by someone other than the person running it.

Goal: List insights, recommended actions & expected business impact

Part 1: Orientation

Date Range

what date range should we use for the audit?
has data been fairly consistent over time?

Conversions

what types of conversions are being used?
Are values being used well?

Goals

what does winning look like?
What are all the macro & micro goals?

Structure

What's the 80/20 of campaigns?
Do the campaign names make sense?
which networks are being used?
what are the top 1 or 2 campaigns?

settings

what campaign settings are being used?
which bidding strategies are being used?
are scripts or auto-rules being used?

Part 2: Segmenting the Data

Impression Share

what's the potential of this account?
Is it constrained by Budget or Rank?

Top v Other

Is there potential to increase average position?

Devices

Which campaigns have mobile turned on?
What's the relative performance?
Are there quick wins (turning off, or bidding up)

Networks

Are GDN campaigns separate from Search?
Is the Search Partner Network being used?
Any quick wins (turning partners off)

Geography

Which locations perform best/worst?
Are there differences in geographic vs user location?
Are there quick wins to be had by changing bids?

Time

Obvious seasonal patterns? (use 12 months data)

Use Dimensions to study 'day of week'
And 'hour of day' tables
Do some days/hours need to be bid up/down?

Part 3: Even more detail..

AdGroups

What are the top adgroups by cost?
Are there big differences in CPA & CR% ?
How many groups per campaign?

Keywords

How many keywords are there per adgroup?
Which match types are being used?
What's the relative performance by type?
What are the top 1-5% of keywords?
Are there big differences in CPA & CR%?
Check Negative Keywords

Quality Score

Chart of quality score for all keywords with impressions
Bonus bonus: Find your QS weighted by Impressions.

Ad Copy

Are ads being tested?
How many ads are there per group?
Are big differences being tested?

Extensions

Which extensions are being used?
Check: sitelinks, locations, call
Bonus: Are callouts being used?

Destination URLs

Is the homepage being used too much?
Is there a wide spread of pages?
Does the list look sensible?
Visit the page & audit that too!

Shopping

Are Shopping campaigns being used?
What's the CPA relative to other campaigns?

Display Network

Which targeting methods are being used?
Behavioral: Remarketing, In-Market, Affinity
Managed Placements
Contextual
Are there placements that should be excluded? (eg AdSenseForMobileApps.com)
Are category exclusions being used?
Are lots of image ads being tested?
Is DCO being used?

YouTube

Are YouTube campaigns being used?
What's the performance like relative to others?
What's the goal of these campaigns?
Are YT remarketing lists being built?