

# Cheatsheet: AdWords Audit

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**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?