Search Engine Marketing (SEM) Audit Checklist

GOALS

- [ ] Reiterate your campaign goals, especially if you're presenting to internal/external stakeholders.

- [ ] Benchmark your paid search performance to other marketing channels, like social, email, etc.

- [ ] Use industry benchmarks to compare your performance of paid search KPIs.

- [ ] Identify which campaigns contributed to your goals and at what cost. Then, identify what may have hurt your goals.

DISPLAY CAMPAIGNS

- [ ] Examine your audiences & placements for performance in the following areas:
  CTR
  Conversions
  CPC

- [ ] Identify successful and engaged audiences. Find opportunities to reallocate more of your budget to these.

- [ ] Investigate successful placements for your business goals. Consider whitelisting successful websites for future campaigns.

- [ ] Exclude placements that aren't working. Do this on an ongoing basis, around once per month.

- [ ] Identify top performing ads and banner creative. Make sure to compare the performance of mobile vs. desktop sizes.

OVERALL PERFORMANCE
(repeat for each campaign type)

- [ ] Identify the top performing campaign that impacted your business goals.

- [ ] Analyze and sort the campaigns based on the following criteria:
  Clicks
  Impressions
  Conversions
  Highest Click-through-rate (CTR)
  Lowest Cost Per Conversion
  Lowest Cost-per-click (CPC)

- [ ] Evaluate the average cost per click and cost per conversion, determine if this cost is justified based on the conversion value.

- [ ] Leverage industry benchmarks for each campaign type to evaluate where your business stacks up.

- [ ] Identify the top performing landing pages from the campaign. If multiple, were there similarities in layout, content or landing page events?

- [ ] Identify the top performing ads from the campaign. If multiple, were there any similarities in tone/messaging?

  Pinpoint where you spent the majority of your budget.

- [ ] Evaluate the ROI.

- [ ] Look for opportunities to re-allocate underperforming campaigns to successful ones. Identify underperforming campaigns and set an action plan to improve or remove them.

SEARCH CAMPAIGNS

- [ ] Analyze historical keyword performance. We recommend exporting a CSV to slice and dice your data.
  Quality Score
  CTR
  Conversions
  CPC

- [ ] Remove keywords that aren't converting or producing results.

- [ ] Add negative keywords on an ongoing basis, weekly while your campaign scales & bi-weekly/monthly once it's been running.

- [ ] Identify top performing ad copy and headlines by quality score. Ensure they are getting their fair share(or more) of the budget.

- [ ] Mix in a variety of ad types, like text, dynamic or responsive ads