



Brad Geddes

Co-Founder, Adalysis



Google Ads Account Organization

Google Marketing
Conference

Agenda

- Campaign Organization (beginner/intermediate)
- Ad Group Organization (beginner/intermediate)
- Our Process (beginner / intermediate / advanced)
- Auditing your structure (intermediate / advanced)



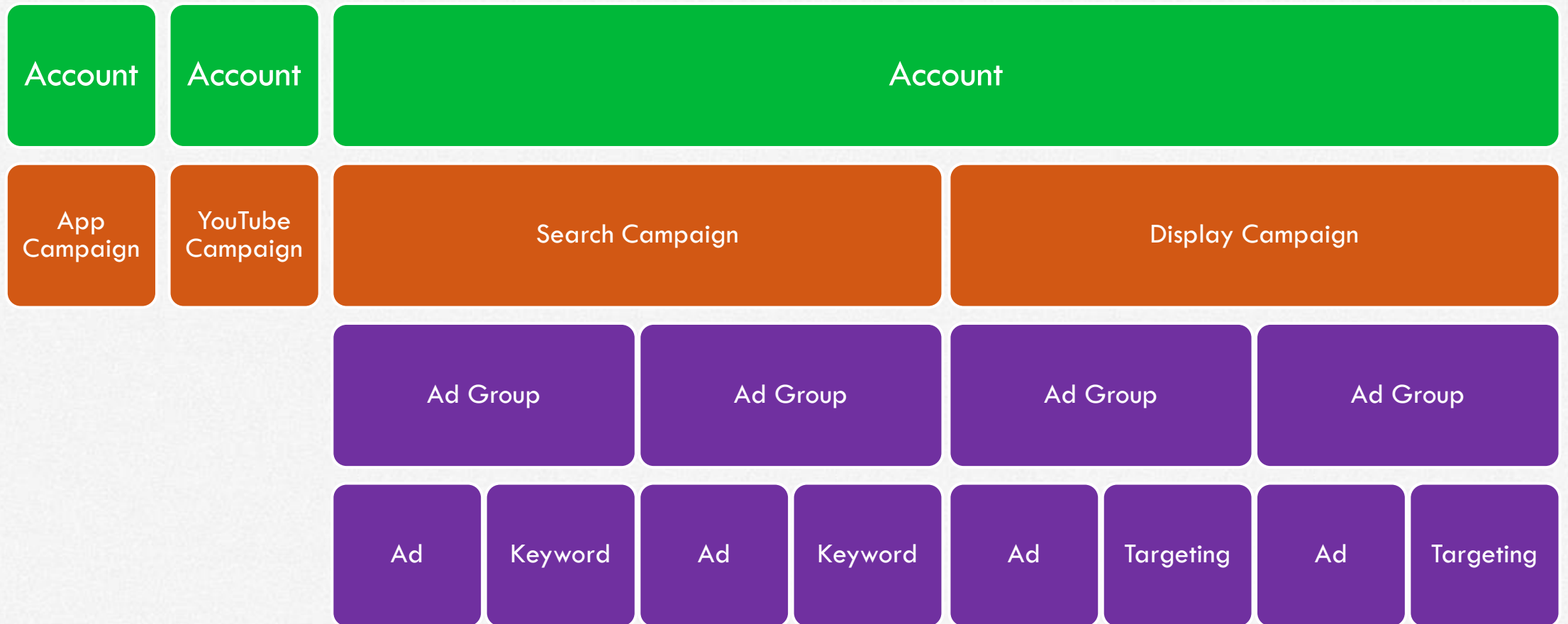
Campaign Structure

Google Ads Account Organization



PPC Account Structure

MCC – My Client Center

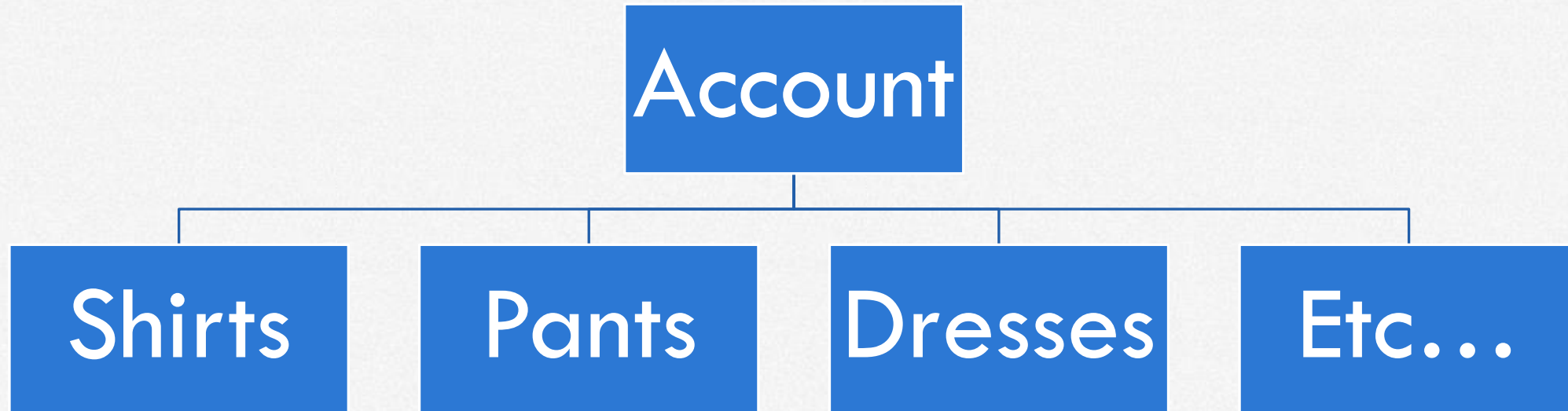


Why Do You Create a New Campaign?

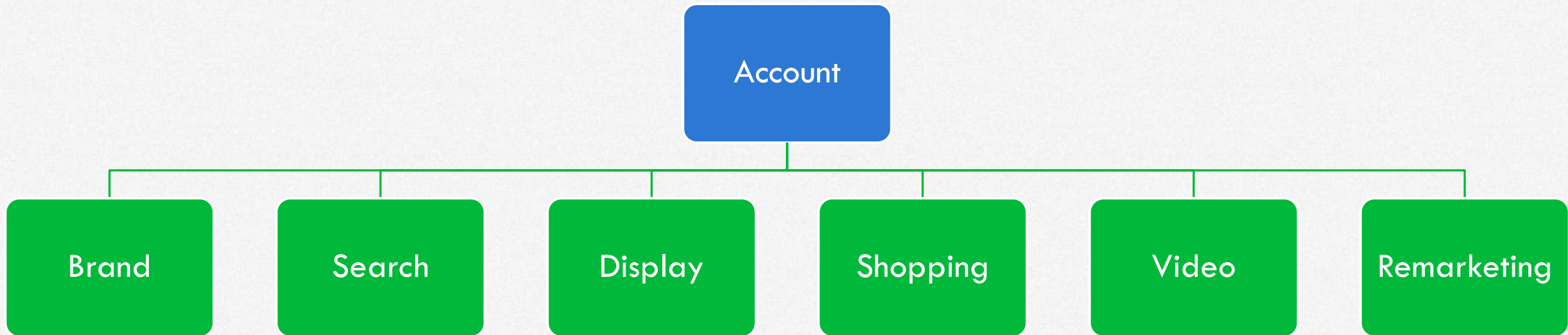
Google Ads Account Organization



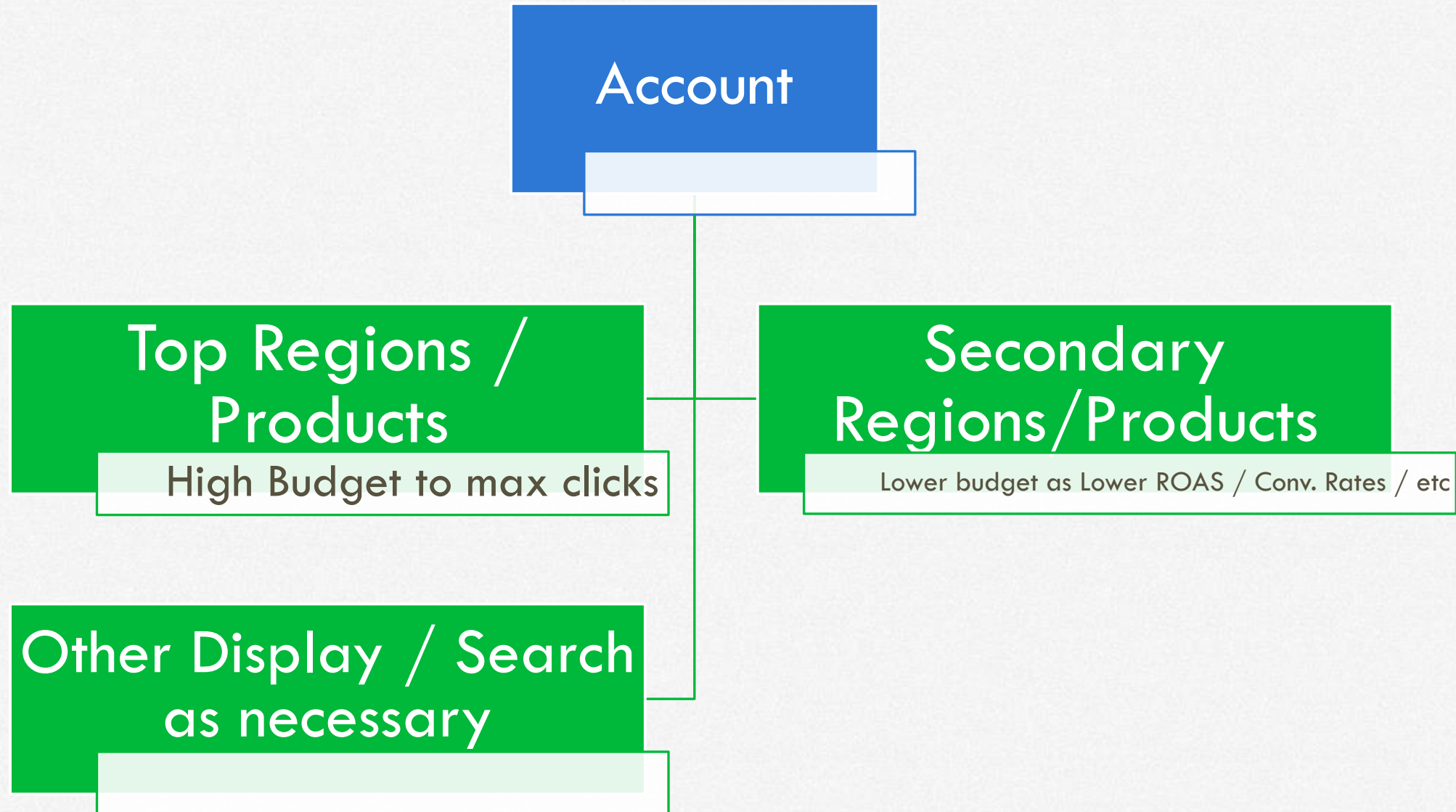
Most Common Organization: Just Staying Organized



Networks



Budget Management



Shared Budgets is Also Useful in Campaign Organization

All budgets

New shared budget

Budget name

Enter the average you want to spend each day

\$

Actual daily spend may vary ⓘ

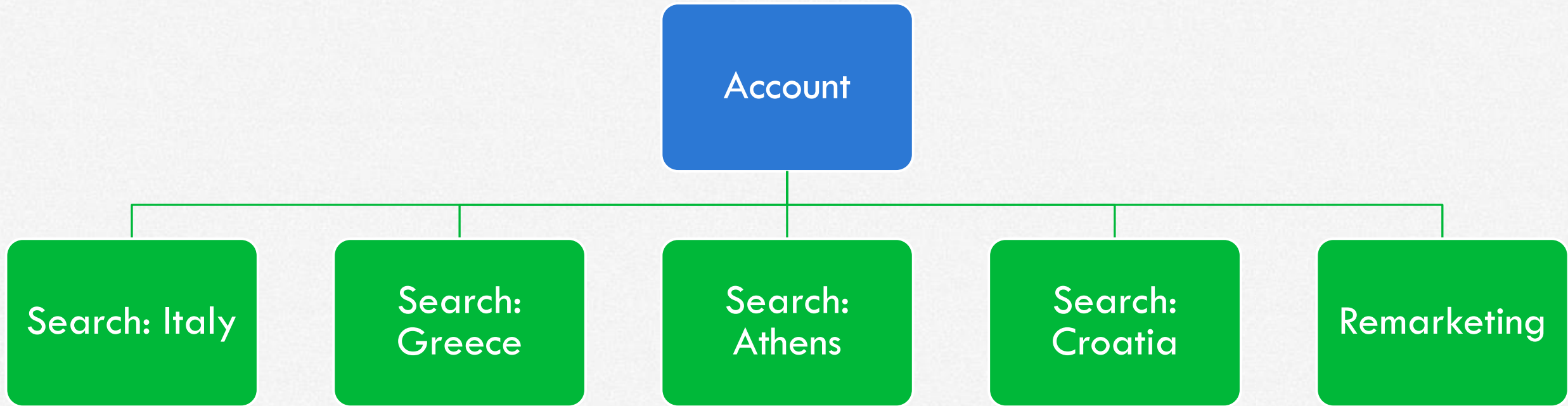
Add to campaign(s) (optional)

SAVE CANCEL

<input type="checkbox"/>	Name ↑	Status	Daily budget	Delivery method	# Campaigns	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Best campaigns ✎	Sufficient	\$35.00 ✎	Standard	4	3,083	129,784	2.38%	\$2.90	\$8,942.98
<input type="checkbox"/>	Total Budget	Sufficient	\$320.00	Standard	0	8,654	345,118	2.51%	\$4.19	\$36,267.85



Locations



There Are Multiple Ways to Accomplish the Same Thing

Campaign Per Location

- Easy to adjust and test ads by location
- Change budget by location
- More campaigns to manage

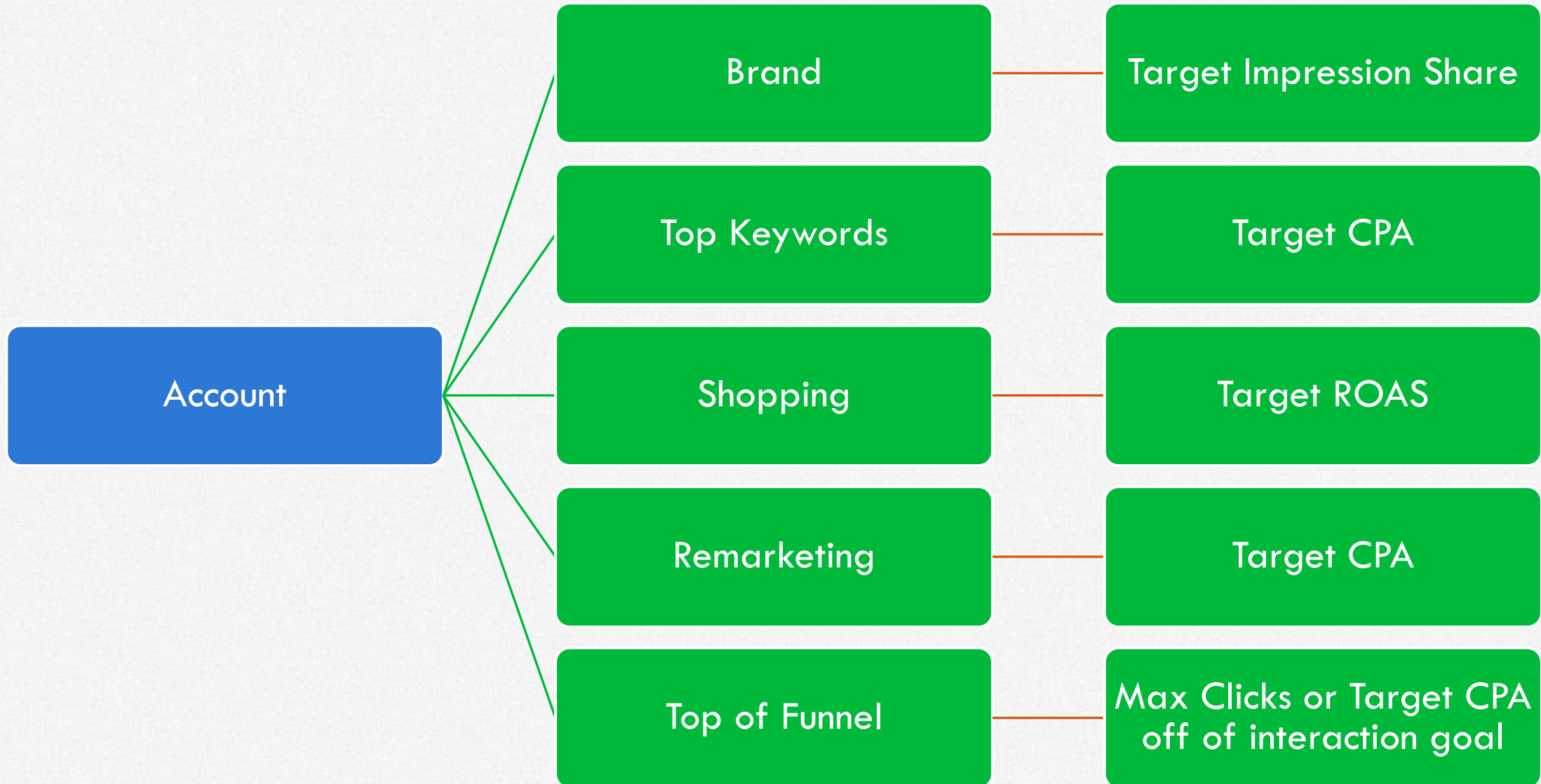
Single Campaign w/ Ad Customizers

- Less campaigns to manage
- Some ads won't show properly

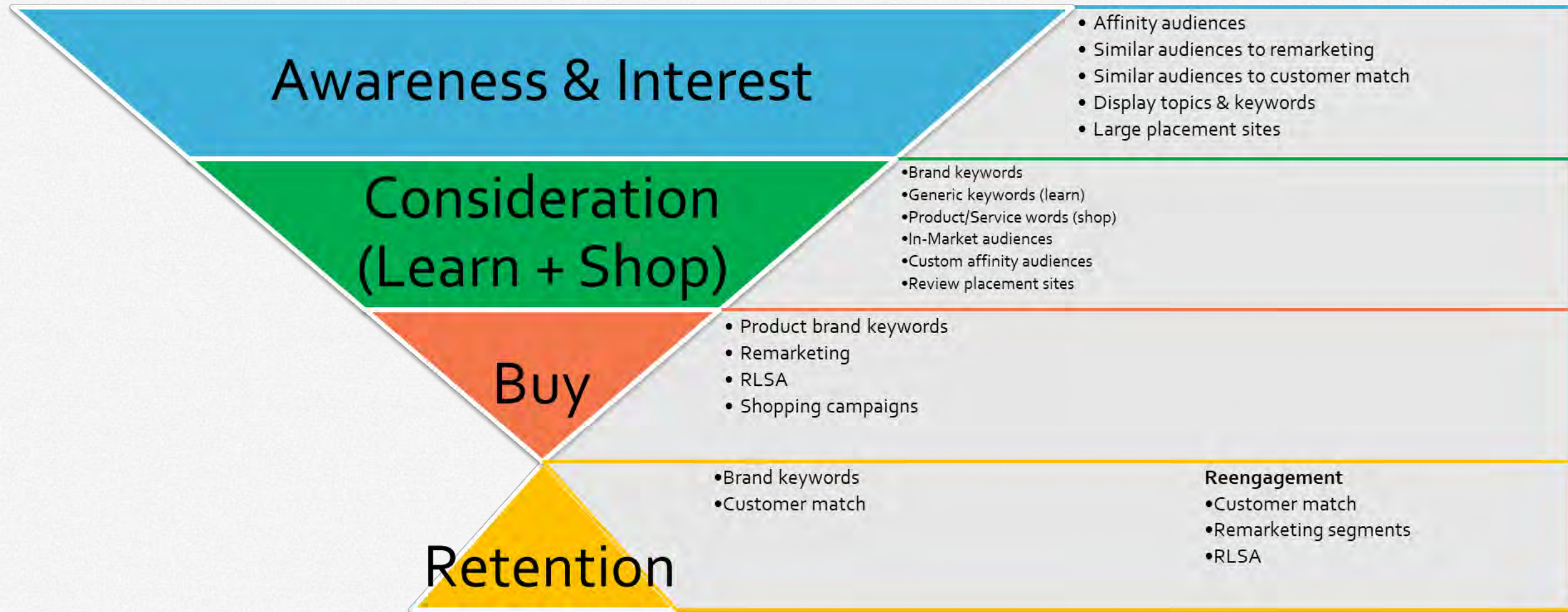
Easier to Trend Stats



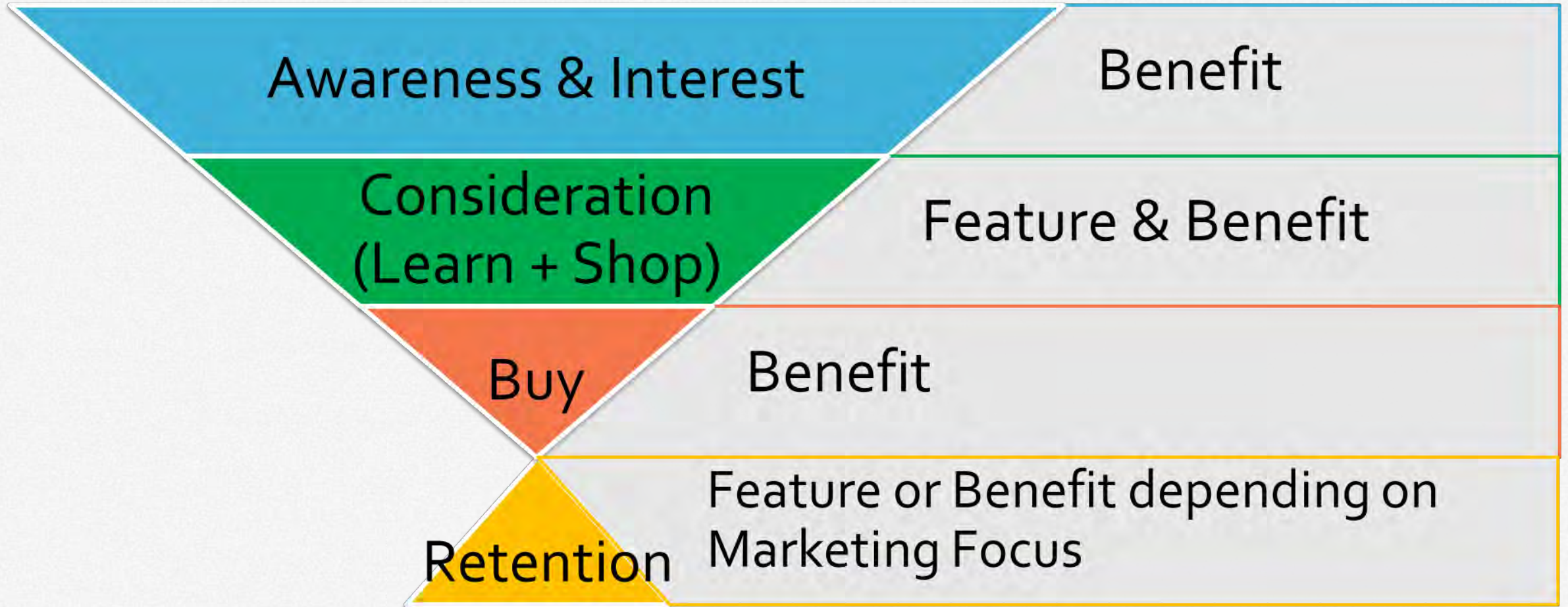
Bidding



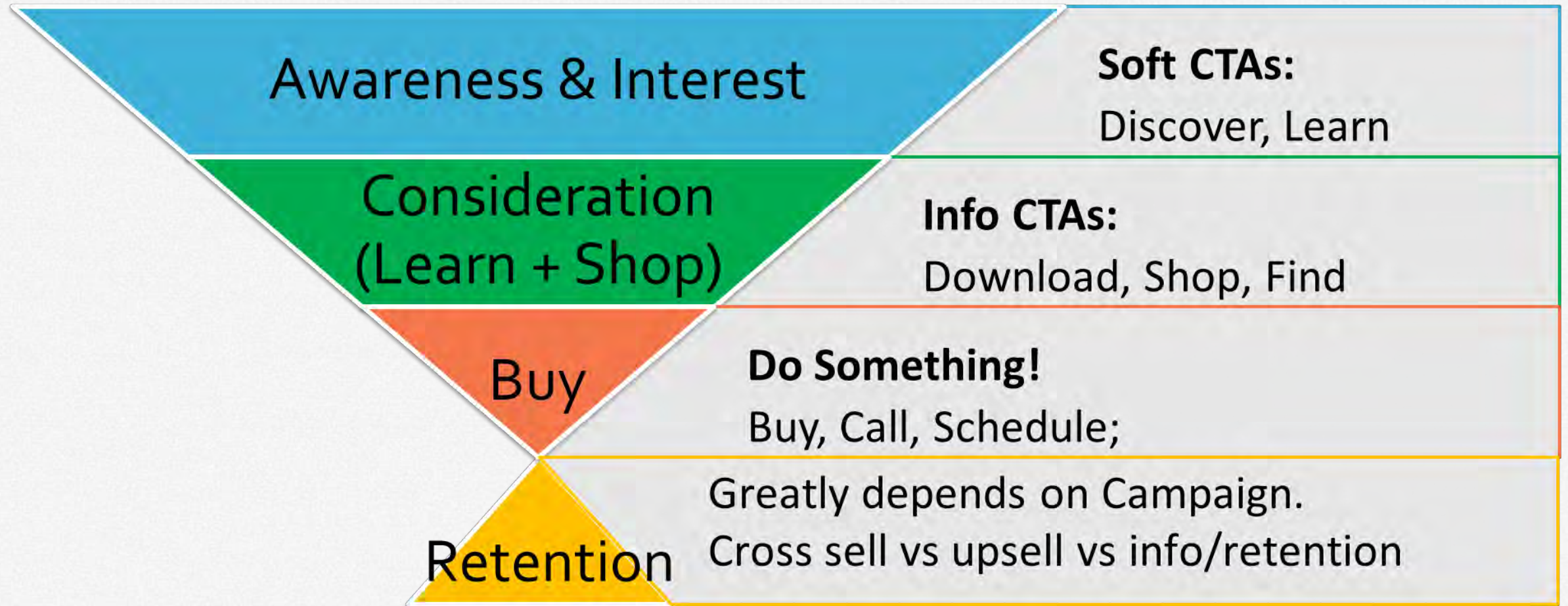
By Stage of the Buying Funnel



Feature vs Benefits in the Funnel



CTA: Calls to Action throughout the Funnel



Match Type Changes & How it Affects Campaign Organization

Google Ads Account Organization



Keyword Matches Today

Exact Match

- Same intent as search term

Phrase match

- Same intent included, possibly with additional information

Modified Broad

- Similarish intent

Broad Match

- Any intent that is loosely related to the search term



Keyword Matching Rules

If two matching keywords are in the **same campaign**; Google shows the **'most exact'** one.

If two matching keywords are in the different campaigns; Google *tries* to show the **'most restrictive'** one.

When in **doubt**; the **highest ad rank** ad (Quality Score, Bid, Ad Extensions) is displayed.

Google usually rotates through all the matching ones to figure out which one to show over time.

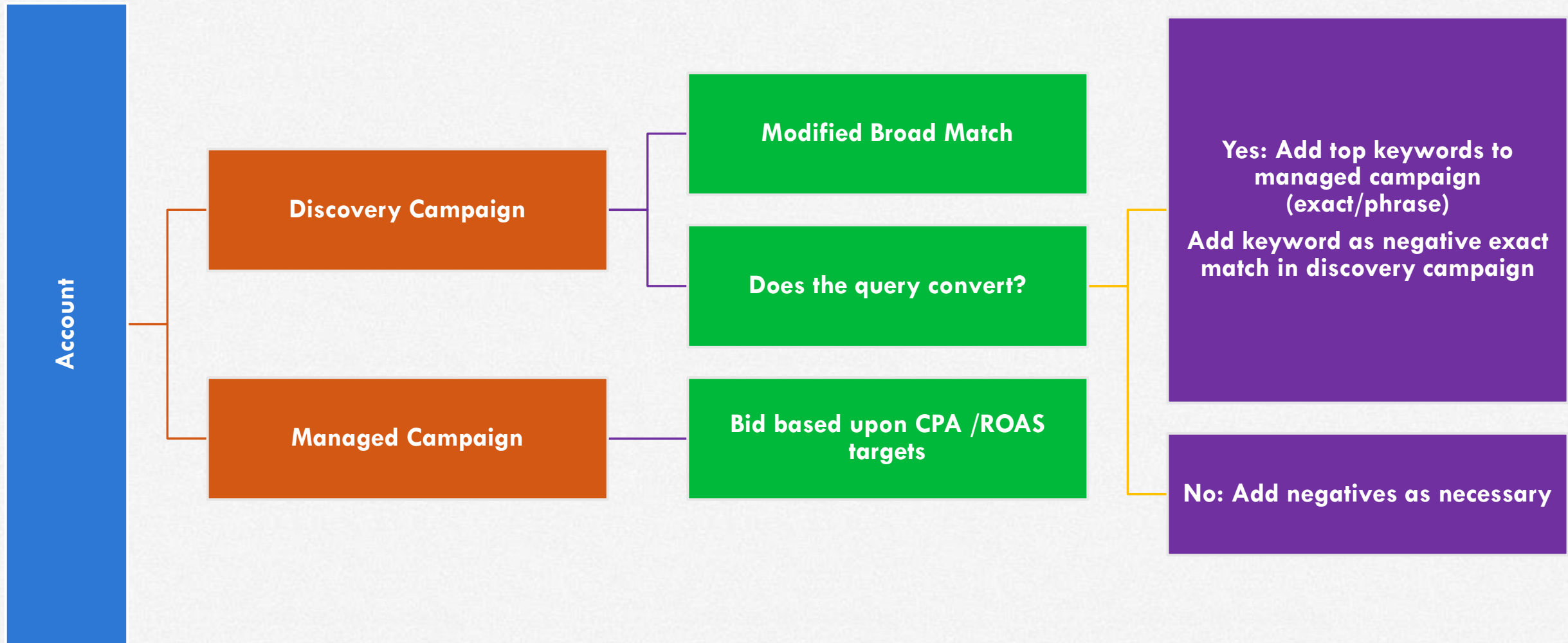


Google is causing duplicate search term issues

Ad Group	Keyword in Ad Group	Matched Search Term	Impressions
Register trademark	[register trademark]	register trademark	11
Register trademark	[register trademark]	trademark registration	19
Register trademark	[trademark registration]	registration trademark	32
Register trademark	[trademark registration]	trademark registration	0
Trademark Logo	[trademark logo]	trademark logo	9
Trademarking	+trademarking	register trademark	1023
Trademarking	+trademarking	trademark registration	973
Trademarking	+trademarking	trademark logo	1542

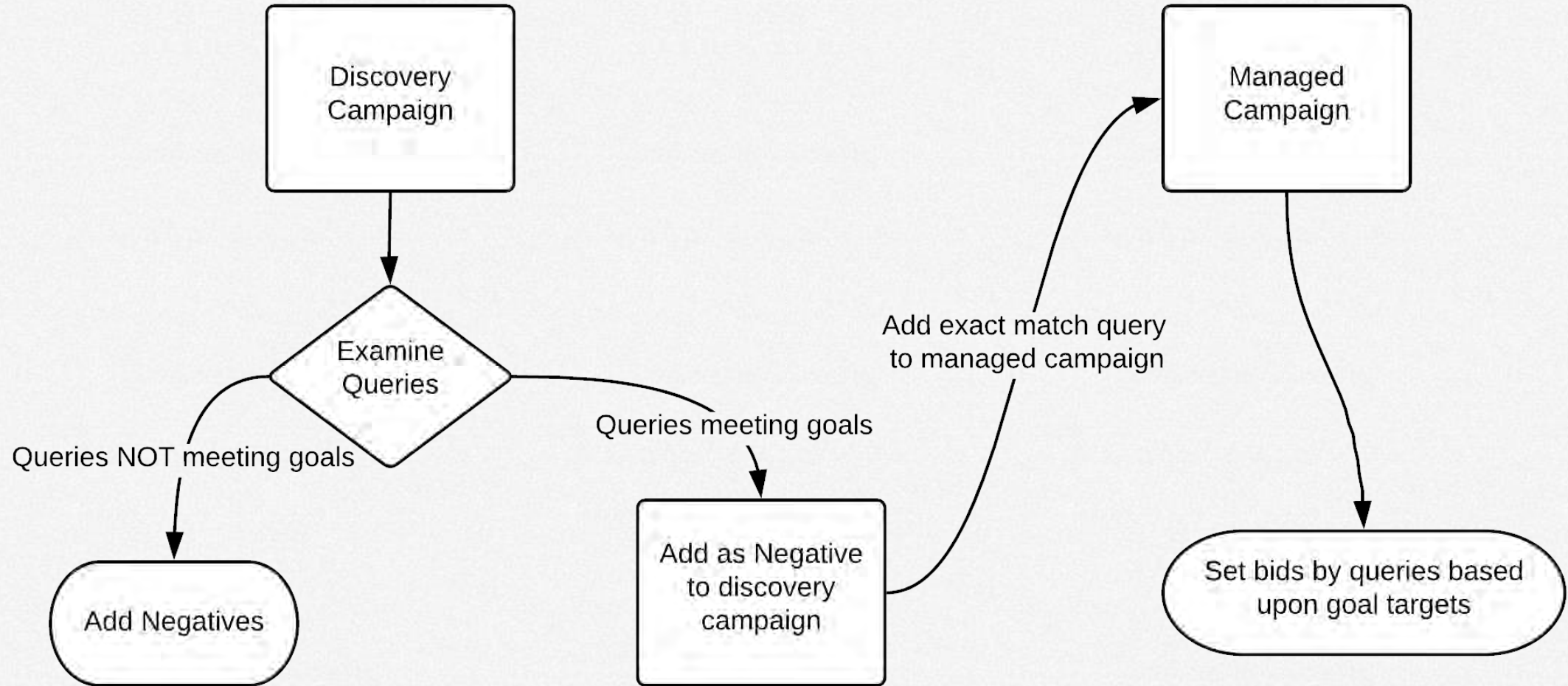


“Alpha / Beta” OR “Discovery / Managed” Campaign Structure

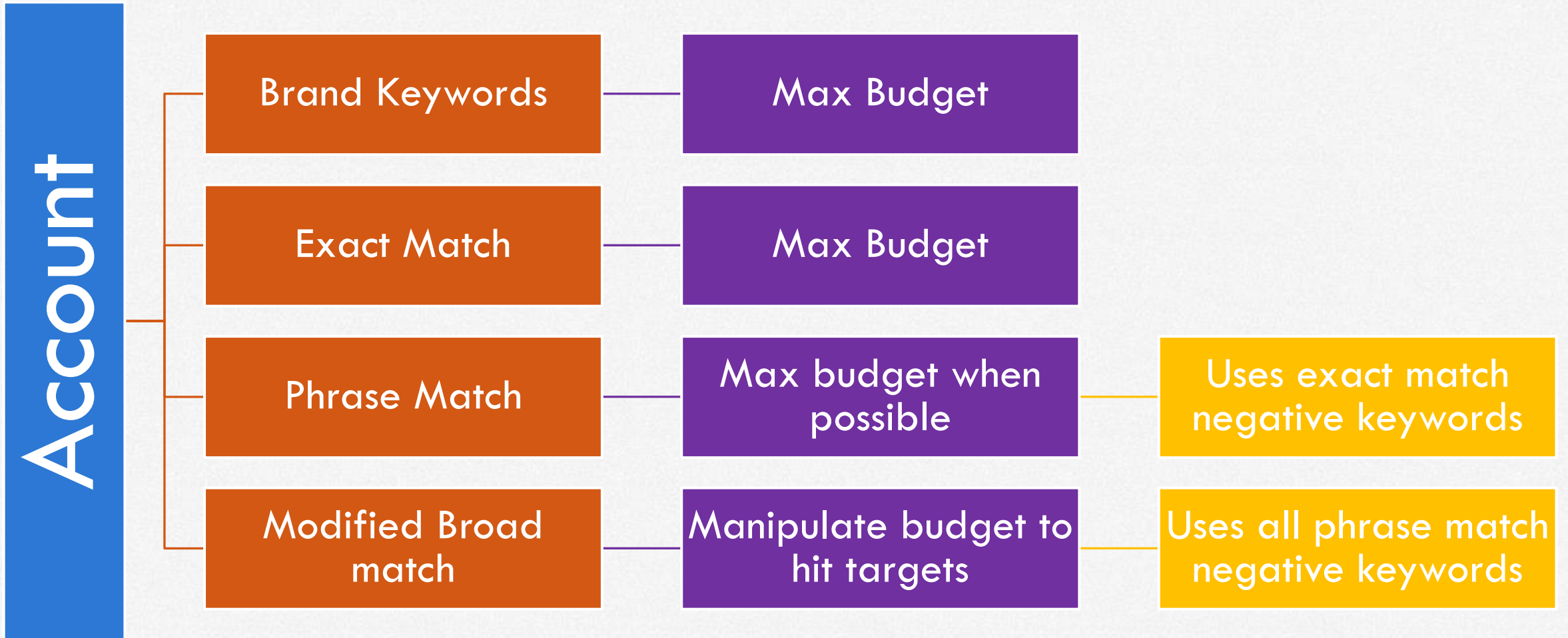


Keyword / GDN Workflow:


Discovery can be: topics, interests, keywords, etc



Match Types by Campaign

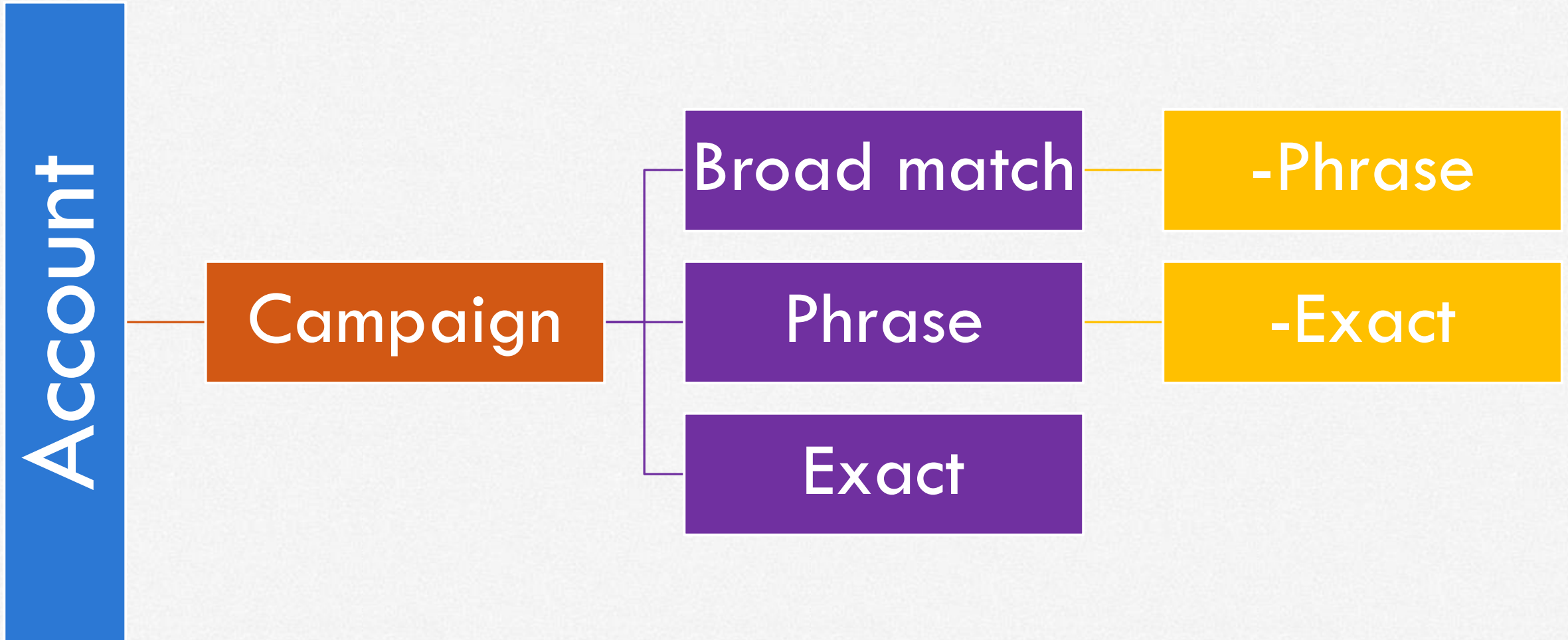


Be Careful of 'Over Engineering'. You can cause 0 ads to show.

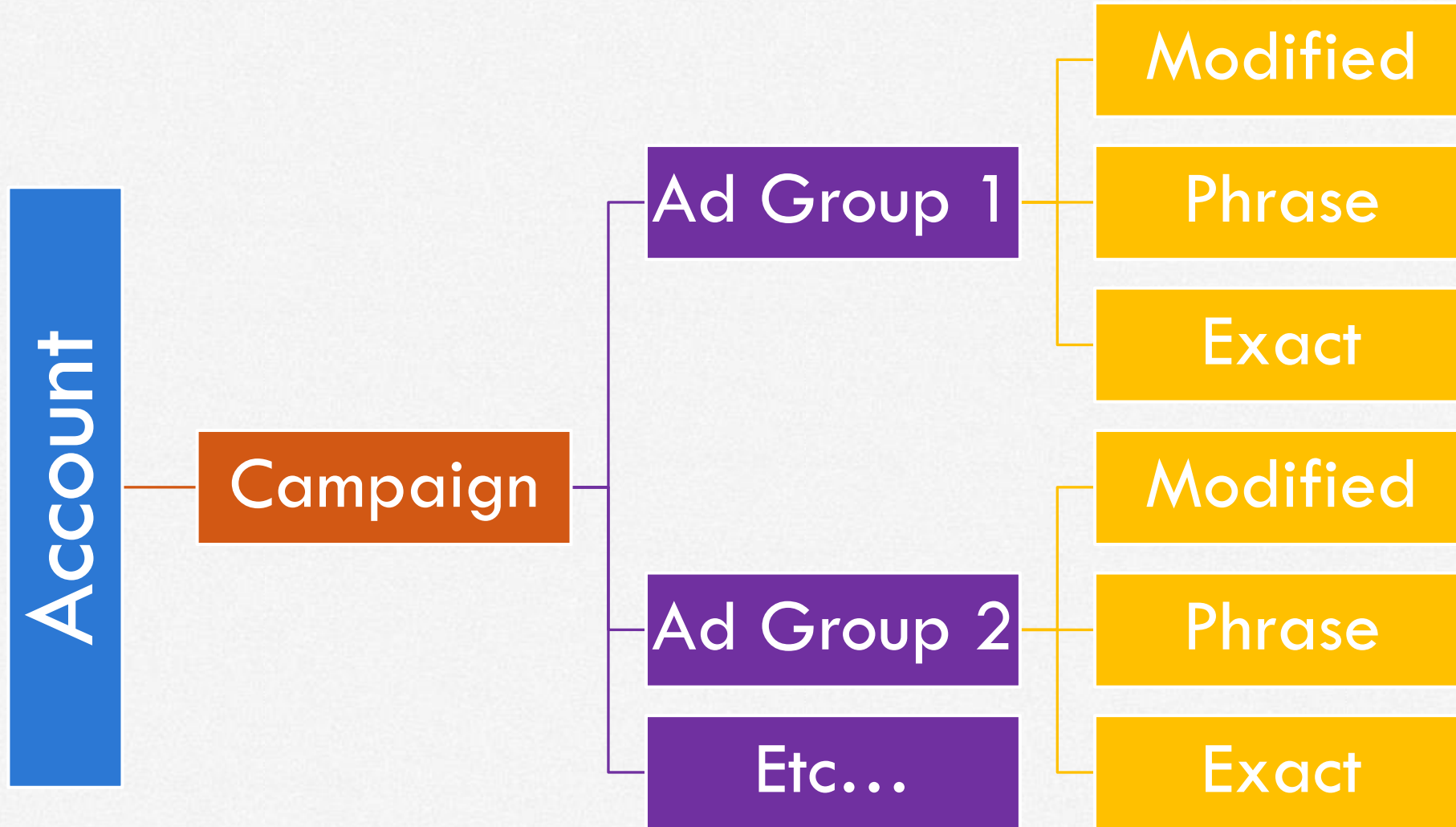
 Your ad is not showing			
Keyword	Campaign	Ad group	Reason
[auto insurance for new drivers]	NB_National_Exact	Auto New Driver	This keyword is not triggering any ads, because another keyword was found to be a better fit for this query. Those ads may have also been rejected for other reasons. Learn more
[auto insurance new driver]	NB_National_Exact	Auto New Driver	This keyword is not triggering any ads, because another keyword was found to be a better fit for this query. Those ads may have also been rejected for other reasons. Learn more
+car +insurance	NB_National_BMM	Car	A negative keyword ([new driver car insurance]) is preventing your ad from showing. Your ad may be showing on other searches matched by this keyword. Learn more
[car insurance for new drivers]	NB_National_Exact	Car New Driver	This keyword is not triggering any ads, because another keyword was found to be a better fit for this query. Those ads may have also been rejected for other reasons. Learn more
[car insurance new driver]	NB_National_Exact	Car New Driver	This keyword is not triggering any ads, because another keyword was found to be a better fit for this query. Those ads may have also been rejected for other reasons. Learn more
+carinsurance	NB_National_BMM	Car	A negative keyword ([new driver car insurance]) is preventing your ad from showing. Your ad may be showing on other searches matched by this keyword. Learn more
[new driver car insurance]	NB_National_Exact	Car New Driver	This candidate is not triggering ads to appear on Google right now due to a low Ad Rank. Ads are ranked based on your bid and Quality Score. Learn more



Match Types By Ad Group



Match Types Within Ad Groups



Should you separate out match types by ad group / campaign?

- If for budget purposes (high budget on exact match), yes.
- If for different bid methods, yes.
- If for different keyword level bids, no.

If you are using the exact same ads in multiple ad groups, there's no need for an additional ad group.

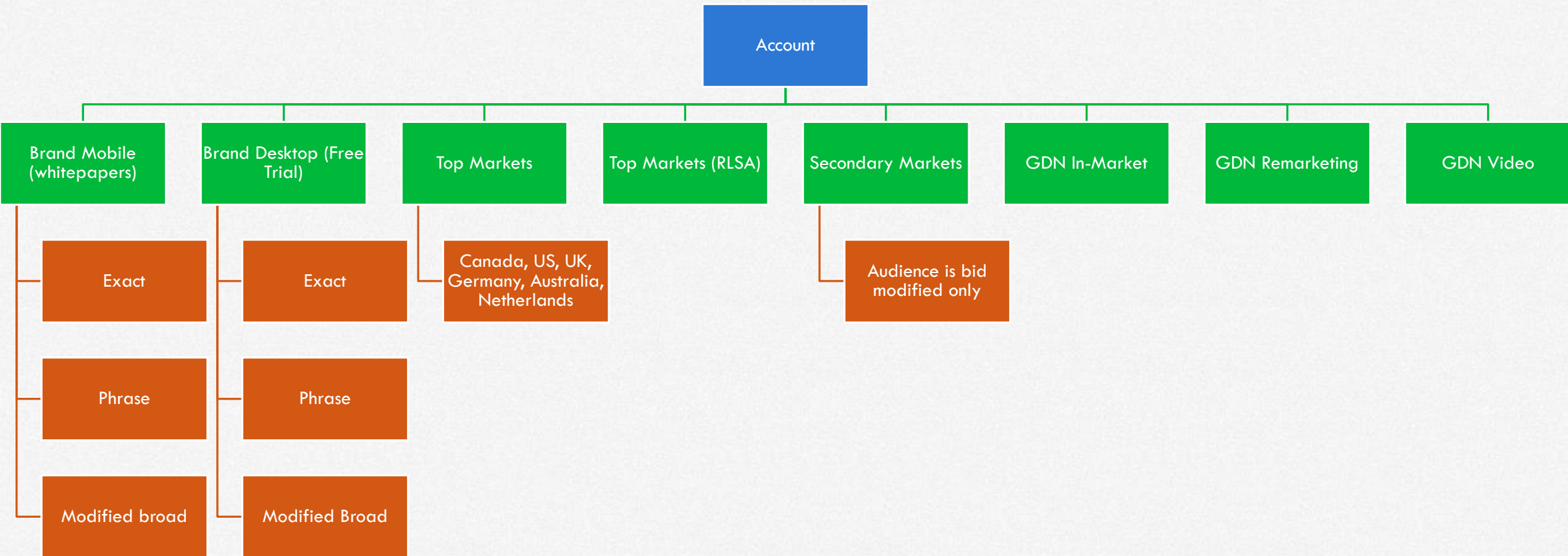


Consider Negative Keywords in Campaign Structure

- Google Considers *car hire* & *car rental* the same entity.

Keyword	Ads	CTR	Conv Rate
Hire	Car Hire	2.7%	4.21%
Hire	Car Rental	1.8%	4.15%
Rental	Car Hire	1.7%	4.23%
Rental	Car Rental	2.9%	4.30%

Structure Is Never An Absolute



Overall Rules: Create a New Campaign If...

Your want different
ads by GEO

Budget control

Each Network
(search, display,
app, shopping,
video, etc)

Change of targeting
types (remarketing
vs in-marketing
audiences)

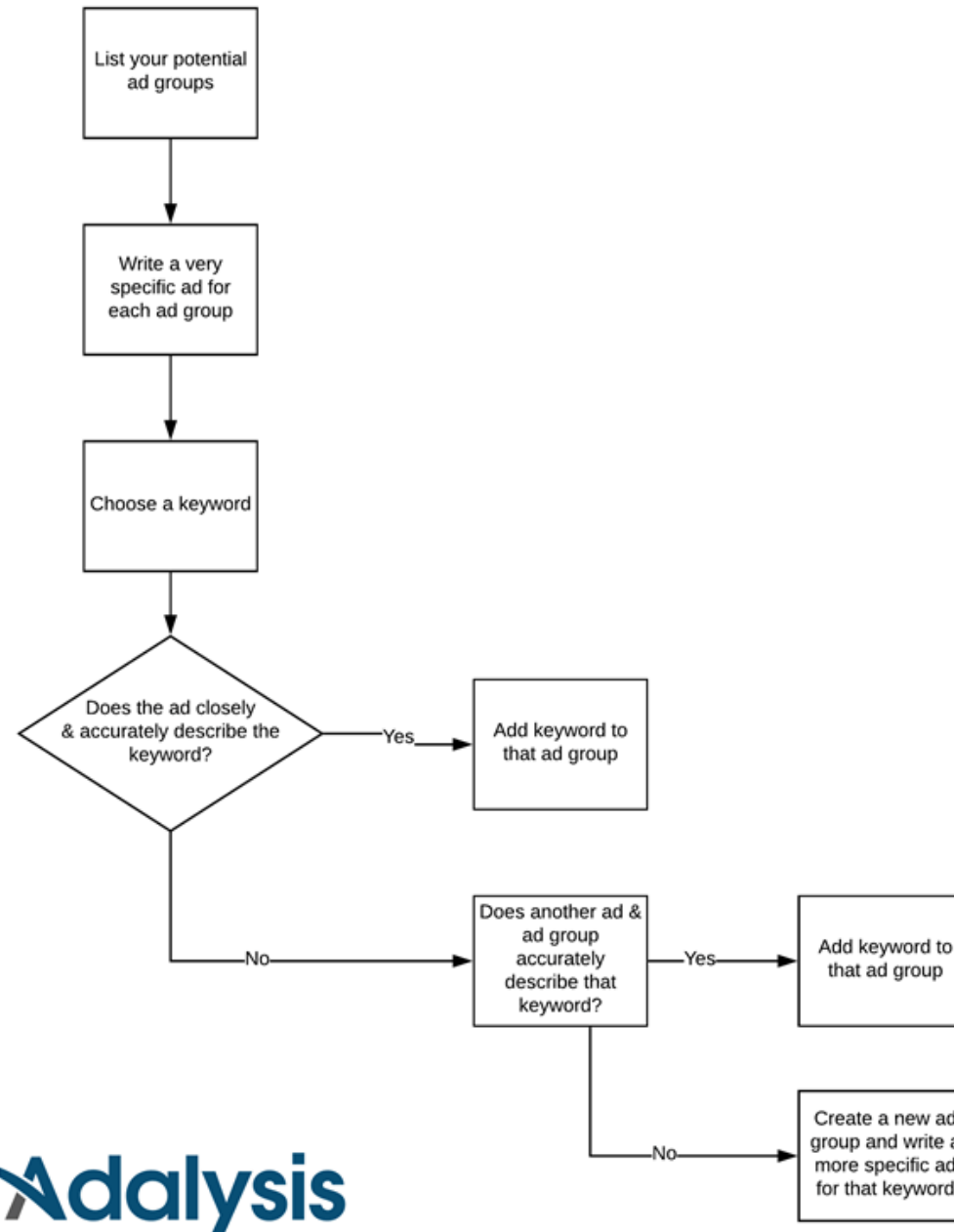
Easier organization
for you (product or
service lines)

Ad Group Structure

Google Ads Account Organization

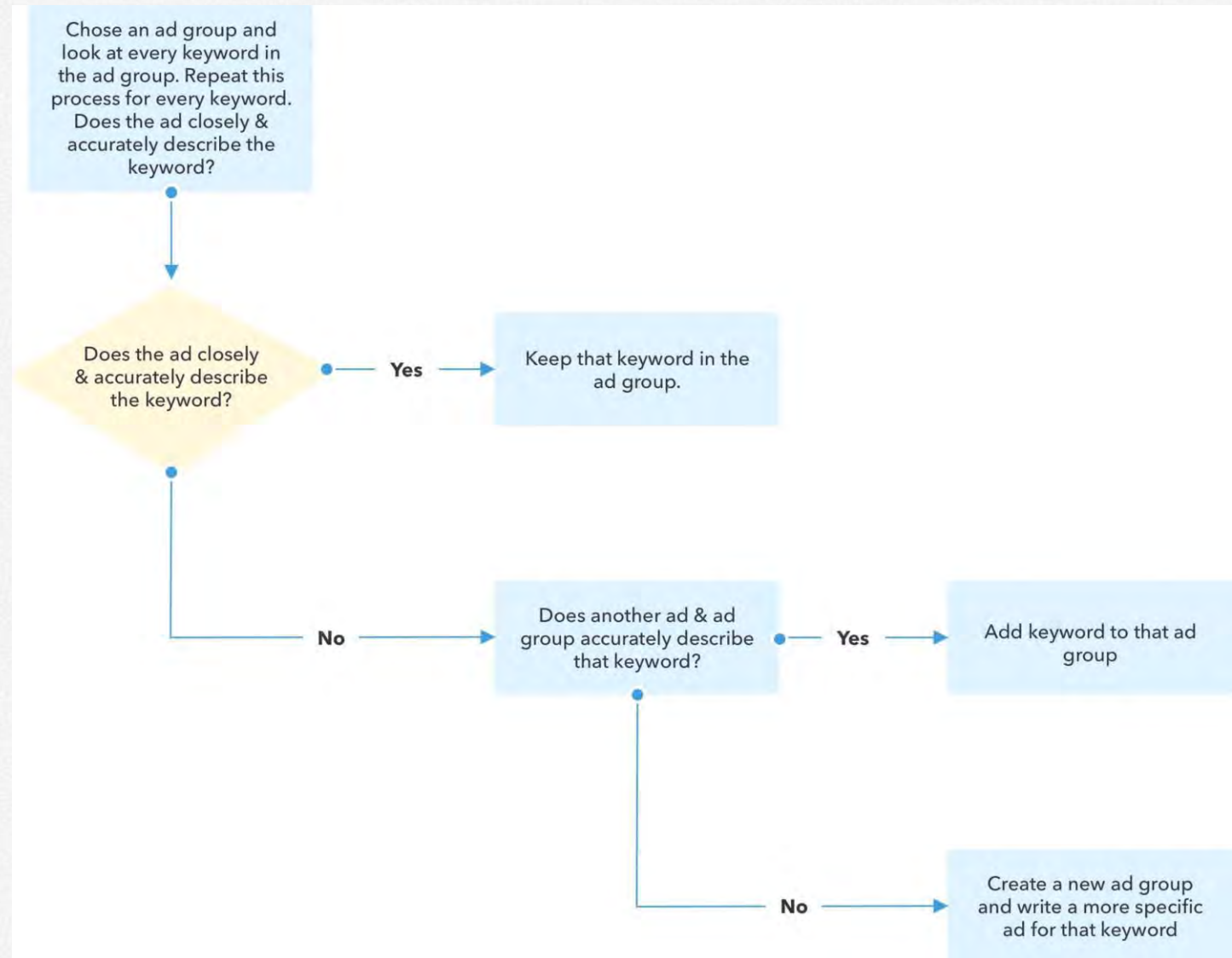


Ad Group Structure

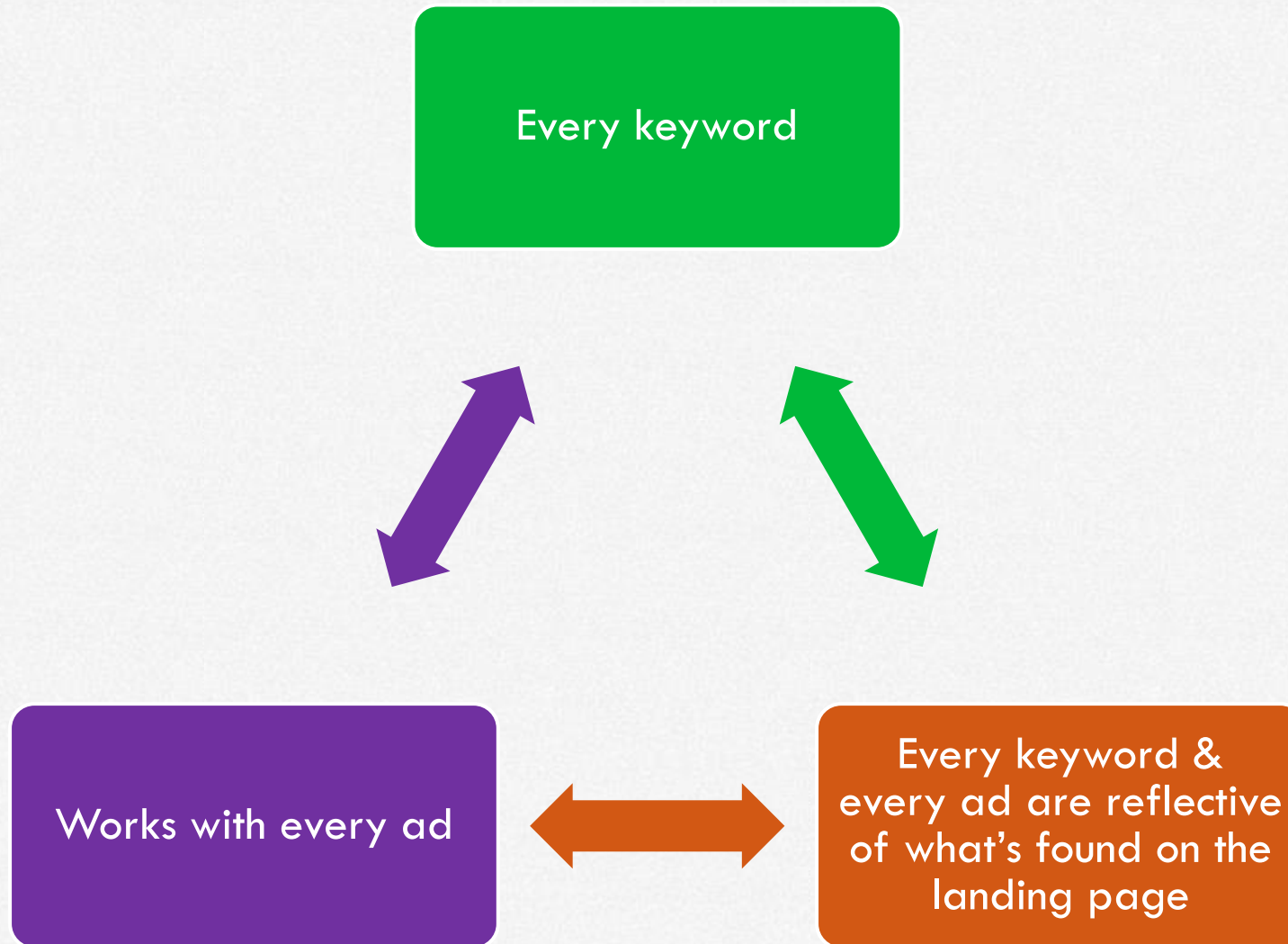


Adalysis

Quality Score Improvement Workflow



What This Means



Example: Plumber Company

- One Campaign
- One ad group
- 532 keywords
- 1 ad
- 0.5% CTR
- 3% CR
- \$300+ CPAs

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Status ?	Max. CPC ?
		Total - all ad group ?		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	commercial plumbing	Campaign paused	\$10.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	home plumbing	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	water treatment	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Water Heater	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	bathroom remodeling	Campaign paused	\$10.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	plumbing contractors	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	plumbing repairs	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	plumbing repair	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	drain cleaning	Campaign paused	\$10.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Leak Detection	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	takagi tankless water heater	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Plumbers	Campaign paused	\$8.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	back flow preventor	Campaign paused	\$10.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	online plumber	Campaign paused	\$8.00



Creating the Plumbing Ad Groups with Formulas

Ad Groups	Ad Groups to be Modified	Modifiers
Emergency plumbing	Backflow preventer	Repair / Fix
Bathroom remodeling	Bathroom sink	Install
Kitchen remodeling	Dishwasher	
Grease trap cleaning	Drains	
Hydrostatic testing	Garbage disposal	
Plumber general	Gas lines	
	Grease trap	
	Tub	
	Ice maker	
	Instant hot water	
	Kitchen sink	
	Sewer line	
	Etc.....	

Output Ad Groups

- Backflow Preventer - Install
- Backflow Preventer - Repair
- Backflow Preventer - Testing
- Bathroom Plumbing
- Bathroom Remodeling
- Bathroom Sink - Install
- Bathroom Sink - Repair
- Dishwasher - Install
- Dishwasher - Repair
- Drains
- Emergency Plumbing
- Garbage Disposal - Install
- Garbage Disposal - Repair
- Gas Lines - Install
- Gas Lines - Repair
- Gas Lines - Testing
- Grease Trap cleaning
- Tub - Fix
- Tub - Install
- Hydrostatic Testing
- Ice Maker - Install
- Ice Maker - Repair
- Instant Hot Water
- Instant Hot Water - Install
- Instant Hot Water - Repair
- Kitchen Plumbing
- Kitchen Remodeling
- Kitchen Sink - Install
- Kitchen Sink - Repair
- Leak Repair
- Pipe Cleaning
- Pipe Relining
- Pipe Repair
- Sewer Line - Install
- Sewer Line - Repair
- Sewer Line - Underground
- Shower - Install
- Shower - Repair
- Sink - Install
- Sink - Repair
- Slab Leak Detection
- Toilet - Install
- Toilet - Repair
- Water Filter
- Water Heater
- Water Heater - Electric
- Water Heater - Electric - Install
- Water Heater - Electric - Repair
- Water Heater - Energy
- Water Heater - Energy - Install
- Water Heater - Energy - Repair
- Water Heater - Gas
- Water Heater - Gas - Install
- Water Heater - Gas - Repair
- Water Heater - Hybrid
- Water Heater - Hybrid - Install
- Water Heater - Hybrid - Repair
- Water Heater - Install
- Water Heater - Repair
- Water Heater - Solar
- Water Heater - Solar - Install
- Water Heater - Solar - Repair
- Water Heater - Tankless
- Water Heater - Tankless - Install
- Water Heater - Tankless - Repair
- Water Jet Cleaning
- Water Line Repair
- Commercial Plumbing
- Plumber - general

Geographic Ad Groups

Locations

Bellaire	Memorial	Rosenburg
Brookshire	Mission Bend	Rosharon
Cinco Ranch	Missouri City	Seabrook
Cypress	Needville	Sienna Plantation
First Colony	New Territory	Spring
Friendswood	Pearland	Spring Valley
Greatwood	Pecan Grove	Stafford
Heights	Pheasant Creek	Sugar Creek
Houston	Piney Point	Sugar Land
Humble	Quail Valley	Sweetwater
Jersey Village	Rice Village	West University
Katy	Richmond	
Lake Olympia	River Oaks	
Meadows Place	Riverstone	

Keywords: GEO x

Plumbing

Plumbing contractor

Plumber

Plumbing company

Plumber in

Start with Formulaic Ads for Easier Scale

Note: Customizing ads by ad group does get better results. Might do this as a 2nd step.

	A	B	C	D
1	Ad	Headline 1	Headline 2	Description
2	1	Ad Group Name	Company tagline	Description 1
3	2	{Keyword: Ad Group Name}	Shop at <company name>	Description 2
4	3	Buy <brand name> <clothing ty	Buy {Keyword: Ad Group Name}	Description 1
5	4	Another Headline	Save 10% on Orders over \$50	Description 2



Always Test Ads

H1: Captivating Headline **H2:** Consumer Benefit **H3:** Call to Action

D1: Business Benefits (optional + Feature/CTA)

D2: Supporting data to description or overall info. OK to end in CTA

H1: Captivating Headline **H2:** Call To Action **H3:** Consumer Benefit

D1: Business Feature (Optional + CTA)

D2: Supporting data to description or overall info. OK to end in CTA



The Testing Types

Single Ad Group Testing

Insights within an ad group

- Best for high traffic ad groups
- Best for Brand ad groups
- Good for other ad groups after you've done some multi-ad group testing for global insights

Multi-Ad Group Testing

Insights across a segment

- Best for template created ads
- Best for small data accounts
- Best for market research

Multi Ad Group Testing

This is a gender test for Cell Phone Repair

Men preferred
Money back
guarantee

Women
preferred Same
Day Service

▲ Ad Test Patterns	Matching Adgroups	Matching Ads	Clicks	Impr.	Conversions	Cost	Conv. Value	CTR	Conv. rate	Conv. / Impr.	Cost / conv.	
100% Money-Back Guarantee! Call Now	6480	7307	10,568	217,253	1,063	\$62,059.22	\$98,476.00	4.86%	10.06%	0.48929%	\$58.38	
Same Day Service + Great Reviews!	7952	8832	11,814	156,181	1,783	\$40,009.62	\$165,418.00	7.56%	15.09%	1.14162%	\$22.44	
Change in performance, over 30 days, if loser ad is paused								Clicks:	↑ 1,955	↑ 1,955	↑ 1,955	↑ 1,955
								Conversions:	↑ 472	↑ 472	↑ 472	↑ 472
								Cost:	↓ \$2,134.83	↓ \$2,134.83	↓ \$2,134.83	↓ \$2,134.83
								Total Conv. value:	↑ \$43,875.33	↑ \$43,875.33	↑ \$43,875.33	↑ \$43,875.33
								CPA:	↓ \$13.42	↓ \$13.42	↓ \$13.42	↓ \$13.42

Results of Reorganization

Original Campaign

- One Campaign
- 1 ad group
- 532 keywords
- 1 ad
- 0.5% CTR
- 3% Conv. Rate
- \$300+ CPA

Post Optimization

- 2 Campaigns
- 112 ad groups
- 436 keywords
- 336 ads
- 8% CTR
- 11% Conv. Rate
- \$27 CPA



Don't Forget to Customize Ad Extensions by Campaign

Certified ProMover Service - Free Home Moving Quote

[\(Ad\) www.moveinterstate.co/DC_Metro](#) ▼

We are the home **moving** specialists! Get the Top Hat service guarantee.

\$99 Moving Special DC, MD, VA. - Professional Moving Company

[\(Ad\) www.truebluemovers.com/](#) ▼

We Don't Nickel and Dime Our Customers. Call Now for More Info

Mayflower Long-Distance Moving - The Nations Most Trusted Mover

[\(Ad\) www.mayflower.com/Chicago](#) ▼

Dedication To Integrity, Expert Care & Personal Service. Start Your Free Quote!

Certified ProMover Service - Free Home Moving Quote

[\(Ad\) www.moveinterstate.co/DC_Metro](#) ▼

We are the home **moving** specialists! Get the Top Hat service guarantee.

Get a Free Quote · Top Rated Service · Washington DC Metro · Local DC Movers · Reliable Services

Highlights: Interstates Professional, High Trained Moving Teams...

Packing Services · Get a Quote · Military Moves · Storage Services · 15 Reasons · Top Hat Service

\$99 Moving Special DC, MD, VA. - Professional Moving Company

[\(Ad\) www.truebluemovers.com/](#) ▼

We Don't Nickel and Dime Our Customers. Call Now for More Info

Commercial Relocation · Residential Moving · Storage · Interstate Moving · Industrial Moving

Services: Truck Packers, Packing Services, Furniture Assembly And Reassembly, Recycling...

Services · Contact Us

Mayflower Long-Distance Moving - The Nations Most Trusted Mover

[\(Ad\) www.mayflower.com/Chicago](#) ▼

Dedication To Integrity, Expert Care & Personal Service. Start Your Free Quote!

Customized Moves · Quality Service · Full-Service · 20,000+ moves per year · Moving & Packing

Get a Free Quote · 4.2 / 5.0 Average Rating · Moving Protection · Moving Out-Of-State?

What do the Ad Extensions Promote?

Is it consistent with your ad?

cooking classes



All Maps Images Videos Shopping More Settings Tools

About 1,360,000,000 results (0.73 seconds)



Up To 75% Off Winter Sale

Get Up To 75% Off For Our Winter Sale & Clearance. Start Saving Now!

Up To 50% Off Le Creuset

Check Out Le Deal Of The Day. Le Creuset Flash Sale. Today Only.

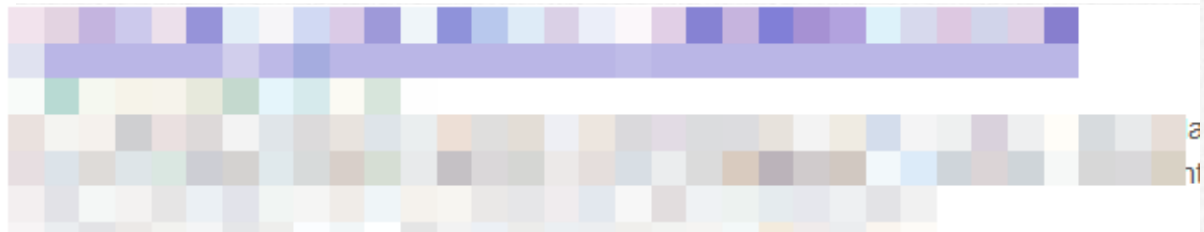


See Tuition Estimates

Affordable Culinary Programs
Learn About Financial Aid Options!

Application Process

Applying is Fast and Easy!
See the 3-Step Application Process



Pasta Making Classes DC · Asian Cooking Classes DC · Sushi Making Classes DC

Do the Extensions Help or Hurt the Messaging?

Schools vs Ecommerce (with classes) vs Local Classes

cooking classes



All Maps Images Videos Shopping More Settings Tools

About 1,360,000,000 results (0.73 seconds)

Sur La Table® Cooking Classes | Learn to Cook at Sur La Table®

www.surlatable.com/Cooking-Classes

★★★★★ Rating for surlatable.com: 4.8 - Average delivery time: 1–4 days

Learn to **Cook** in a Fun, Hands-on Learning Environment. Find a **Class** Near You! Types:

Cookware, Bakeware, Cutlery, Dinnerware.

11874 Grand Park Ave, North Bethesda, MD

Up To 75% Off Winter Sale

Get Up To 75% Off For Our Winter Sale & Clearance. Start Saving Now!

Up To 50% Off Le Creuset

Check Out Le Deal Of The Day. Le Creuset Flash Sale. Today Only.

Culinary School On Your Time | Online Culinary Arts Diploma

www.escoffier.edu/ (855) 703-1136

Don't live near **culinary school**? It's no problem with our flexible online diploma program. Get professional training that's 50% business, 50% technique, and 100% online. Learn more!

Endorsed by Affiliates. 100% Online Courses. No Experience Required. Affordable Tuition.

See Tuition Estimates

Affordable Culinary Programs
Learn About Financial Aid Options!

Application Process

Applying is Fast and Easy!
See the 3-Step Application Process

Fun Cooking Classes Near D.C. | Learn From Local Chefs

www.cocusocial.com/

From **Cooking**, Baking, Wine Tasting And Cocktail **Classes**, Discover Your Inner Chef Today. Enjoy A Night Out With Family Or Friends, All For The Same Cost Of Dining At A Restaurant. Perfect Date Activities. Fun And Social Events. Entertaining Instructors.

Pasta Making Classes DC · Asian Cooking Classes DC · Sushi Making Classes DC

Ad Group Organization

If the keyword isn't reflected by both the ad and the landing page, you need a new ad group

If you are using automated bidding, you can keep all your keyword / match type combos in the same ad group

If you are bidding manually, you can organize match types however you want

Ensure the ad extensions compliment the keywords/ ads/ landing pages in that campaign



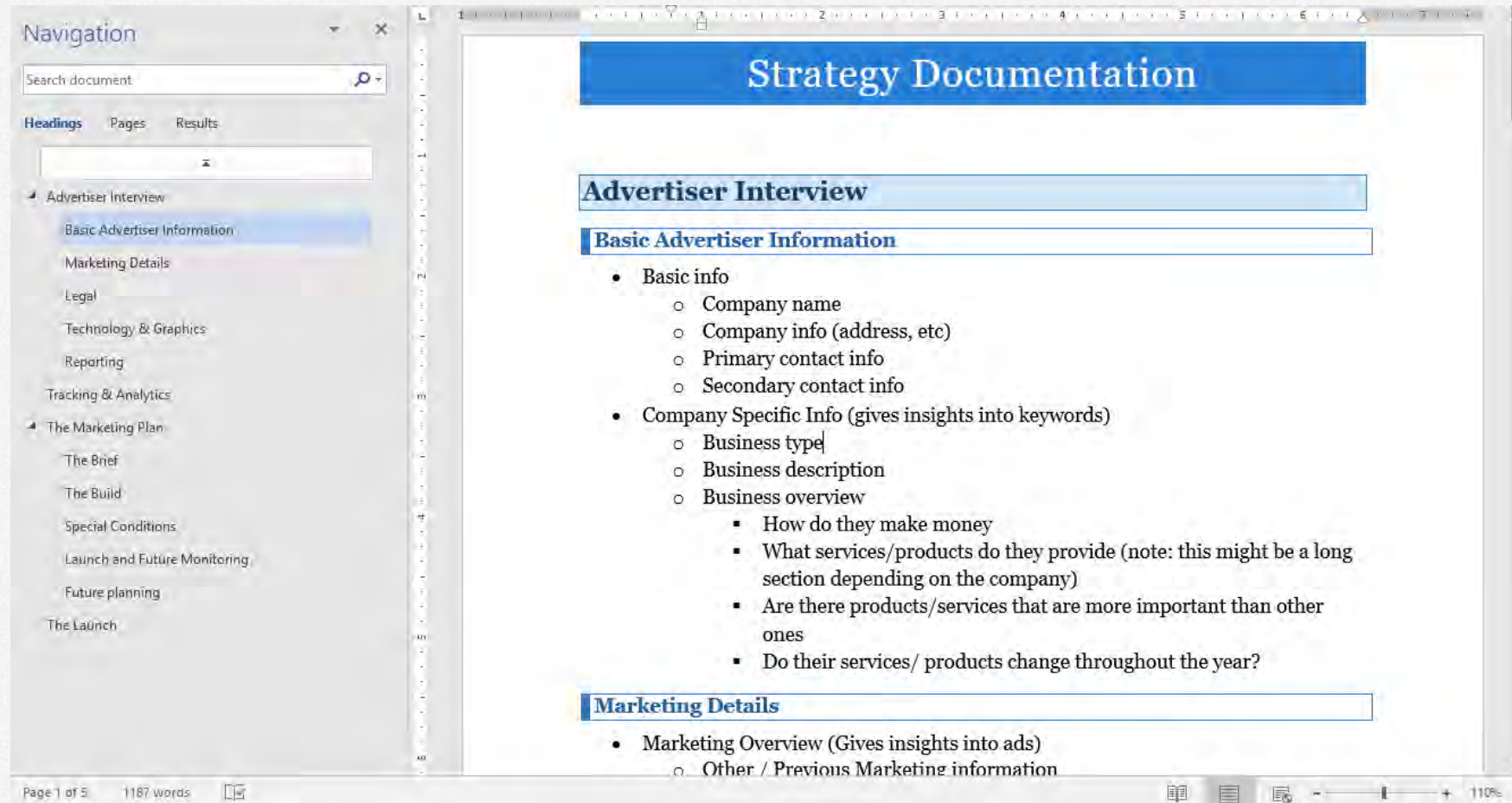
Our Campaign Org Process

Google Ads Account Organization



Start With Strategic Documentation

Might have this by department in Large Companies



The screenshot shows a document viewer interface. On the left is a 'Navigation' pane with a search bar and a list of sections. The main content area on the right displays the document's structure with blue headers and bulleted content.

Navigation

Search document

Headings Pages Results

- Advertiser Interview
 - Basic Advertiser Information
 - Marketing Details
 - Legal
 - Technology & Graphics
 - Reporting
- Tracking & Analytics
- The Marketing Plan
 - The Brief
 - The Build
 - Special Conditions
 - Launch and Future Monitoring
 - Future planning
 - The Launch

Strategy Documentation

Advertiser Interview

Basic Advertiser Information

- Basic info
 - Company name
 - Company info (address, etc)
 - Primary contact info
 - Secondary contact info
- Company Specific Info (gives insights into keywords)
 - Business type
 - Business description
 - Business overview
 - How do they make money
 - What services/products do they provide (note: this might be a long section depending on the company)
 - Are there products/services that are more important than other ones
 - Do their services/ products change throughout the year?

Marketing Details

- Marketing Overview (Gives insights into ads)
 - Other / Previous Marketing information

Page 1 of 5 1187 words

110%

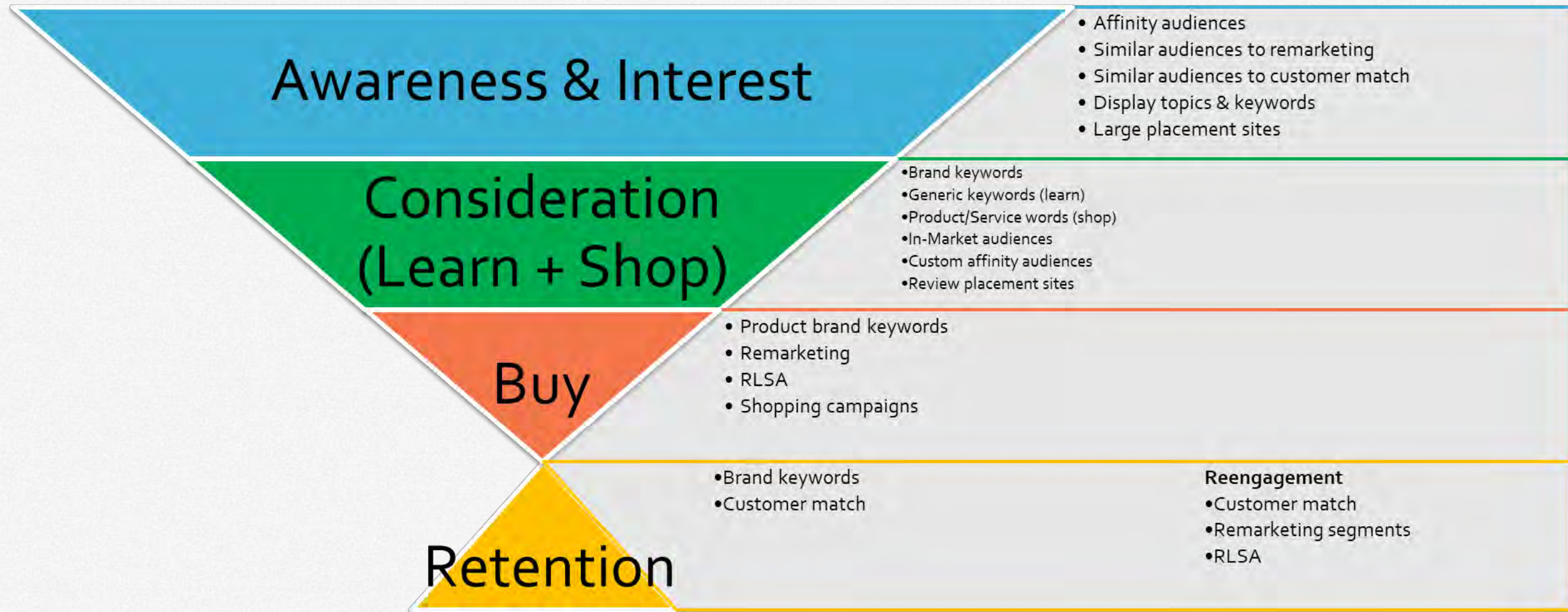
Review Quarterly or Annually to Check for Changes

Determine Personas, Marketing Tactics, etc.

The Technophile	The Sports Fanatic	The Urbanite Couple	The Mom
<p>Wants 'The Best' tech.</p> <p>Primary demographic: Usually 25-34 year old single male Secondary demographic: 34+ year old father</p> <p>Assumes they know best the household in regards to technology</p> <p>Wants to be impressed with numbers.</p> <ul style="list-style-type: none"> Wants 1000 TV channels, even though watches less than 20 Wants higher broadband speeds than can use <p>Often has a budget, but often willing to spend more for better</p>	<p>Wants to Watch Any Game Live</p> <p>Primary demographic: 25 - 50 year old father Secondary demographic: 25-34 year old single male</p> <p>Willing to 'go along' with the spouses decisions <i>if</i> they get every possible sports channel.</p> <p>Doesn't care about broadband speeds, home security, etc as long as its 'good enough' – spouse can make the call.</p> <p>Often has a budget, but often willing to spend more for 'sports packages'.</p>	<p>Wants to Live in a City, yet Feel Secure and Comfortable</p> <p>Primary demographic: 25-34 year old professional couple Secondary demographic: 40-49 year old couple who recently moved after kids went to college</p> <ul style="list-style-type: none"> Lives in urban neighborhood. Wants good home security. Unsure about 'cutting the cord' for TV Likes the idea of home automation and comfortable living. <p>Has a budget, but often willing to spend more feeling secure.</p>	<p>Controls The Household Budget & Makes Family Decisions</p> <p>Primary demographic: 25-40 year old Mom</p> <p>Mom controls the household budget and purchases the home's utilities.</p> <p>Preferences based upon kid's age:</p> <ul style="list-style-type: none"> Under 6: Nick jr, Disney, Average broadband, high home security 7-12: Educational channels, Nick, good broadband speed, good home security 13-18: Variety of channels, great broadband, OK home security <p>Has a budget and will try to stick to it.</p>



Determine Funnel Strategies



This Often Culminates Into a Marketing Plan Get Buy-In from All Stakeholders

The image shows a screenshot of a document viewer displaying a marketing plan for Acme Plumbing. The document is titled "Acme Plumbing: Marketing Plan" and is divided into several sections. The left sidebar shows a navigation menu with a search bar and a list of headings. The main content area displays the following sections:

- The Brief: Acme Plumbing Overview**
- Contact Information**
Company: Acme Plumbing
Contact info: Joe Plumber
2nd Contact: Joe Plumber's Assistant
- Company Description**
Acme plumbing is a plumbing company that specializes in multi-tenant buildings such as condos and apartments. They have 20 licensed plumbers on staff and an additional 40 assistants plus they can add contractors as necessary. Their service area is the greater Chicago region.
- Services Offered**
 - Backflow Preventer - Install
 - Backflow Preventer - Repair
 - Backflow Preventer - Testing
 - Bathroom Plumbing
 - Garbage Disposal - Install
 - Garbage Disposal - Repair
 - Gas Lines - Install
 - Gas Lines - Repair
 - Gas Lines - Testing
 - Grease Trap cleaning
 - Instant Hot Water - Repair
 - Kitchen Plumbing
 - Kitchen remodeling
 - Kitchen Sink - Install
 - Kitchen Sink - Repair
 - Leak Repair
 - Pipe cleaning

Review Annually Unless New Products/Services are Launched

Organization: Every Account has a Spreadsheet with this Info


- Account Name
- Campaign Name
- Platform
- Network
- Location
- Purpose
- Special Notes
- Conversion Tracking
- Budget
- Targeting Types
- Audience Types
- Assets (links to images for that account/campaign/etc info)
- Current Tests
- Previous Tests
- Links to PM system for testing & other data



Naming Convention Key for Adobe

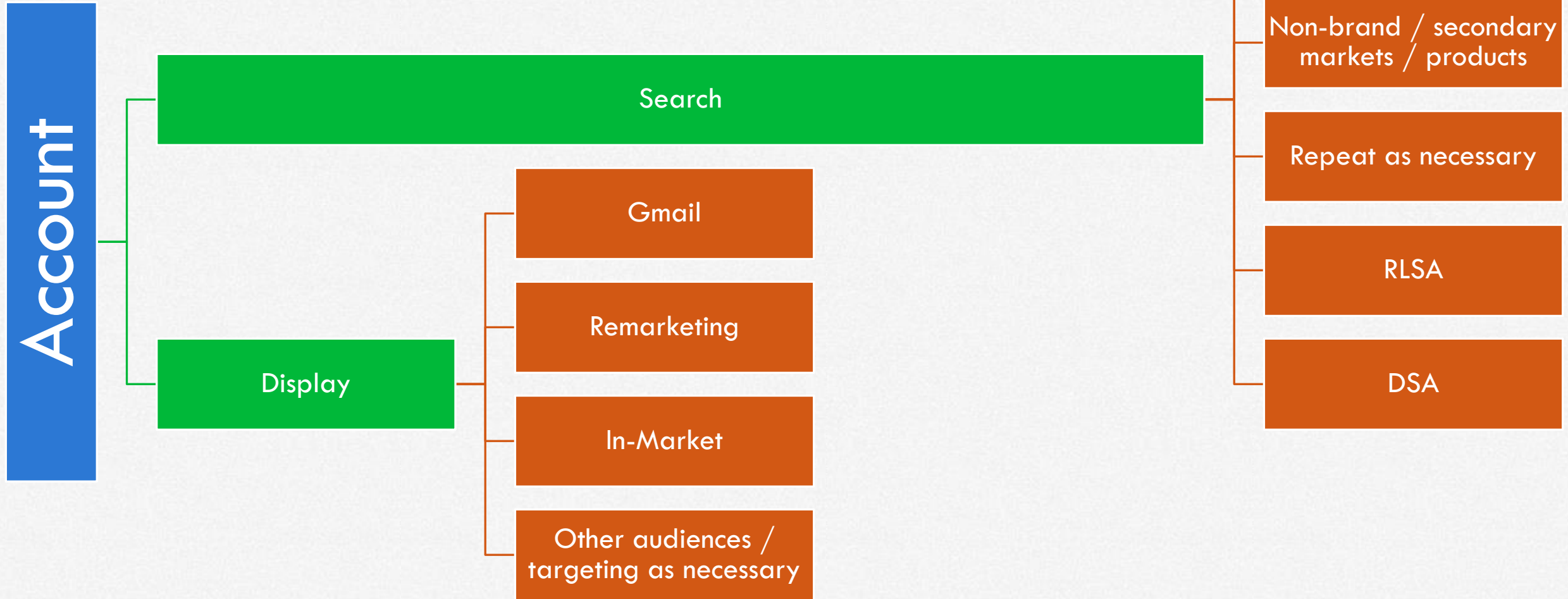
SEGMENT	KEY	REASONING	TESTING
Country	US, CA, UK etc	First parameter so campaign will be grouped by country alphabetically	Country/language tests
Program	C-Pro, EDU, Acrobat, etc	High-level rollup of programs - Country & Program should match account name	
Budget Segment	Design, Video, etc (where applicable)	To match CTAs, campaigns	CTA testing
Tier	PURCH, CONS, AWAR, RETE	For setting custom groups, utilizing DKI, etc.	CTA testing
Campaign Theme	Creative Suite KW (where applicable)	Brand: DKI, migration promo, upselling, old version messaging, subscription. General: More targeted ad copy/LPs	Dynamic content
Engine	GG, BNG, YSM	More specific grouping (if applicable)	Tailored CTAs, deep-linking - free, buy, trial, etc.
Language	Fr, du, etc (where applicable)	Shared terms bucketed by which program they are shared with. Can add to custom groups and set ad scheduling at the KW level	Double serving. Portfolio considerations
Content/Mobile	Content, iPads, Android, etc.	Match type testing for high volume/top keywords. Based off of search inventory and past performance. Easy to neg match	Avoiding overlap. See match type methodology.

If you Know the Key: Easy to Understand

<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Communications_Broad MEDCOMMS
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Communications_Exact MEDCOMMS 
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_General Industries_Broad
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_General Industries_Exact
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Manufacturing_Broad MFG
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Manufacturing_Exact MFG
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Media_Broad MEDCOMMS
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_BR_Media_Exact MEDCOMMS
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_NB_Communications_Broad MEDCOMMS
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_NB_Communications_Exact MEDCOMMS
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_NB_General Industries_Broad
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	GS_Industries_NB_General Industries_Exact



Our Typical Account



Campaign Setup

Determine Organization

- GEOS
- Products
- Funnel Stages
- Etc...

Ensure that organization can:

- Manage how budgets are allocated
- Fits the corporate structure for HR (legal review, brand review, etc)

Resources

- Do you have the people & Technology to manage?

Ensure PPC targeting can align with structure

Layout in Excel to determine any issues

- Create naming conventions, assets, etc

Auditing Your Account

Google Ads Account Organization



Why Campaigns get Audited

Conversions
decreased \ Spend
Increased \
Someone's Unhappy

Ensure they are
following best
practices / nothing
wrong

See what else they
can get out of their
campaigns

What Does The Funnel / Customer / Etc Look Like?

Awareness & Interest

- Affinity audiences
- Similar audiences to remarketing
- Similar audiences to customer match
- Display topics & keywords
- Large placement sites

Consideration (Learn + Shop)

- Brand keywords
- Generic keywords (learn)
- Product/Service words (shop)
- In-Market audiences
- Custom affinity audiences
- Review placement sites

Buy

- Product brand keywords
- Remarketing
- RLSA
- Shopping campaigns

Retention

- Brand keywords
- Customer match

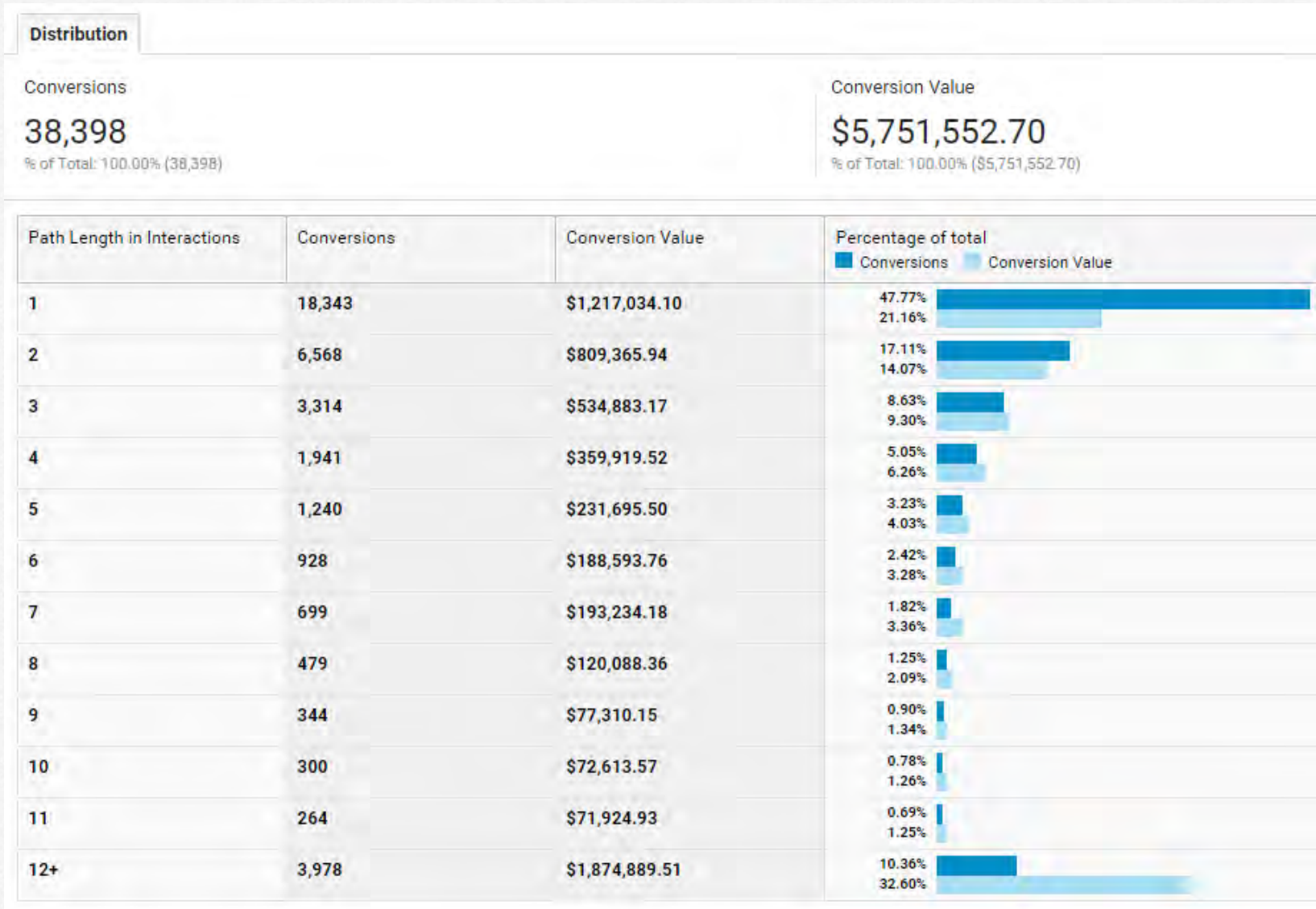
Reengagement

- Customer match
- Remarketing segments
- RLSA

What Conversions Are Being Tracked?

CONVERSION ACTIONS		CONVERSION ACTION SETS									
+		Status: All enabled		ADD FILTER		COLUMNS		EXPAND			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Conversion action	Source	Category	Tracking status	Count	Conversion window	Include in "Conversions"	Repeat rate	↓ All conv.	All conv. value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	form (All Web Site Data)	Analytics	Other	Recording conversions	One	30	No	1.10	14,355.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AW Form Conversion	Website	Lead	Recording conversions	One	60	Yes	1.32	8,304.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Consultations Attended	Import from clicks	Lead	Recording conversions	Every	90	No	1.00	2,178.00	21.78
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Phone Call	Import from clicks	Other	No recent conversions	Every	90	Yes	1.15	1,604.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calls From Ads	Calls from ads	Lead	Recording conversions	One	30	Yes	1.07	754.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Local actions - Other engagements	Google hosted	Other	No recent conversions	Every	30	No	1.76	467.00	467.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Deals won	Import from clicks	Purchase	No recent conversions	One	90	No	1.00	450.00	2,525,999.18
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Local actions - Directions	Google hosted	Other	No recent conversions	Every	30	No	1.53	422.00	422.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Local actions - Website visits	Google hosted	Other	No recent conversions	Every	30	No	1.17	369.00	369.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AW Calls on Site	Calls from website	Lead	Tag inactive	One	60	Yes	1.18	257.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Звонки по объявлениям	Calls from ads	Lead	No recent conversions	One	30	Yes	1.06	185.00	94.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clicks to call	Google hosted	Other	No recent conversions	Every	30	No	1.57	159.00	159.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Local actions - Menu views	Google hosted	Other	No recent conversions	Every	30	No	1.10	32.00	32.00

When Attribution Must Be Part of the Audit



What is Not Being Tracked? Or only used in certain campaigns?

Most Common Untracked Conversions

- Phone Calls
- Downloads
- Mailto Links

Conversions

Select which conversions are included in the "Conversions" column for this campaign and used for Smart Bidding [?]

Use the account-level "Include in 'Conversions'" settings [?]

Choose conversion actions for this campaign

[Select conversion actions](#)

CANCEL SAVE

Campaign Settings

Organization. Consistency. Modifiers. Locations. Devices.

Locations

Languages

Budgets

Bid Types

Bid Adjustments

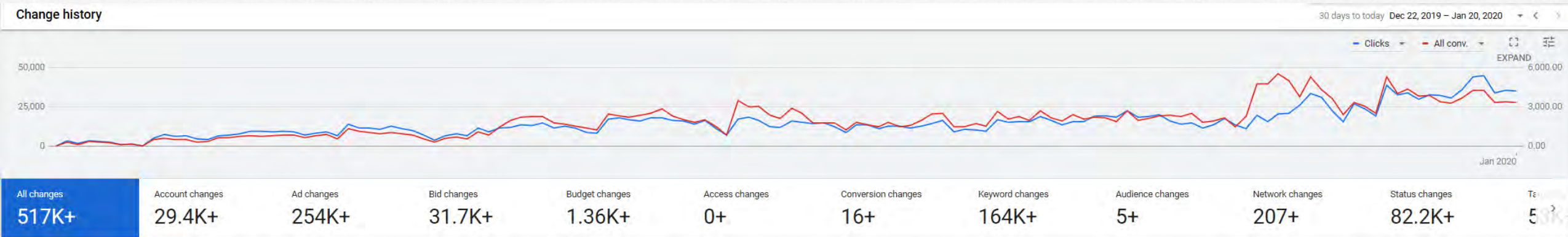
Networks

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status ↑	Target CPA	Campaign type	Bid strategy type	Networks	Delivery method	Ad rotation	Campaign start date	Campaign end date	Language	Location	Ad schedule	Active bid adj	Devices
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand - USA - Mobile	\$200.00/day	Eligible	\$195.00	Search	Target CPA	Google search; Search partners	Standard	Do not optimize: Rotate ads indefinitely	Feb 13, 2017	None	English	United States; Alaska; (49 more)	All day	Device; User Interest And List	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand - Australia	\$100.00/day	Eligible	\$100.00	Search	Target CPA	Google search; Search partners	Standard	Do not optimize: Rotate ads indefinitely	Feb 13, 2017	None	All languages	Australia; New Zealand	All day	User Interest And List	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand - INTL	\$150.00/day	Eligible	\$100.00	Search	Target CPA	Google search; Search partners	Standard	Do not optimize: Rotate ads indefinitely	Feb 13, 2017	None	All languages	All countries and territories (4 excluded)	All day	Device; User Interest And List	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand - USA - RLSA	\$200.00/day	Eligible	\$120.00	Search	Target CPA	Google search; Search partners	Standard	Do not optimize: Rotate ads indefinitely	Feb 15, 2019	None	All languages	United States; Alaska; (49 more)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - USA - Exact - Desktop	\$68.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	United States (3 excluded)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - USA - Phrase - Desktop	\$40.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	United States (3 excluded)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - GBR - Exact - Desktop	\$35.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	United Kingdom (3 excluded)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - AUS - Exact - Desktop	\$15.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	Australia (3 excluded)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - AUS - Phrase - Desktop	\$8.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	Australia (3 excluded)	All day	Device	All
<input type="checkbox"/>	<input checked="" type="radio"/>	Nonbrand - CAN - Exact - Desktop	\$15.00/day	Eligible	-	Search	CPC (enhanced)	Google search	Standard	Optimize: Prefer best performing ads	Jan 9, 2020	None	English	Canada (3 excluded)	All day	Device	All

Show rows: 10 1 - 10 of 485



Change History



How often are changes being made?

Is automation making the changes?

Is something off?

Did conversions change (trending won't be correct)?

Where is their focus?

Are Scripts Running? Are Scripts No Longer Running?

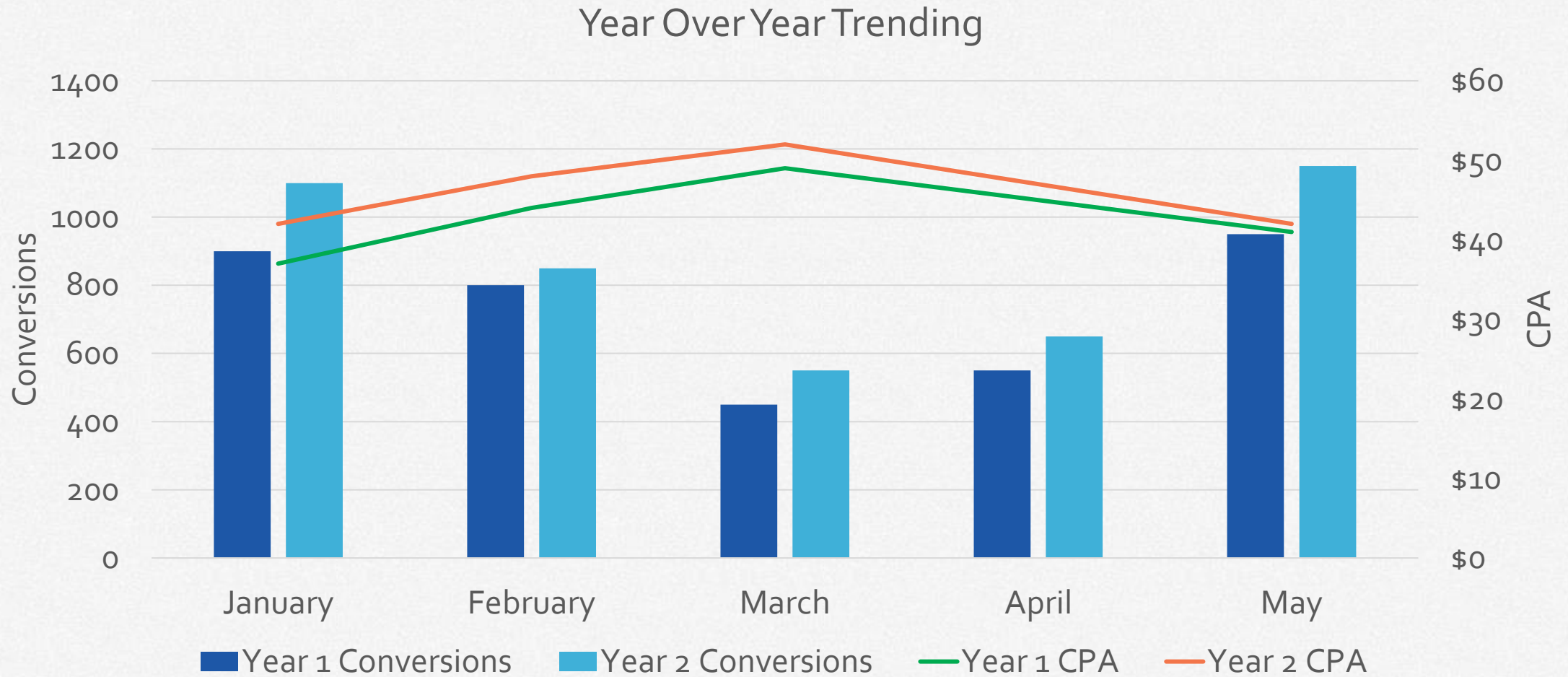
SCRIPTS **SCRIPT HISTORY** All time Aug 15, 2005 – Jan 20, 2020

Later in 2019, the history of bulk actions (edits, rules, scripts, and uploads) will only be visible in the account you're signed into. [Learn more](#)

User / Date & time	Status	Script name	Results	Actions
[redacted] May 3, 2019 1:26:10 PM	Finished with errors Completed in 2 seconds	Daily Budget Script	✓ 2 log statements	
[redacted] May 2, 2019 2:25:10 PM	Finished successfully Completed in 3 seconds	Daily Budget Script	✓ 4 log statements	
[redacted] May 2, 2019 1:25:10 PM	Finished successfully Completed in 2 seconds	Daily Budget Script	✓ 4 log statements	
[redacted] May 2, 2019 12:25:10 PM	Finished successfully Completed in 2 seconds	Daily Budget Script	✓ 4 log statements	
[redacted] May 2, 2019 11:25:10 AM	Finished successfully Completed in 3 seconds	Daily Budget Script	✓ 4 log statements	
[redacted] May 2, 2019 10:25:10 AM	Finished successfully Completed in 3 seconds	Daily Budget Script	✓ 4 log statements	



Year Over Year & Period Over Period Trending



Visualize Data Interactions

Create Your Own with
DataStudio:
<http://bit.ly/DSAnalyzer>



Now We Understand the Big Picture
Where do we focus for improvement?

Google Ads Account Organization



Quality Score

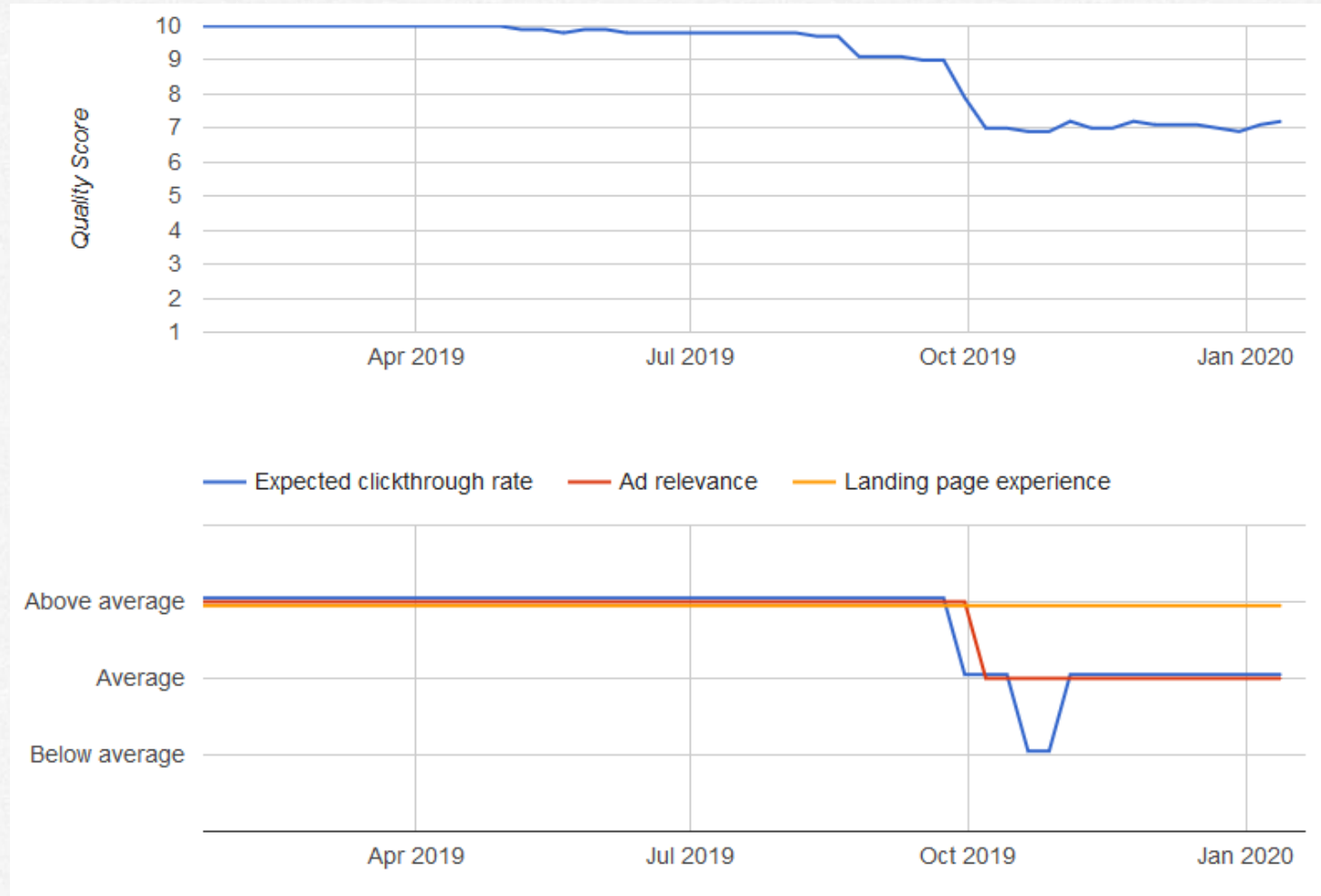
Ad group organization

Keywords vs Queries

Ad Testing

Landing Page Analysis

Ad Extensions



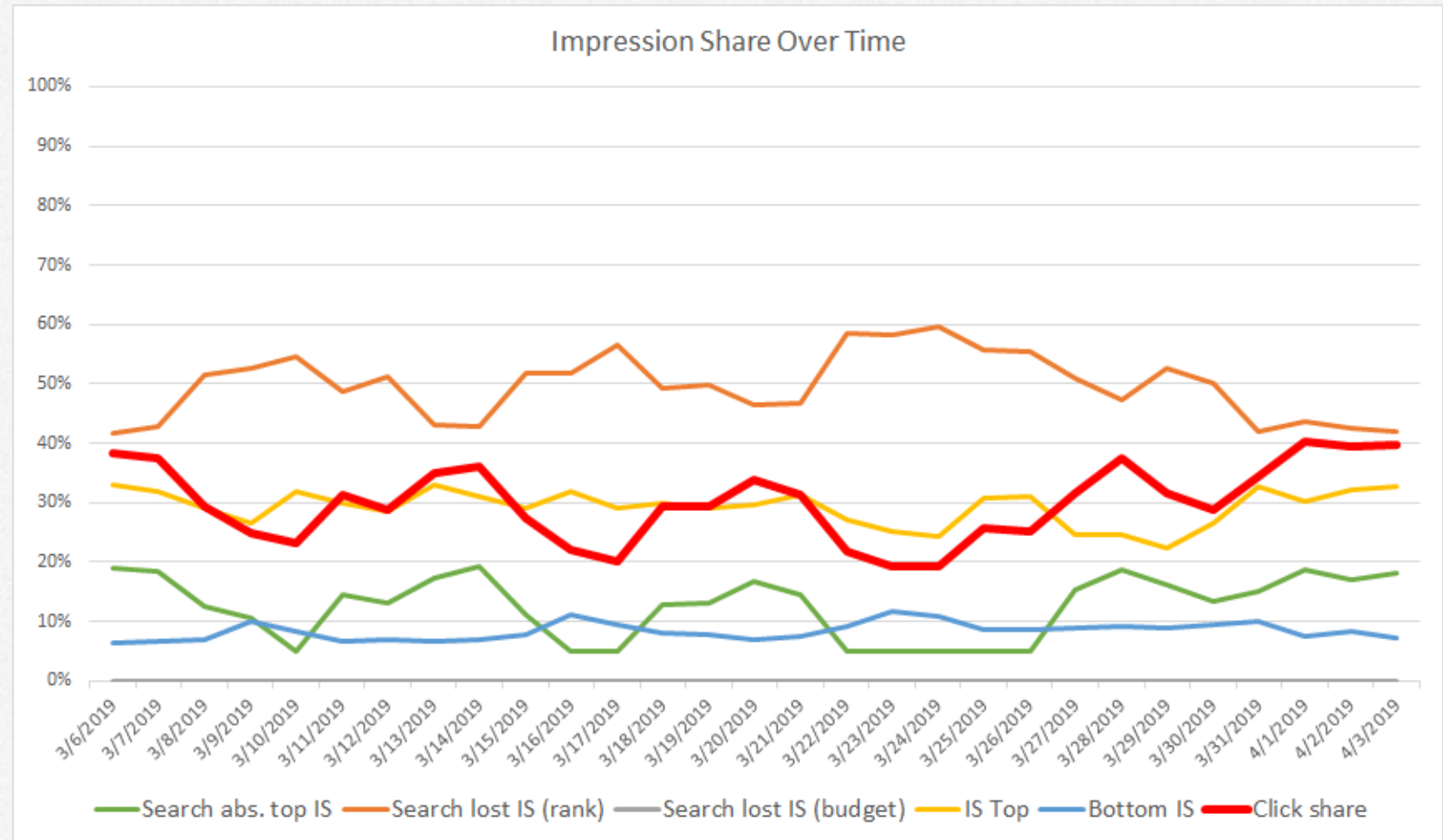
Impression Share

Budgets

Bid Type

Bid Adjustments

Auction Insights



New vs. Refined Targeting

- If impression share is high, quality score is high, and CPAs are good. Then we'll focus more on ad testing and new targeting (i.e. keywords, audiences, etc)
- If these are poor, then we follow the data to find the story, refine the targeting, and put a plan of action into place.



Ad group organization

If ad relevance average or below, examine organization closely.

Look at number of keywords by ad group

Look at unique queries by ad group

Ad Group	Count of Keyword	Count of Search term
AirPort	25	5650
Albania Durres	26	26
Albania Main	340	340
Albania Saranda	87	87
Albania Shkoder	33	33
Albania Tirana	527	527
Albania Tirana Apt	21	21
Albania Vlore	13	13
all dk landing pages		32
amman airport	33	33
amsterdam airport	7	7
Andorra Andorra la Vella	40	40
Andorra Main	5	5
Angola Luanda	17	17
Angola Main	10	10
Antigua And Barbuda Main	4	4
Argentina Buenos Aires	22	22
Argentina Buenos Aires EZE Apt	1	1
Argentina Cordoba	1	1
Argentina Cordoba (+c)	4	4
Argentina Ezeiza	2	2

Do Negative Keywords Exist? Are there conflicts?







Negative keywords conflict [Reset to default](#)

This filter shows keywords that are not running fully due to a conflict with a negative keyword. Either delete the negative keyword or modify/remove your keyword.

Keyword alert type matches Negative Keyword Conflict ✕

[+ Add another](#)

Apply Close filter Save customized

	Quality	Quality
<input type="checkbox"/>	 This keyword is conflicting with the negative keyword <i>honeymoon</i> in the <i>Negative List - Clix Neg KWs - All Campaigns</i> Click here to delete the negative keyword causing the conflict. Dismiss 	
<input type="checkbox"/>	This keyword is conflicting with the negative keyword <i>honeymoon</i> in the <i>Negative List - Master Irrelevant Negatives - 03.29.17</i> Click here to delete the negative keyword causing the conflict. Dismiss 	
<input type="checkbox"/>	 honeymoon france France - RLSA Tour   \$8.00 ✕ -- 0 -- -- -- 0 0 0.00% \$0.00 \$0.00	

Scripts

3rd Party Software

Google will show ad group & campaign conflicts; but ignores campaign negative lists



N-Grams: Obvious Negatives? Top N-Grams Relevant?

<input type="checkbox"/>	N-Gram search term ?	Ignore N-Gram	Word count ?	Instance count ?	Clicks	Impr.	CTR	Cost	Conv.	Cost / Conv.	Conv. rate	Conv. Value
<input type="checkbox"/>	gas		1	544	845	9,625	8.00%	\$2,421.15	11.00	\$220.10	1.00%	1824.00
<input type="checkbox"/>	range		1	542	799	3,570	22.00%	\$2,246.55	14.00	\$160.47	1.00%	1824.00
<input type="checkbox"/>	appliance		1	528	10,730	33,351	32.00%	\$7,929.22	1432.00	\$5.54	13.00%	74977.00
<input type="checkbox"/>	best		1	390	669	2,206	30.00%	\$2,218.94	13.00	\$170.69	1.00%	0.00
<input type="checkbox"/>	dishwasher		1	366	938	7,743	12.00%	\$3,540.49	26.00	\$136.17	2.00%	7012.00
<input type="checkbox"/>	electric		1	324	466	4,279	10.00%	\$1,195.56	7.00	\$170.79	1.00%	0.00
<input type="checkbox"/>	depth		1	317	715	5,558	12.00%	\$1,585.47	15.00	\$105.70	2.00%	2266.00
<input type="checkbox"/>	counter		1	315	705	5,474	12.00%	\$1,570.61	15.00	\$104.71	2.00%	2266.00
<input type="checkbox"/>	refrigerator		1	298	684	4,539	15.00%	\$1,476.73	13.00	\$113.59	1.00%	2266.00
<input type="checkbox"/>	counter depth		2	297	687	5,452	12.00%	\$1,530.97	15.00	\$102.06	2.00%	2266.00



Match Type Changes: How's the Data Looking?

Row Labels	Count of Keyword	Sum of Clicks	Sum of Impr.	Sum of Cost	Sum of Conversions	Sum of CTRs	Sum of Conv Rate	Sum of CPA
Broad match	89007	105993	558218	79274.78	2563.1	18.99%	2.42%	\$30.93
Broad Match Modified	29490	36832	135481	29194.64	1417.13	27.19%	3.85%	\$20.60
Exact match	15484	44068	726953	37775.56	1245.25	6.06%	2.83%	\$30.34
Exact match (close variant)	15661	19123	123428	16428.36	533.4	15.49%	2.79%	\$30.80
Phrase match	2525	7175	20097	4867.1	589.13	35.70%	8.21%	\$8.26
Phrase match (close variant)	2105	2090	3823	2327.78	85.17	54.67%	4.08%	\$27.33
Grand Total	154272	215281	1568000	169868.22	6433.18	13.73%	2.99%	\$26.41

PivotTable Fields

Choose fields to add to report:

Search

- Impr.
- CTR
- Currency code
- Avg. CPC
- Cost
- Conversions
- Cost / conv.
- Conv. rate
- CTR Cal
- Conv Rate
- CPA

Drag fields between areas below:

Filters

Columns
Σ Values

Rows
Match type

Σ Values
Count of Keyword
Sum of Clicks
Sum of Impr.
Sum of Cost



Match Type YoY Analysis

	2018	2019	2018	2019
Match Type	Sum of Conversions	Sum of CPAs	Sum of Conversions	Sum of CPAs
Broad Match	4.0	\$843.50	28.5	\$101.01
Exact match	661.4	\$20.73	423.9	\$41.12
Modified Broad	181.1	\$90.20	174.02	\$92.54
Phrase match	190.2	\$57.92	214.41	\$89.33
Grand Total	1036.7	\$42.86	840.83	\$66.09

Look for Duplicate Keywords, Search Terms, and Other Organizational Issues

Row Labels	Count of Ad group	Count of Campaign	Sum of #Campaigns - Ad Groups = Delta
avis	154	154	0
rentalcars	124	124	0
car hire	100	100	0
avis car rental	93	93	0
goldcar	89	89	0
rent a car	80	80	0
thrifty car rental	73	73	0
thrifty	70	70	0
ryanair car hire	68	68	0
budget car rental	64	64	0
kayak car rental	56	56	0
rental cars	55	55	0
rent a car marrakech	55	55	0
cheap car rental	55	55	0
holiday autos	54	54	0
budget	54	54	0
avis car hire	54	54	0
cheap car hire	51	51	0
argus car hire	49	49	0
billiger mietwagen	49	49	0
car rental	47	47	0
auto europe	47	47	0
adac mietwagen	46	46	0
location voiture casablanca	45	45	0
ryanair location voiture	44	44	0
autoeurope	43	43	0
cheap car rentals	42	42	0
dollar car rental	41	41	0

PivotTable Fields

Choose fields to add to report:

Search

- Search term
- Match type
- Added/Excluded
- Campaign
- Ad group
- Keyword
- Clicks
- Impr.
- CTR
- Currency code
- Avg. CPC
- Cost

Drag fields between areas below:

Filters

Columns
Σ Values

Rows
Search term

Σ Values
Count of Ad group
Count of Campaign
Sum of #Campaigns - ...

Row Labels	Count of Ad group
patagonia travel	20
australia tours	16
italy trip	15
australia and new zealand tours	15
patagonia chile	14
combined australian and new zealand tours	14
australia and new zealand tours 2020	13
patagonia trip	12
patagonia	12
greece vacation	12
australia and new zealand tours 2019	12
visiting patagonia	11
vacation to australia	11
travel to patagonia	11
patagonia visit	11
perillo tours	11
chile patagonia	11
australia travel	11
visit patagonia	10
z	10
south africa vacation	10
machu picchu tours	10

PivotTable Fields

Choose fields to add to report:

Search

- Search term
- Match type
- Added/Excluded
- Campaign
- Ad group
- Keyword
- Impr.
- Interactions
- Interaction rate

Drag fields between areas below:

Filters

Columns
Σ Values

Rows
Search term

Σ Values
Count of Ad group

Defer Layout Update Update



YoY Keyword Trending: Did some keywords go Dark?

Row Labels	2018	2019	Grand Total	Delta
Sum of Conversions	60.79	35	95.79	-25.79
	54.6	13	67.6	-41.6
	58.09	4	62.09	-54.09
	13.61	8	21.61	-5.61
+trademarking	16.53	5	21.53	-11.53
\$69 trademark	1		1	-1
\$69 trademark offer	1		1	-1
chic socks trademark		1	1	1
drone mastery trademark		1	1	1
hair product name trademark	1		1	-1
i want to trademark a symbol	1		1	-1
is think like a marketer trademarked	1		1	-1
nimbus trademark	1		1	-1
submit a trademark	1		1	-1
sunbiz trademark	1		1	-1
trademark definition	1.37	1	2.37	-0.37
trademark engine		1	1	1
trademark kia	1		1	-1
trademark legal	1		1	-1
trademark mania	1		1	-1
trademark meaning	0.73		0.73	-0.73
trademark my game	0.08		0.08	-0.08
trademark office	1	1	2	0

PivotTable Fields

Choose fields to add to report:

Search

Search term

Match type

Added/Excluded

Campaign

Ad group

Keyword

Clicks

Impr.

CTR

Drag fields between areas below:

Filters

Conversions

Columns

Year

Rows

Keyword

Search term

Values

Sum of Conversions

Defer Layout Update

Update

How Are Audiences Being Used?

AUDIENCES EXCLUSIONS Last 30 days Dec 21, 2019 – Jan 19, 2020

ADD FILTER SEARCH SEGMENT COLUMNS DOWNLOAD EXPAND MORE

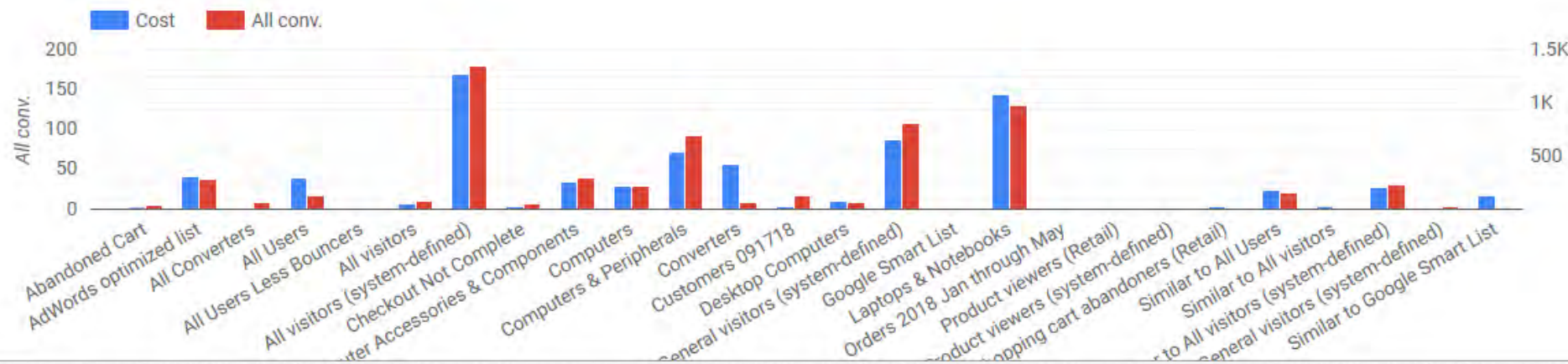
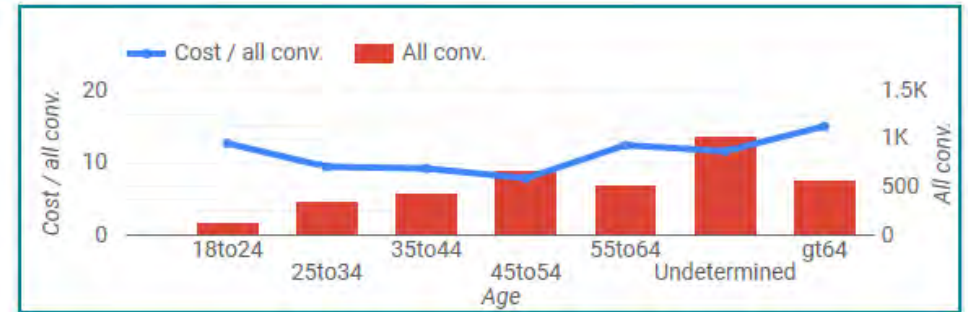
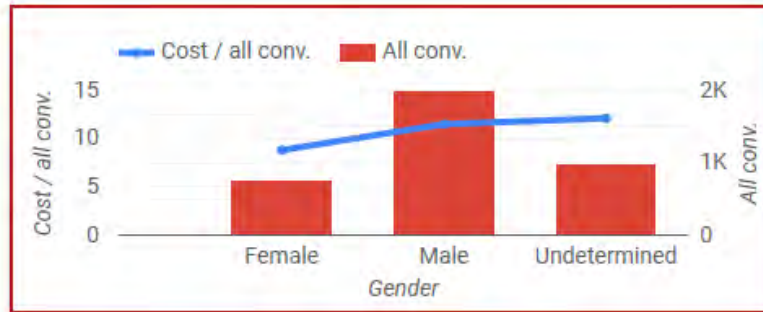
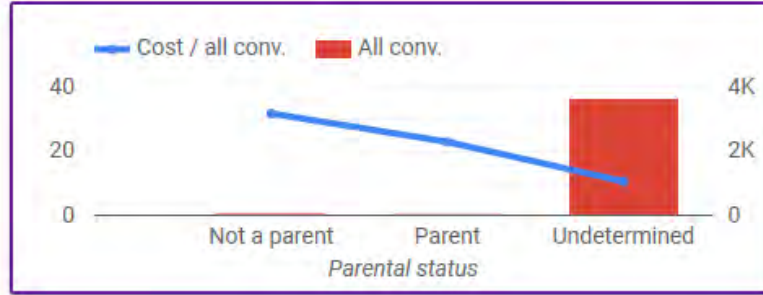
<input type="checkbox"/>	<input type="radio"/>	Audience	Type	Campaign	Ad group	Status	Targeting setting	Bid adj.	Clicks	Impr.	CTR	↓ Conver	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Software	In-market audience			Eligible	Observation	0%	6,927	24,263	28.55%	228.80	\$62.08	3.30%
<input type="checkbox"/>	<input checked="" type="radio"/>	Similar to NEW...	Similar audience			Eligible	Observation	-45%	9,816	35,542	27.62%	184.06	\$98.24	1.88%
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Servic... Business Techn...	In-market audience			Eligible	Observation	0%	4,660	18,669	24.96%	162.04	\$61.99	3.48%
<input type="checkbox"/>	<input checked="" type="radio"/>	Software Business & Prod...	In-market audience			Eligible	Observation	0%	2,904	9,632	30.15%	79.01	\$77.27	2.72%
<input type="checkbox"/>	<input checked="" type="radio"/>	Software	In-market audience			Eligible	Observation	0%	1,657	57,399	2.89%	78.04	\$448.29	4.71%
<input type="checkbox"/>	<input checked="" type="radio"/>	Employment > C... Small Employer ...	Detailed demographics			Eligible	Observation	0%	2,228	6,026	36.97%	75.15	\$58.26	3.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Servic... Enterprise Soft...	In-market audience			Eligible	Observation	0%	1,900	9,267	20.50%	74.20	\$54.74	3.91%
<input type="checkbox"/>	<input checked="" type="radio"/>	Employment > C... Large Employer ...	Detailed demographics			Eligible	Observation	0%	2,840	9,784	29.03%	74.00	\$63.34	2.61%
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Servic... Business Techn...	In-market audience			Eligible	Observation	0%	1,371	55,712	2.46%	71.84	\$447.72	5.24%
<input type="checkbox"/>	<input checked="" type="radio"/>	Similar to NEW...	Similar audience			Eligible	Observation	-19%	2,243	52,508	4.27%	68.31	\$457.47	3.05%
Total: Audiences									86,863	1,076,459	8.07%	3,089.38	\$200.89	3.56%



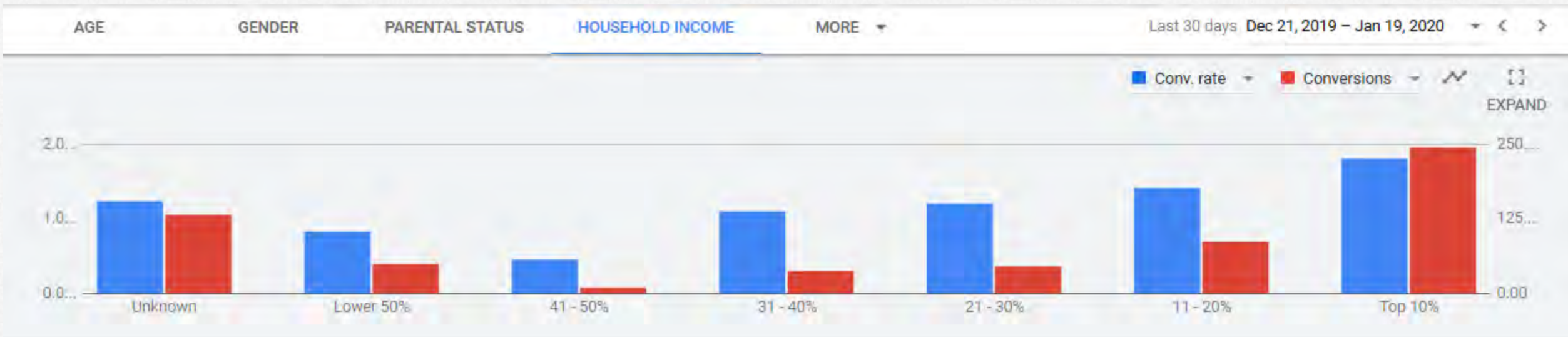
Use Data Studio for Audience Visualization

<http://bit.ly/DSAudience>

Audience Type Campaign type Campaign status Select date range
 Audience Campaign Ad group status



Are there Demographic / Audience Trends to Investigate?



Make Sure You Know Your Actual Customers



Age	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
25-34	9,663	511,508	1.89%	\$0.09	\$879.21	8.00	\$109.90	0.08%
18-24	2,831	117,150	2.42%	\$0.10	\$283.25	3.00	\$94.42	0.11%
35-44	10,223	431,654	2.37%	\$0.08	\$845.68	3.00	\$281.89	0.03%
55-64	13,472	115,706	11.64%	\$0.05	\$721.49	2.00	\$360.74	0.01%
Unknown	1,936	307,147	0.63%	\$0.28	\$542.12	1.00	\$542.12	0.05%
45-54	12,408	311,332	3.99%	\$0.07	\$860.55	0.00	\$0.00	0.00%
65+	20,648	147,166	14.03%	\$0.05	\$1,067.99	0.00	\$0.00	0.00%
Total: Ages	71,181	1,941,663	3.67%	\$0.07	\$5,200.29	17.00	\$305.90	0.02%



Are Bid Modifiers Working Properly?

Campaign	Bidding strategy	Desktop ?	Mobile ?	Tablet ?	Targeted location ?	Ad schedule ?	Age ?	Gender ?	Parental ?
	Manual CPC	C - / A 0	C -30% / A 0	C -15% / A 0	4	0	20	0	0
	Manual CPC	C 0% / A 0	C -35% / A 0	C 10% / A 0	1	7	5	0	0
	Manual CPC	C -10% / A 0	C -35% / A 0	C -10% / A 0	7	7	15	1	0
	Manual CPC	C -10% / A 0	C -25% / A 0	C 0% / A 0	10	7	13	0	0
	Manual CPC	C -20% / A 0	C -25% / A 0	C -20% / A 0	3	5	4	0	0
	Manual CPC	C - / A 0	C -25% / A 0	C -15% / A 0	8	7	21	4	0
	Manual CPC	C - / A 0	C -25% / A 0	C -20% / A 0	8	7	17	0	0
	Manual CPC	C 0% / A 0	C -50% / A 0	C -30% / A 0	7	6	37	3	0
	Manual CPC	C -20% / A 0	C -25% / A 1	C -20% / A 0	9	7	20	2	0
	Manual CPC	C -15% / A 0	C -25% / A 0	C - / A 0	5	7	9	0	0
	Manual CPC	C -28% / A 0	C -50% / A 0	C -15% / A 0	7	7	16	0	0
	Manual CPC	C -25% / A 0	C -100% / A 0	C -50% / A 0	4	4	2	0	0
	Target CPA	C - / A 0	C - / A 0	C - / A 0	9	7	7	0	0



Are Extensions In Place AND Getting Impressions?

	A	B	C
3	Row Labels	Count of Attribute Values	
4	Campaign 1		2
5	Campaign 2		2
6	Campaign 3		1
7	Campaign 4		1
8	Campaign 5		
9	Grand Total		6
10			
11			
12			
13			
14			
15			

PivotTable Fields

Choose fields to add to report: [Settings]

Search

- Attribute Values
- Scheduling
- Custom parameter
- Status
- Campaign
- Campaign ID
- Clicks
- Impressions
- CTR

Drag fields between areas below:

Filters	Columns

Rows	Σ Values
Campaign	Count of Attribute Values

This is a tricky analysis. Follow it here: <https://adalysis.com/blog/audit-ad-extensions/>



Ad Testing: Single, Multi, Any? Is anyone ACTING based on the data?

▲ Ad Test Patterns	Matching Adgroups [?]	Matching Ads [?]	Clicks	Impr.	Conversions	Cost	Conv. Value	99% CTR	99% Conv. rate	99% Conv. / Impr.	99% Cost / conv.	
100% Money-Back Guarantee! Call Now	6480	7307	10,568	217,253	1,063	\$62,059.22	\$98,476.00	4.86%	10.06%	0.48929%	\$58.38	
Same Day Service + Great Reviews!	7952	8832	11,814	156,181	1,783	\$40,009.62	\$165,418.00	7.56%	15.09%	1.14162%	\$22.44	
							Clicks: ↑ 1,955		↑ 1,955		↑ 1,955	
							Conversions: ↑ 472		↑ 472		↑ 472	
							Cost: ↓ \$2,134.83		↓ \$2,134.83		↓ \$2,134.83	
							Total Conv. value: ↑ \$43,875.33		↑ \$43,875.33		↑ \$43,875.33	
							CPA: ↓ \$13.42		↓ \$13.42		↓ \$13.42	

Change in performance, over 30 days, if loser ad is paused [?]



Auction insights

CAMPAIGNS AUCTION INSIGHTS

ADD FILTER

Search campaigns

SEGMENT COLUMNS DOWNLOAD EXPAND

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	53.69%	—	—	81.63%	61.44%	—
zoho.com	25.85%	28.71%	37.28%	76.61%	32.37%	47.94%
pipedrive.com	11.65%	14.54%	13.54%	68.22%	9.01%	52.63%
insightly.com	< 10%	6.02%	32.24%	73.22%	17.28%	52.64%
quickbase.com	< 10%	7.47%	27.92%	58.89%	11.87%	52.57%
monday.com	< 10%	5.15%	31.77%	50.92%	9.00%	52.81%
dnb.com	< 10%	7.28%	40.48%	56.51%	32.21%	52.10%
capterra.com	< 10%	4.89%	28.23%	52.88%	8.67%	52.95%

1 - 8 of 8



Competitor Ad Analysis

[\\$69 Company Trademark | Fast Affordable Online Process](#)

[Ad](#) www.trademarkengine.com/Company/Online ▼

★★★★★ Rating for trademarkengine.com: 4.5 - 3,395 reviews

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[Ad](#) www.jpg.legal/FileATrademark ▼

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Trademark Bundle - \$199.00 - Filing and Monitoring · More ▼

Competitors using
\$ for UK/EU ads

Good structured
snippets, but
Canada is
mentioned

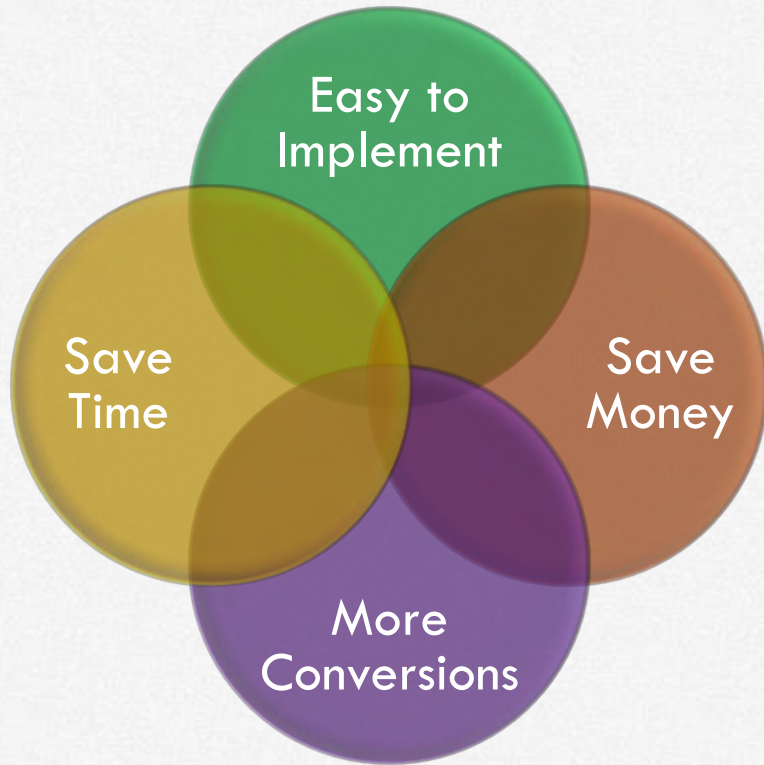
Good use of
price extension

Prices are all over
the place

Online vs
Attorney is a
consideration

Put the 'Wins' In Priority Order

Priority is time or money



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Audit Wrap-Up

Start by understanding goals

Where is the improvement?

- Impression share
- Quality Score
- New Targeting
- Refined Targeting
- Bid methodology

Time frame comparisons reveal many issues

Trending makes it easier to find insights

Data Studio can be quicker to visualize data than Google Ads UI

Adalysis

Automate Your PPC To Do List

- Read our blog: [Adalysis.com/blog](https://adalysis.com/blog)
- Recommendation Engine: [Adalysis.com](https://adalysis.com)

Best Search Technology
of the Year



 2018

Best Specialized
SEA Tool



 2018


Best PPC Management
Software Suite



 2017

Best PPC Management
Software Suite



 2016





Brad Geddes

Co-Founder, Adalysis

Adalysis

Thank You! | Google Marketing
Conference