

## **Google Adwords Checklist**

Is your business getting the most out of Google Adwords? Go through our checklist to find out where you could improve your Google Ads.

Campaigns
$\square$ Ensure you have enabled conversion tracking.
$\Box$ Does the account structure make sense? Does it follow the layout of your website or products/services? It should be set out so that it is easy for you to expand or pause parts of the account when you need to.
Campaign Settings
$\hfill\square$ No campaign should be opted in to both the 'search' and 'content' network.
$\Box$ Devices should be separated out. Ideally you would separate out laptops, smartphones and tablets. If your site doesn't render well on one of these devices, don't target it.
$\square$ Ensure your geographic locations are appropriate for your business.
$\hfill\square$ Would your campaign suit ad scheduling? E.g. should you pause ads on weekends? Or do you want to bid more for certain times of day, like early morning?
$\Box$ Under 'Ad delivery' it is best practice to choose 'rotate evenly' so that you can test your ad copy.
$\Box$ If your campaign is very expensive, consider excluding plurals and misspellings in "Keyword matching options"



# Ad Extensions □ Call extension – puts a phone number with your ad □ Location Extension – puts a business address with your ad □ Site links Extensions – adds extra links beneath your ad □ Product extensions – if you have a Merchant Centre account it pulls in images of your products □ Social Extensions – If you have a Google Plus page it puts the G+ symbol in your ad. □ Dynamic search ad extensions – if you have a huge site, with many product/services pages which change often, you can choose this extension to ensure your whole website is covered by Adwords. E.g. online retail, recruitment or property sites might use this. □ Mobile App extensions – lets you promote a mobile app below your ad. Adgroups □ If your adgroups hold hundreds of keywords each – consider breaking them down

into groups of more tightly targeted themes.	
$\square$ Even if your adgroups are small, are they targeting a small theme.	
$\square$ How many ads do you have live? Ideally you would have only 2-3 per ad group.	

☐ Branded keywords should be isolated from non-branded keywords (i.e. be in their

own ad group)



## **Keywords**

$\square$ Ensure you are utilising all match types appropriately – Broad, phrase, exact and broad match modified	
$\Box$ Take advantage of destination URLs at the keyword level where your keywords refer to particular products or services.	
$\square$ Ensure you are using negative keyword lists	
□ Check the recently searched terms report to see what you ads are showing up for. Use this information to increase your keyword list and/or your negative keyword lists.	
☐ Make sure your bids are still appropriate. Consider if you can you afford to spend more on some keywords to get more sales, or whether you need to rein it in to save cost.	
□ Look at Quality score – any very low scores (e.g. under 4), will need further investigation – improve, delete or move to their own ad group.	
Ads	
$\square$ Make sure your ads include unique identifiers for your business E.g. "fast response", "40% off", "Free shipping", etc.	
$\square$ Every ad must have a call to action. E.g. Buy now, Download now, Ends Today	
□ Use Display URLs to get more information into your ad. E.g. Shoeshop.com.au/Free-Shipping	14.1
$\square$ Ads should include at least a few keywords from the ad group.	-
$\square$ Ensure you have punctuation (e.g. ! or .) at the end of description line 1	
$\square$ Consider using Dynamic Keyword Insertion to improve your ads.	V V

## Written by MooMu Media Pty Ltd

### **Content Network**

## **Targeting Methods** Have you tried the different targeting methods, and did you know you can combine them? ☐ Target by keyword ☐ Target by visitor interest ☐ Target by Placement ☐ Target by Gender or age ☐ Target by website topic ☐ Remarketing – target people who have already visited your site. Most businesses would benefit from trialling this. $\square$ Take advantage of managed placements by bidding more on sites which are more valuable to your business. ☐ Consider if you need to exclude any placements. Look at where you have had lots of cost and no traffic. ☐ Also consider excluding parked domains, error pages and other categories (e.g. profanity, death, etc.) using Category exclusions. $\square$ Utilise both text and image ads, as it will give you access to a wider variety of placements.

☐ Similarly, create a variety of image ad sizes

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Our current clients include online retail, professional services, recruitment, media and finance, and we work on sites across Australia, the UK, North America, Europe and Asia.

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