

Audit checklist

Account Structure

- Campaign Structure:** Review campaigns & AdGroups reflect website structure and/or aligned with product groups
- Campaign Structure:** Ensure campaigns are not using 'Search & Display select' setting
- Geotargeting:** Ensure campaigns targeting correct geographic locations. Local businesses should have a double campaign structure in place.
- Ecommerce Structure:** For large ecomm sites, ensure product categories are targeted with search ads and product pages targeted with Dynamic Search Campaigns with autotargets to product landing pages
- GSC Structure:** Recommend 3-tiered campaign structure with correct priority and bid settings
- GSC Feeds:** Review for custom labels

Campaign Settings

- Location Options:** Ensure targeting only people 'in' target location. Run a user-location report to review wasted spend outside of target location
- Ad Scheduling & Device Bidding:** Check to see whether schedules implemented and also whether bid adjustments made per schedule and per device

AdGroups

- ETA's:** Ensure ads are upgraded to Expanded Text Ad form

- Ad Copy Quality:** Is it compelling, does it have CTA's? Are they using DKI?
- Ad Quantity:** Ideally 3 ads per AdGroup
- Keyword Quantity:** Up to 10 keywords per adgroup max
- Keyword match types:** Ensure broad is rarely used. Try and understand keyword match strategy & consistency, otherwise recommend BMM with negatives.
- Ad Extensions:** Ensure at a minimum sitelinks and callout extensions are in use for all campaigns
- Audiences & Retargeting:** Ensure key audiences applied at least for observation. Recommend bid modifiers to be applied. Review existing bid modifiers on audiences and that they are consistent with conversion data.
- Bidding:** Review keyword bidding strategy and avg. position for keywords.

Other Issues

- Experiments:** Review whether drafts & experiments have been setup. Recommend using experiments as a framework for testing
- 404 Error scripts:** review whether scripts are in use. Recommended to schedule 404 error script for large accounts
- Conversion Tracking:** Review current conversion tracking setup. Ensure no double up between GA & AdWords. Check auto-tagging turned on.
- Landing Pages:** Spend time reviewing quality of Landing Pages