



# **Google Ads Account Audit**



# Google Ads audit


## Exclude Customer Targeting

- We should exclude customer targeting at the account level.
- When enabled, this could lead to Google chasing existing users and in cases where we promote eBooks, it could just push new lead magnets to users who are already on customers lists boosting Conversions but not bringing new leads in.

Customer Match

Use Customer Match lists to enhance your Smart Bidding or Optimized Targeting campaigns. [Learn more about Customer Match](#)

☒ Use all Customer Match lists in Smart Bidding or Optimized Targeting



Smart Bidding or Optimized Targeting will use all Customer Match lists available in your account from May 2022.

Cancel

Save

Break up the Free trial conversion into three individual conversions + define the rest of the conversions

Submit lead forms (Account-default goal)		
<input type="checkbox"/>		Free Trial Signup
<input type="checkbox"/>		Free Trial (All Web Site Data)
<input type="checkbox"/>		Demo Request
<input type="checkbox"/>		Contact (General Inquiry, Student Pricing, Group Edition)
<input type="checkbox"/>		Request Demo (All Web Site Data)
<input type="checkbox"/>		Contact Us (All Web Site Data)
<input type="checkbox"/>		Free Trial WP (All Web Site Data)
<input type="checkbox"/>		Free Trial WP - US (All Web Site Data)

Free trial conversion has 3 steps to complete.

- We suggest breaking up this conversion into 3 individual conversions instead of 1 and defining the rest of the app conversions.
- We should track every action that is happening on the website and in the app.
- This would help us use the target ROAS strategy in the future.

## Modify Device Targeting

<input type="checkbox"/> <input checked="" type="radio"/> Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conver	Cost / conv.	Conv. rat
Total: All enabled campaigns					9,317,186	78,598 clicks, engagements	0.84%	CA\$3.27	CA\$256,81...	3,459...	CA\$74.24	4.40%
<input type="checkbox"/> <input checked="" type="radio"/> [Redacted]	CA\$200.00/day	Limited by budget	100%	Search	36,028	4,003 clicks	11.11%	CA\$3.88	CA\$15,540...	7.50	CA\$2,072...	0.19%
Computers					10,452	742 clicks	7.10%	CA\$7.55	CA\$5,605.18	3.50	CA\$1,601...	0.47%
Mobile phones					24,983	3,212 clicks	12.86%	CA\$3.02	CA\$9,714.95	4.00	CA\$2,428...	0.12%
Tablets					593	49 clicks	8.26%	CA\$4.50	CA\$220.47	0.00	CA\$0.00	0.00%
<input type="checkbox"/> <input checked="" type="radio"/> [Redacted]	CA\$150.00/day	Limited by budget	100%	Search	50,247	3,333 clicks	6.63%	CA\$6.02	CA\$20,052...	29.00	CA\$691.46	0.87%
Computers					36,064	1,205 clicks	3.34%	CA\$8.84	CA\$10,657...	21.67	CA\$491.89	1.80%
Mobile phones					13,705	2,087 clicks	15.23%	CA\$4.39	CA\$9,164.34	7.33	CA\$1,249...	0.35%
Tablets					478	41 clicks	8.58%	CA\$5.62	CA\$230.31	0.00	CA\$0.00	0.00%
<input type="checkbox"/> <input checked="" type="radio"/> [Redacted]	CA\$400.00/day	Eligible	100%	Search	78,236	2,531 clicks	3.24%	CA\$11.88	CA\$30,061...	83.65	CA\$359.39	3.30%
Computers					47,889	1,410 clicks	2.94%	CA\$15.43	CA\$21,750...	69.56	CA\$312.68	4.93%
Mobile phones					29,120	1,093 clicks	3.75%	CA\$7.39	CA\$8,075.18	13.08	CA\$617.21	1.20%
Tablets					1,227	28 clicks	2.28%	CA\$8.40	CA\$235.14	1.00	CA\$235.14	3.57%

- We should use device adjustments to lower the conversion cost on mobile devices or exclude them from targeting.
- Except for Google Display campaigns where bids for mobile devices are set to -100%, device targeting has not been modified for the following search campaigns:

[Redacted] al  
(Parallel Strategy)  
-Nonbrand - General Campaign - CA  
-Competitor Campaign [Redacted]  
-Nonbrand Search Campaign - [Redacted]

## Pause Search partners

<input type="checkbox"/> ● Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conver	↓ Cost / conv.	
Total: All enabled campaigns												4.03%
<input type="checkbox"/> ● [REDACTED]	CA\$200.00/day	Limited by budget	100%	Search	36,029	4,003 clicks	11.11%	CA\$3.88	CA\$15,540...	7.50	CA\$2,072.08	1.42%
Google search												1.92%
Search partners												1.47%

- Except for the [REDACTED] the search partners should be paused in all of the campaigns because search partners have way higher costs per conversion in comparison to search.
- See the screenshot: Search for this campaign has a cost per conversion of CA\$728.03 compared to Search partners (CA\$10,808.40)

## Create a Dynamic Search campaign

<input type="checkbox"/> ● Ad group	Campaign	Status	Default max. CPC	Max. CPM	Target CPA	Ad group type	Impr.	↓ Interacti	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> ● Dynamic Ad Group	Dynamic Search Campaign - Woodrow	Not eligible Campaign paused	—	—	—	Dynamic	15,217	888 clicks	5.84%	CA\$4.81	CA\$4,270.47	14.50	CA\$294.52	1.63%

- Create one low-budget and low-bid dynamic search campaign.
- Dynamic search campaigns are an excellent way to generate potential new keywords that we can then use for targeting.
- Dynamic campaigns are unique because they don't use keywords, but a website to show the most relevant ad to the person's search query
- Based on historical data, the Dynamic Search campaign had a cost per lead of CA\$294.52.
- We should check with the client about why the Dynamic Search campaign is paused. If the reason is the quality of the leads, then it is good that they are paused.

## Enable the Remarketing campaign

<input type="checkbox"/> ● Campaign	Budget	Status
<input type="checkbox"/> ● [REDACTED]	CA\$6.37/day	Paused
<input type="checkbox"/> ● Remarketing - May 2018	CA\$9.56/day	Paused
<input type="checkbox"/> ● Remarketing May 2018	CA\$6.37/day	Paused


- Three Remarketing campaigns are paused.
- We should enable one of the remarketing campaigns and test different audience segments, ad copies, and creatives.



## Exclude Mobile apps and Kid's YouTube channels

- Currently, there are some exclusions in the remarketing display campaigns, but we should expand the list by excluding additional apps and Youtube channels.
- We should exclude all app categories since they are generally big spenders without any returns. People often click by accident on ads in apps thus only spending our money.
- We have also built a list of popular kid's youtube channels to exclude placements that children watch (on their parent's devices).

## Create a Performance Max campaign

Campaigns Add a backup payment method [Fix it](#) | [Accept requirements](#)

 Campaign status: All Campaign type: Performance Max × [Add filter](#)

<input type="checkbox"/>	 Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost
 <p>No campaigns match your filters</p> <a href="#">Clear filters</a>									

- Contrary to the traditional campaigns, this campaign type has a broad reach across Google's Network, reaching customers on: Display, Search, Maps, Discover Feed, YouTube, Gmail, Shopping Ad Inventory
- With a focus on goals, Performance Max campaigns use automated bidding and targeting technology to help you invest your budget more efficiently to spend where the highest-ROI opportunities are.

- Different asset groups with relevant audience signals should be created so we make sure the traffic is as relevant as possible.
- Currently, there are no Performance max campaigns in the account.

## Set Relevant In-Market and Affinity audiences on Observation

- Some of our search campaigns currently don't have any audiences on Observation.
  - Observation is a good way to monitor the performance of individual audiences, and then based on performance, we can bid more or less to improve results even further.
- We should add relevant audiences to the observation.

## Remove Audience targeting from Search campaigns and set them to observation

- Some of our search campaigns ( [REDACTED] ) are currently targeting custom audiences instead of observation.
- This campaign has been targeting custom audiences that interacted with our site.
- That means that this campaign is partially a remarketing campaign.
- This drastically limits our reach and ability to generate new leads.

<input type="checkbox"/> ● Audience segment	Type	Ad group	Bid adj.	Targeting setting
<input type="checkbox"/> ● <a href="#">Similar to All Converters</a>	Similar segment		—	Targeting
<input type="checkbox"/> ✖ <a href="#">Technology &gt; Technophiles</a> <a href="#">Cloud Services Power Users</a>	Affinity segment		—	Targeting
<input type="checkbox"/> ● <a href="#">Employment &gt; Industry</a> <a href="#">Healthcare Industry</a>	Detailed demographics		—	Targeting
<input type="checkbox"/> ● <a href="#">Education &gt; Highest Level of Edu...</a> <a href="#">Bachelor's Degree</a>	Detailed demographics		—	Targeting
<input type="checkbox"/> ● <a href="#">Education &gt; Highest Level of Edu...</a> <a href="#">Advanced Degree</a>	Detailed demographics		—	Targeting
<input type="checkbox"/> ● <a href="#">Employment &gt; Industry</a> <a href="#">Education Sector</a>	Detailed demographics		—	Targeting
<input type="checkbox"/> ● <a href="#">All visitors (AdWords)</a>	Website visitors		—	Targeting
<input type="checkbox"/> ● <a href="#">All Users</a>	Website visitors		—	Targeting
<input type="checkbox"/> —	Similar		—	

## Consider adjusting bids for the audiences in the search campaigns

- We should consider adjusting bids for certain audiences to bid more efficiently on top-performing audiences while still reaching users who searched our keywords but are not in the audiences.

<input type="checkbox"/> ● Audience segment		Bid adj.	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Conver
<input type="checkbox"/> ● <a href="#">AdWords optimized list</a>	n	0%	11,980	3,192 clicks	26.64%	CA\$1.18	CA\$3,758.14	364.34
<input type="checkbox"/> ● <a href="#">Lifestyles &amp; Hobbies</a> <a href="#">Family-Focused</a>	n	0%	10,492	3,258 clicks	31.05%	CA\$0.93	CA\$3,020.43	225.78
<input type="checkbox"/> ● <a href="#">Competitor Intent</a>	y	—	3,762,620	14,421 clicks	0.38%	CA\$2.04	CA\$29,423.60	204.33
<input type="checkbox"/> ● <a href="#">Lifestyles &amp; Hobbies</a> <a href="#">Family-Focused</a>	n	0%	16,590	1,131 clicks	6.82%	CA\$10.10	CA\$11,419.45	56.58
<input type="checkbox"/> ● <a href="#">Education &gt; Highest Level of Edu...</a> <a href="#">Bachelor's Degree</a>	n	—	7,200	324 clicks	4.50%	CA\$11.46	CA\$3,711.85	12.08

## Make sure we target users in targeted locations only

Locations

Select locations to target ⓘ

☐ All countries and territories

☒ Canada

☐ Enter another location

^ Location options

Target ⓘ

☒ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

☐ Presence: People in or regularly in your targeted locations

☐ Search interest: People searching for your targeted locations

Exclude ⓘ

☒ Presence: People in your excluded locations (recommended)

☐ Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

Cancel Save

- We see that campaigns are targeting people who also show interest in our target location.
  - That means, for example, if someone in India researches something about Canada, they will be eligible to see our ads although we are not targeting India.
- We should target only people who are in our targeted locations.

## Test Targeting all languages instead of English only

- Currently, our campaigns are targeting only the English language.
- That means only people who have browser language settings to English will see the ads.

Languages

Select the languages your customers speak. ⓘ

Q Start typing or select a language

English x

Based on your targeted locations, you may want to add these languages:

French

ADD ALL

CANCEL SAVE

- Although this sounds perfectly logical, data on other accounts show that is more beneficial to target all languages.
- There are many people who know English but have a browser language in their native language.



- And since we are using English keywords, people need to search in English to be eligible to see our ads - thus we are sure they know English.

## Expand campaign negative keywords and negative keyword list



<input type="checkbox"/> Negative keyword list ↑	Keywords	Campaigns
<input type="checkbox"/> optimizer	1	5

1 - 1 of 1

- Currently, there is one negative list with only 1 keyword applied.
- The client is probably using automation software for managing negative keywords [REDACTED].
- We should apply more generic negative keywords (more than 600) that we have collected over time.
- We should also check search terms to exclude irrelevant search terms on the campaign level so they are not triggered in the future.
- This would further reduce wasted spend.

## Optimize keyword bids

- We have many keywords that are with the *below first page bid*.
- We should go through all keywords and adjust bids to be eligible to show on at least the first page, ideally at the top of the page.

<input type="checkbox"/>	<input checked="" type="checkbox"/>		Broad match		software	Eligible (Limited) Below first page bid (CA\$9.09)	CA\$8.00 (enhance)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Exact match		ent	Eligible (Limited) Below first page bid (CA\$4.95)	CA\$3.50 (enhance)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Broad match		Management	Eligible (Limited) Below first page bid (CA\$6.57)	CA\$6.00 (enhance)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Phrase match			Eligible (Limited) Below first page bid (CA\$4.36)	CA\$3.50 (enhance)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Exact match		ent	Eligible (Limited) Below first page bid (CA\$5.72)	CA\$3.30 (enhance)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Broad match		Management	Eligible (Limited) Below first page bid (CA\$7.41)	CA\$4.00 (enhance)	
						Eligible		

## Remove redundant keywords to streamline management

- We can see that there are Low search volume keywords in the active campaigns.
- We should remove all non-serving keywords from the account to streamline management and that will help us to focus on things that work for business instead.

<input type="checkbox"/>	Keyword	Match type	Campaign	Ad group	Status ↓	Max. CPC	Final URL	Impr.	Interactions
<input type="checkbox"/>	[REDACTED]	Exact match	[REDACTED]	[REDACTED]	Not eligible Ad group paused, Low search volume	CAS0.8 (enhanc)	—	0	0
<input type="checkbox"/>	[REDACTED]	Phrase match	[REDACTED]	[REDACTED]	Not eligible Ad group paused, Low search volume	CAS0.0 (enhanc)	—	0	0
<input type="checkbox"/>	[REDACTED]	Phrase match	[REDACTED]	[REDACTED]	Not eligible Ad group paused, Low search volume	CAS0.0 (enhanc)	—	0	0
<input type="checkbox"/>	[REDACTED]	Phrase match	[REDACTED]	[REDACTED]	Not eligible Low search volume	—	—	0	0
<input type="checkbox"/>	[REDACTED]	Broad match	[REDACTED]	[REDACTED]	Not eligible Low search volume	—	—	0	0
<input type="checkbox"/>	[REDACTED]	Exact match	[REDACTED]	[REDACTED]	Not eligible Low search volume	—	—	0	0
<input type="checkbox"/>	[REDACTED]	Phrase match	[REDACTED]	[REDACTED]	Not eligible Low search volume	CAS2.0 (enhanc)	—	0	0
								0	0
<input type="checkbox"/>	[REDACTED]	Phrase match	[REDACTED]	[REDACTED]	Not eligible Low search volume	CAS2.0 (enhanc)	—	0	0

## Improve the quality of Responsive search ads

- Currently, most of the ads have “good” or “excellent” quality.
- However, 30% of the active ads (15 out of 50 enabled ads) have “average” or “poor” quality.
- This negatively impacts CTR (click-through rate) and consequently the Conversion rate and increases Cost per click.
- We need to update Ad headlines and descriptions to make the ad quality Good or excellent.
- That should increase CTR and have a positive impact on cost per click and in the end, on conversion rate.

<input type="checkbox"/> <input type="radio"/> Ad	Campaign	Ad group	Status	Ad strength	Ad type
<input type="checkbox"/> ● [REDACTED]	No [REDACTED]	[REDACTED]	Eligible	Average	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	No [REDACTED] bw - US -	[REDACTED]	Eligible	Average	Responsive search ad
<input type="checkbox"/> 📌 [REDACTED]	No [REDACTED] bw - US -	[REDACTED]	Eligible	Average	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	No [REDACTED] CA -	[REDACTED]	Eligible	Average	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	No [REDACTED] Ma [REDACTED]	[REDACTED]	Eligible	Average	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	Co [REDACTED] A [REDACTED]	[REDACTED]	Eligible	Poor	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	No [REDACTED] bw -	[REDACTED]	Eligible	Poor	Responsive search ad
<input type="checkbox"/> ● [REDACTED]	No [REDACTED] CA [REDACTED]	[REDACTED]	Eligible	Average	Responsive search ad

## Use Dynamic Keyword Insertion in our Ad Headlines

- All our Headlines and Descriptions in responsive search ads are hardcoded and don't use dynamic insertion.
  - Dynamic insertion is when we automatically insert the searched keyword in the ad.
  - For example, If we have Headline: Best {Keyword [REDACTED]} Software}
    - If a person searches [REDACTED] software keyword, it will see Best [REDACTED] Software
    - If a person searches [REDACTED] company keyword, it will see Best [REDACTED] Company
    - If a person searches a keyword that is too long, it will see default - Best [REDACTED] Software
  - This is an excellent strategy that consistently increases CTR and impacts positively on performance since it shows a hyper-relevant ad.



## Create new experiments

<input type="checkbox"/> Name ↑	Type	Status	Split (base/treatment)	Split type	Base campaign	Treatment campaign	Sync status	Start date	End date
<input type="checkbox"/> [REDACTED]	Custom search	Complete (Applied)	50/50	Search-based	[REDACTED]	Test	Off	Sep 6, 2021	Sep 15, 2021
<input type="checkbox"/> [REDACTED]	Custom search	Complete (Converted)	50/50	Search-based	[REDACTED]		Off	Sep 24, 2021	Sep 28, 2021
<input type="checkbox"/> [REDACTED]	Custom search	Complete (Not applied)	50/50	Cookie-based	[REDACTED]	Max	Off	Sep 15, 2021	Sep 28, 2021
<input type="checkbox"/> [REDACTED]	Custom search	Complete (Applied)	50/50	Search-based	[REDACTED]	Test	Off	Jul 15, 2021	Aug 4, 2021
<input type="checkbox"/> US - LP Test	Custom search	In progress	50/50	Cookie-based	Focus - US - H2B	Focus - US - LP	On	Jun 2, 2022	—

- At the moment, there is only 1 active experiment.
- Except for the current experiment, the experiments have not been launched since September 2021.
- We should have several experiments active all the time in terms of bidding strategy, keyword match type, ad copy, landing page, etc.

## Rethink the keyword strategy

- At the moment, there are phrase, exact and broad match type keywords in the same campaigns.
- We can create an A/B test (by using the experiment feature in Google Ads) where we would send 50% of the budget and the traffic to the campaign with the phrase and exact match type keywords and the other 50% to the campaign with broad match type keywords.
- This way we would find a clear winner and see if we can streamline the campaign even further with broad match keywords.
- We should try to focus on broad match keywords if possible since this type of keyword receives signals in terms of machine learning that other keyword match types do not receive.
- Of course, in case we realize that the broad match type triggers irrelevant search terms and bring low-quality leads all the time, we will stick to the phrase and exact.

## Consider creating a new landing page

- When it comes to the current campaigns, these have been using website pages as landing pages most of the time.
- We should consider creating new landing pages with more social proof, testimonials (video testimonials if possible), and video of how the software works.

## Launch Google Optimize experiments



- Google Optimize is a powerful tool that could help us test different stuff on the website.
- We should check with the client if they launched Google Optimize experiments.
- Tag Assistant is not showing that Google Optimize is installed on Owl Practices' website.

## Create a Data studio Report for Real-time reporting

- It is good to create reports that will show all relevant KPIs and data in one place in real-time.
  - For that, we can use a Data Studio report that is dynamic and connect all platforms we use for advertising to show all performance data at one place.
- Example of Campaign Data for Google Ads:

