

X Google Ads Audit

Settings

- Need to setup conversion tracking properly as currently we're not tracking calls from website. Conversion tracking can be properly setup using Google Tag Manager.
- Need to set campaigns on Maximize Conversions instead of Maximize Clicks or Target Impression Share which helps in getting more conversions.
- Some campaigns are using Target CPA which is limiting the campaigns to spend assigned daily budgets. I recommend using Maximize Conversions.
- Need to remove display network from all search campaigns
- Should add remarketing audience to retarget website visitors by creating dynamic search ads campaign.
- Advance bid adjustments can be done to increase calls.
- Device bid adjustments can be done to focus more on converting audiences.

Keywords

- Very few keywords are added in broad match modifier type which is not relevant any more. As they are only getting 1 or 2 clicks per month but I would still recommend to remove those keywords.
- Need to remove duplicate keywords used in different ad groups or campaigns such as "EMR Interface", "EMR Interface Design" keywords in ad group "11172017 - EHR" & "11172017 - EMR"

Ads & Extensions

- Add more search keywords in responsive ad copy or create multiple ad copies to increase the quality score. Good quality score helps in decreasing the average CPC of search keywords.
- Need to have responsive ads with at least 'good' or 'excellent' ad strength to lower the CPC on keywords.
- Should create at least 4 sitelink & 4 callout extensions in each campaign. Some campaigns have less than 4 callout or sitelink extensions.