



NEILPATEL

Ad Audit Checklist

HOW TO GET **MORE SALES FOR YOUR**
ECOMMERCE BUSINESS

Paid search criteria Checklist

✔ Account & Campaign Structure

Your structure is the skeleton or the backbone of your account, and a fantastic structure supports so many other important parts of your account, including your account's performance. Campaign structure is one of the most crucial pieces of a successful PPC effort.

✔ Ad Group Structure

Campaigns are made up of one or more ad groups. Ad groups are just that: groups of ads that are targeted to a set of related keywords. This helps you group related keywords and write ads around a common theme.

✔ Keyword Coverage

Align keywords with business goals and expand the reach of existing keywords

✔ Budget Management

Depending on what you can afford, the size of your website, and the amount of content you're generating, you might expect to devote anywhere between 5 and 50 hours per month to your SEO efforts.

✔ Impression Share

Impression share is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores.

✔ Quality Score

Quality Score is Google's rating of the quality and relevance of both your keywords and PPC ads. It is used to determine your cost per click (CPC) and multiplied by your maximum bid to determine your ad rank in the ad auction process.

✔ Ad Copy Relevance

The closer the connection between the keyword and ad copy, the higher the keyword relevance.

✔ Landing Pages

Landing page is the most important piece of puzzle of any well-designed marketing campaign. It's where the visitors see your offer for the first time and decide to give it a go, or close the window and forget about you. You only have one shot to make a killer first impression, so you'd better do it right.

✔ A/B Testing

A/B testing (also known as split testing or bucket testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better.

✔ Bid Strategies

Google Ads offers several bid strategies that are tailored to different types of campaigns. Depending on which networks your campaign is targeting, and whether you want to focus on getting clicks, impressions, conversions, or views you can determine which strategy is best for you.

✔ eCommerce & Analytics Setup

Collect and analyze purchase and transaction data. The Ecommerce reports allow you to analyze purchase activity on your site or app. You can see product and transaction information, average order value, ecommerce conversion rate, time to purchase, and other data.

✔ Sitelink Extensions

To add more links to your ads, you can create sitelink extensions. Sitelink extensions take people to specific pages on your site (for example, a specific product or store hours). When someone clicks or taps on your links, they go directly to what they want to know or buy.

✔ Callout Extensions

Callout extensions are small snippets of text that appear with your search ads and highlight additional features or benefits of your products/services.

✔ Structured Snippet Extensions

Structured snippets allow your ads to highlight specific aspects of your products and services. These ad extensions provide context on the nature and variety of your products and services before visitors click through to your site. Each snippet contains a header and list of features you would like to highlight.

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✔ Ad Extensions

Ad Extensions are extra snippets of relevant information about your business that can be added to your AdWords text ads. These can include your business' location, phone number, business ratings.

✔ Call Extensions

Call extensions are a type of ad extension, an ad feature that allows advertisers to include additional information about their businesses and offering to their text ads.

✔ Location Extensions

Location extensions allow you to show a business address, phone number and a map marker along with your ad text. Location extensions come in two flavors: Google Ads location extensions help people find your locations by showing your ads with your address, a map to your location, or the distance to your business.

✔ Keyword Match Type

There are 4 different keyword match types in AdWords: Broad Match, Broad Match Modifier, Phrase Match, and Exact Match. Each match type has its own advantages and disadvantages, and it's incredibly important to understand the circumstances in which you should use one and not the other.

✔ Geo and Device Targeting

Geo-targeting allows you to target a user wherever their device goes.

✔ Conversion Tracking

Conversion tracking is the ability to capture and report conversions completed.

✔ Average Position

Google's definition of average position is "A statistic that describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page." An average of position of 1-4 are on the first page.

✔ Negative Keywords

Negative keywords prevent advertisements from displaying for particular keyword phrases.

✔ Mobile Strategy

A mobile strategy is a way to incorporate mobile devices into your overall corporate strategy.

✔ Impression Placement

Ad placement, this could be at the top, middle or at the bottom of the page. If the placement is below the header it is usually a wasted opportunity. Not many people scroll down far enough to see other placements.

✔ **Brand Safety**

This means avoiding placing ads next to inappropriate content.

✔ **Ad Viewability**

Ad view ability is the concept of how visible ads on a website or mobile app are to users. For an ad to be considered “viewed”, at least 50% of the banner or creative must display on screen for more than one second

✔ **Contextual Relevance**

Contextual advertising is advertising on a website that is relevant to the page's content.

✔ **Audience Targeting**

Audience targeting helps you get your ads to the right people and tailor your campaigns to your audience's preferences, so your ads perform better.

✔ **Search Volume Trends**

Volume trends shows you the summary frequency of all the keyword variations

16 Best practices checklist

✔ **Conversion tracking**

Are tracking conversions correctly?

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✔ **Device strategy**

Single-device per campaign or bid modifiers implemented

✔ **Audience/Remarketing strategy**

Re-engage users and continue the conversation.

✔ **Match Type Strategy**

Using exact and broad match modifier keywords.

✔ **Negative Keyword Strategy**

Negative keywords implemented, including libraries.

✔ **Maintain good quality score**

Aim for at least “Average” account quality score.

✔ **Geo-targeting**

All campaigns are deploying some sort of geo-strategy.

✔ **Long-tailed keywords**

Do you have a short-tailed vs long-tailed keyword strategy?

✔ **Automation**

Is the account using AI, rules, and any form of automation?

✔ **Multiple ads per ad group**

90%+ of ad groups have 2-6 ads

✔ **Using Expanded text ads**

Have you upgraded all ads to new format?

✔ **Extension Adoption**

You are using all relevant extensions

✔ **Network targeting**

No campaigns target Search & Display with same bid amount

✔ **Campaign Targeting Settings**

Are settings consistent and correct?

✔ **Language targeting**

All campaigns are targeting a specific language

Facebook Advertising Checklist

FB Platform 101

- ✓ Campaign objective and account structure setup
- ✓ Use of WCA Pixel, Custom Audiences & LAL, etc
- ✓ Use of Conversion Pixel, Custom Conversions & Events
- ✓ Account History – Active changes

DPA & Purchase

- ✓ Audience customization
- ✓ Audience Exclusion for Prospecting DPA
- ✓ Purchase Events, Custom Events to build audience
- ✓ Catalog & Product Sets, Feed customizations, Frames, etc.

Optimization

- ✓ A/B testing bid management (manual vs. FB optimized)
- ✓ Ad Inventory – Placement optimal?
- ✓ Ad set level frequency knowledge
- ✓ Destination URLs & tracking implementation

Optimization - Targeting

- ✔ Multiple audience testing & Segmentation (Pros vs Ret)
- ✔ Funnel targeting strategy (Engagement/Traffic/Conversion)
- ✔ Targeting Overlap and Exclusions
- ✔ Always on Pixel strategy, LAL and LTV Audience use

Creative

- ✔ Eye-catching (Thumb-stopping)
- ✔ Custom dimensions by placement (feed vs. IG stories, etc.)
- ✔ Elements of Motion, use of Video
- ✔ Optimization for CTR or Conversion (Split Tests Variables)

Copy & Experience

- ✔ Optimized for placement (FB Suggested Copy Characters)
- ✔ Set expectation to convert or act
- ✔ Mobile landing page experience or checkout
- ✔ A/B testing copy & CTA buttons & Text Overlays