

AdWords Audit Cheat Sheet

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: High Level Overview

Date Range

What date range should be used for the audit?
Has data been reasonably consistent over that time?

Conversions

What types of conversions are being used?
Are macro & micro conversions being used?
What's in 'conv' vs 'all conv' columns?
Are values being used well?
Which metric is used to judge success?
What attribution models are being used?

Goals

What does winning look like?
What the business goals?
What's the revenue model of the business?
What's the breakeven amount?

Structure

What campaign types are/aren't being used?
(search, display, video, shopping, DSA, call only)
Does the naming convention make sense?
Why are multiple campaigns being used?
Which networks are being used?
What's the 80/20 of campaigns? ie which are the top 1 or 2 campaigns to focus on?

Settings

What campaign settings are being used?
Which campaign bidding strategies are being used?
Which ad delivery options are being used?
Which ad rotation options are being used?
Are campaign level tracking templates being used?

Automation

Are scripts being used?
Are auto-rules being used?
Are external tools making changes?

Labels

Are labels being used?

Account level

Are any business data feeds being used?
Are negative keyword lists being used?
Are placement exclusion lists being used?
Is account-wide URL tracking being used?

Part 2: Segment the Data

Impression Share

What's the potential of the account?
Is it constrained by Budget or Rank?
If budget, are there quick wins to be had?

Top v Other

Is there potential to increase average position?
What does Top v Other look like by Device?
Bonus: chart Top v Other ratio over time

Devices

Which campaigns are running on which devices?
What's the relative performance?
Are bid adjustments being used?
Are there quick wins (bidding up or down?)

Networks

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

Geography

Which locations perform best/worst?
Are bid adj. being used?
Are any locations excluded?
Are there differences in geographic vs user location?
Are there quick wins to be had by changing bids?

Time

Are there obvious seasonal patterns? (12mth data)
Are there patterns in 'day of week' or 'hour of day'?
Are bid adj. being used?
Do some days/hours need to be bid up/down?

Experiments

Are campaign experiments being run regularly?

Brand

Are brand keywords being bid on?
Do Brand campaigns have very high IS% & positions?

Ad Groups

What structure is being used (ie SKAGs)?
What are the top ad groups by cost?
What's the range of keywords in those top groups?
Are there big differences in CPA or CR% or ROAS?
How many ad groups per campaign?

Keywords

How many keywords are there?
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%?

Negative Keywords

Are negs being used well?
Are negs lists being used?
How often are negs being added?
Are there easy wins to add more negs?

Search Queries

How closely do SQ match Keywords?
Are there SQ that could be added as keywords?
Are new SQ being discovered?

Quality Score

Chart quality score for all keywords with impressions
Bonus: Find your QS weighted by Impressions.
What's the history of QS?
What components are 'below average'?

Ad Copy

Are ads being tested?
Are big differences being tested?
How many ads are there per group?
Are legacy ads still being used?
Are Headlines (1 & 2) being tested?
Are Paths being tested?

Extensions

Are expanded sitelinks being used?
Are callouts being used?
Are structured snippets being used?
Are price extensions being used?
Are message extensions being used?
Are review extensions being used?
Are location extensions being used?
Are call extensions being used?
Are auto extensions being shown?

Final URLs

Is the homepage being used too often?
Is there a wide range of landing pages?
Does that list look sensible?
Are UTMs being added to URLs?

Visit the page & audit that too!

Audiences

Are RLSA lists being used?
Are they applied to campaigns or ad groups?
Are demographic bid adj. being used?

Shopping

Are Shopping campaigns being used?
What's the ROAS/CPA relative to other campaigns?
What Shopping platform is the site built on?
How many campaigns are in use?
Are priorities being well used?

Dynamic Search Ads

Are DSA campaigns being used?
What do auto targets look like?

Call Only

Are Call Only campaigns being used?
Are they working?
Are they well setup?

Display Network

Which targeting methods are being used?
Can you map campaigns to TheDisplayGrid.com ?
Are there placements that could be excluded?
Are ads running on mobile apps?
Are bid adjustments being used?
Are placement exclusions being used?
Are category exclusions being used?
Are lots of different image ads being tested?
Are responsive ads being tested?
Are Frequency Caps applied?
Are Smart Display Campaigns being used?

Remarketing

Are multiple RM lists being created?
Are multiple durations being used?

YouTube

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

Analytics (this is not a full GA audit)

Is there a view for raw data?
Are filters being used?
Is enhanced ecomm being used?
Is the currency set correctly?
Is the right time zone being used?
Is site search turned on?
Are display features enabled?
Are GA & Adwords properly linked?
Are goals well setup?
Are all appropriate goals being imported?
Are goal values used well?
Are events being tracked?
Are remarketing audiences being created?
Are these being used in Adwords?