

Account:

Campaign:

Auditor:

ACCOUNT AUDIT CHECKLIST

(1) Campaign Goals

- Long / Short Term

(2) Account Structure

- Naming Convention
- Branded, Non Branded & Competitive Campaigns
- Budget and IS Control

(3) Campaign Settings

- Campaign Type
- Network
- Country
- Language
- Bid Strategy
- Budget
- Delivery Method
- Ad Scheduling
- Ad Rotation
- Device Targeting
- Device Bid Adjustment
- Location Targeting
- Location Bid Adjustment
- Ad Schedule (Day Parting)

(4) Ad Copy

- 2-3 Ads Per Ad group
- Ad Rejections
- Ads Themed
- A/B Testing

Landing Page

- Ad Group/Keyword
- Relevance
- 404s

(5) Ad Group

- Tightly Themed
- # of Keywords
- Match Type Strategy
- Negative Keywords

(6) Keywords

- Relevance (SQR)
- Match Type Evaluation
- QS Check
- Impression Share
- Labeling

(7) Ad Extensions

- Sitelinks (Mobile)
- Location
- Call (Mobile)
- App
- Review
- Callout (Mobile)
- Structured Snippet

(8) Mobile

- Landing Page
- Performance
- Preferred LP and Ads
- Bid Modifiers (Tablet)

(9) Campaign measurement

- Conversion (Hard)
- Conversion (Soft)
- Campaign URL Options