



PPC ACCOUNT AUDIT

PPC Account Audit

I reviewed your PPC campaigns for 2017 to date to review what had been tested, what had worked, and where improvements could be made. In this review, I'll look at the follow areas:

- ✓ Campaign Settings
- ✓ Location Targeting
- ✓ Bid Strategy
- ✓ Device Bidding
- ✓ Ad Scheduling
- ✓ Ad Extensions
- ✓ Demographics targeting
- ✓ Ad Copy
- ✓ Keyword Expansion
- ✓ Keyword Targeting
- ✓ Conversion Tracking
- ✓ Call Tracking
- ✓ Retargeting

I believe there are a good number of areas for improvement in your account, ways we can make fast improvements, and get AdWords performing better for you.

CAMPAIGN SETTING

After reviewing your current account settings, most of them are set up ideally, but I'd change your ad rotation from rotate evenly to optimize. Google has recently made changes to their ad rotation settings and are no longer supporting rotate evenly. I've found their optimization settings work well and do end up showing the top performing ads. Rotate evenly doesn't always truly rotate the ads evenly either, so it is best to let Google's system do the optimization.

AD ROTATION

- ☐ **Optimize: Prefer best performing ads**
Ideal setting for most advertisers.
- ☐ **Optimize for conversions: Show ads expected to provide more conversions (Not supported)**
- ☒ **Rotate evenly: Show ads more evenly for at least 90 days, then optimize (Not supported)**
- ☐ **Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize**
Not recommended for most advertisers.

💡 This option is no longer supported. If selected, AdWords will optimize your ad rotation to prefer the best performing ads. [Learn more](#)

Save

Cancel

LOCATION TARGETING

Currently your campaigns target all of the United States, Nevada excluded. I would change that targeting to all 50 states. The reason for that is that if you target each state individually you can set bid adjustments by state. This allows you to bid more in states that perform well and less in those that don't. An example from below would be that you could bid higher in Texas which has a strong conversion rate, but less in Florida which has spend over \$600 without a conversion.

BID OPTIMIZATION

Currently most of your keywords still have the default bid. While Enhanced CPC is being used, it isn't adjusting bids on a lot of your keywords due to low conversion data (Enhanced CPC works by bidding more aggressive when it feels like you are more likely to convert. Without strong conversion data, it doesn't make as many adjustments). Bids should be adjusted to achieve better ad positions. A keyword like car dealership tracking devices seems highly relevant to your business, but it has an average ad position of 3 with very low traffic and no conversions. Bidding higher would bring more impressions and give the opportunity for that keyword to truly perform.

DEVICE BIDDING

<input type="checkbox"/>	Device	Bid adj. ?	Clicks ↓ ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?
<input type="checkbox"/>	Mobile devices with full browsers	- 25% ☑	413	24,944	1.66%	\$4.64	\$1,916.73	3.3	13.00	\$147.44	3.15%	13.00
<input type="checkbox"/>	Computers	+ 25% ☑	225	19,555	1.15%	\$7.31	\$1,644.53	3.2	1.00	\$1,644.53	0.44%	1.00
<input type="checkbox"/>	Tablets with full browsers	- 25% ☑	30	2,978	1.01%	\$4.52	\$135.49	3.0	0.00	\$0.00	0.00%	0.00
Total			668	47,477	1.41%	\$5.53	\$3,696.75	3.2	14.00	\$264.05	2.10%	14.00

In your current campaigns, device bidding is not set up very well. In the above example, computers are being bid up on, but only have had 1 conversions at a cost per conversion of \$1600. Below, computers are performing well, but not being bid up on at all. Bid adjustments on devices should be reviewed monthly and adjusted. There are often times when certain devices do perform better than others, so regular review to make sure you are capitalizing on the best performing devices is necessary.

Device	Bid adj. ?	Clicks ↓ ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
Mobile devices with full browsers	-- ☑	170	12,131	1.40%	\$4.83	\$820.94	3.4	5.00	\$164.19	2.94%
Computers	-- ☑	16	3,033	0.53%	\$4.27	\$68.39	3.8	2.00	\$34.20	12.50%
Tablets with full browsers	- 25% ☑	1	513	0.19%	\$4.43	\$4.43	4.0	0.00	\$0.00	0.00%
Total		187	15,677	1.19%	\$4.78	\$893.76	3.5	7.00	\$127.68	3.74%

AD SCHEDULING

Currently, most of your campaigns are set to run from 5am to 12am. I think there is some additional ad scheduling that should be implemented for improved performance. First, turning off ads from 11pm to 12am would make sense as there is a high cost and low conversion rate. Next, I would look at bidding up from the hours of 2pm to 7pm as those hours have the strongest conversion rates. I would want to test out a slight increase during those hours to see if it would lift conversions.

Hour of day	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate
2	7	40	17.50%	\$1.34	\$9.40	1.2	0.00	\$0.00	0.00%
3	13	39	33.33%	\$1.93	\$25.14	1.1	0.00	\$0.00	0.00%
4	11	67	16.42%	\$1.61	\$17.71	1.2	1.00	\$17.71	9.09%
5	150	12,997	1.15%	\$4.60	\$690.66	3.1	4.00	\$172.66	2.67%
6	191	15,829	1.21%	\$4.64	\$886.34	3.1	4.00	\$221.58	2.09%
7	260	18,626	1.40%	\$4.62	\$1,201.50	3.1	2.00	\$600.75	0.77%
8	232	20,185	1.15%	\$4.68	\$1,085.30	3.1	7.00	\$155.04	3.02%
9	254	20,346	1.25%	\$4.65	\$1,181.65	3.1	2.00	\$590.82	0.79%
10	293	21,886	1.34%	\$4.78	\$1,401.44	3.1	7.00	\$200.21	2.39%
11	296	22,266	1.33%	\$4.65	\$1,377.58	3.1	4.00	\$344.40	1.35%
12	276	23,031	1.20%	\$4.50	\$1,241.20	3.0	10.00	\$124.12	3.62%
13	312	23,048	1.35%	\$4.33	\$1,349.42	3.0	3.00	\$449.81	0.96%
14	292	22,747	1.28%	\$4.41	\$1,288.34	3.0	6.00	\$214.72	2.05%
15	340	22,960	1.48%	\$4.36	\$1,482.48	2.9	6.00	\$247.08	1.76%
16	362	24,069	1.50%	\$4.48	\$1,620.46	2.9	11.00	\$147.31	3.04%
17	346	24,548	1.41%	\$4.50	\$1,555.99	2.9	7.00	\$222.28	2.02%
18	334	26,194	1.28%	\$4.49	\$1,499.63	2.8	6.00	\$249.94	1.80%
19	350	25,122	1.39%	\$4.44	\$1,553.13	2.8	9.00	\$172.57	2.57%
20	304	21,634	1.41%	\$4.25	\$1,292.99	2.7	4.00	\$323.25	1.32%
21	205	16,088	1.27%	\$4.14	\$848.98	2.8	3.00	\$282.99	1.46%
22	148	12,754	1.16%	\$4.41	\$652.70	2.8	4.00	\$163.18	2.70%
23	135	9,971	1.35%	\$4.16	\$561.07	2.7	1.00	\$561.07	0.74%

CALL OUT EXTENSIONS

All the ad extensions are already set up and running in your account, which is great. The next step is making sure they are optimized and tested regularly. It's very easy with ad extensions to set them up, but never make any changes to them. With the Call Out extensions in your account, that's exactly what I see happening. There are only 2, when 4 to 6 are optimal for testing. They've never been changed. I would want to add more call outs and regularly test new ones. Ad extensions can really lift CTR and conversion rates.



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AGE & GENDER TARGETING

One area that has not been utilized is bid adjustments by age and gender. For Search, we can adjust bids based on gender and age, allowing us to pay less for users in demographics that are less likely to become a lead, and more for users who are more likely to become a lead. Based on your knowledge of who your customers are plus available data, we can make some initial adjustments and then adjust further over time.

Age range	Status	Bid adj. <small>?</small>	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small> ↓	Avg. Pos. <small>?</small>	Conversions <small>?</small>	Cost / conv. <small>?</small>	Conv. rate <small>?</small>
Unknown	Active	--	290	43,467	0.67%	\$4.89	\$1,418.77	--	4.00	\$354.69	1.38%
35-44	Active	--	104	3,337	3.12%	\$4.98	\$517.67	--	2.00	\$258.84	1.92%
45-54	Active	--	81	3,323	2.44%	\$4.92	\$398.34	--	2.00	\$199.17	2.47%
25-34	Active	--	79	2,990	2.64%	\$4.82	\$380.47	--	3.00	\$126.82	3.80%
55-64	Active	<input type="text" value="--"/>	55	2,016	2.73%	\$4.87	\$267.58	--	0.00	\$0.00	0.00%
65 or more	Active	--	38	1,371	2.77%	\$5.71	\$216.94	--	0.00	\$0.00	0.00%
18-24	Active	--	38	1,334	2.85%	\$4.32	\$164.00	--	1.00	\$164.00	2.63%
Total - eligible age ranges			685	57,838	1.18%	\$4.91	\$3,363.77	--	12.00	\$280.31	1.75%

AD COPY TESTING

In a lot of ad groups there are only 1 or 2 ads running. Google's current best practice is a minimum of 3 ads per ad group. It is also essential to always be testing new ads. Ad copy testing is one of the best and fastest ways to improve account performance. Ad copy testing is one of my areas of focus when optimizing campaigns. When I looked at the change history, very little ad copy testing has ever been done in your account. This would be one of the first areas to tackle.

KEYWORD EXPANSION

Keyword
auto fleet gps tracker
auto tracking device
dealer gps tracking device
enterprise fleet gps tracking
fleet gps tracking systems
fleet management tracking
fleet monitoring
fleet tracking device
fleet vehicle tracking
gps fleet management
gps fleet management solutions
gps fleet management system
gps fleet tracking companies
gps fleet tracking devices
gps fleet tracking systems
gps tracker for car dealers
gps tracking device for cars

Currently in your account, the number of active keywords are pretty limited. When I looked at the list, I felt like some of them were too broad and would be more appealing to a general consumer - not a business with a fleet of vehicles. I think there are a lot of keywords that could be expanded to to improve performance. Below is a short list of keywords I came up with minimal research. None of these are in or have been tested in your account. One of my first steps with clients is to review competitors and what terms they are advertising on, then to also do some additional keyword research. I want to make sure my clients are advertising on the most relevant terms and that they have strong keyword coverage.

KEYWORD MATCH TYPE

One area that is also currently lacking in your account is full match type coverage. In my experience, it is extremely important to cover all 3 of the below match types. They function slightly differently, and by adding 3 versions of each keyword to your campaigns, you get full coverage for that term. Your campaigns primarily use broad match modified or exact match. I would want to add in phrase match as I do think it brings in some different search queries that are not necessarily going to be picked up. Also, broad match modified can be too broad, so phrase is a great middle ground.

01

BROAD MATCH MODIFIER

Similar to broad match, expect that the broad match modifier option only shows ads in searches including the words designated with a plus sign (+women's hats) or close variations of them.

02

PHRASE MATCH

Ads may show on searches that match a phrase, or are close variations of that phrase, with additional words before or after. Ads won't show, however, if a word is added to the middle of the phrase, or if words in the phrase are reordered in any way. Designated with quotation marks ("women hats")

03

EXACT MATCH

Ads may show on searches that match the exact term or are close variations of that exact term. Close variations here may also include a reordering of words if it doesn't change the meaning, and the addition or removal of function words (prepositions, conjunctions, articles, and other words that don't impact the intent of a search). Designated with brackets, the keyword (women's hat) could show when someone searches on Google for "hats for women"

NEGATIVE KEYWORDS

Due to the high cost of CPCs in your industry, all search queries need to be evaluated closely, and all irrelevant terms need to be excluded. When I was looking at search queries, I found that a lot of them seemed to be informational - like “how to track a car GPS” or “how to track a stolen car without GPS”. A lot of these searches also seemed more like individual consumers than businesses. Currently, there are not many negative keywords being added to your account. This is another essential part of campaign optimization. Adding more negatives to your account would definitely be part of my first steps.

CONVERSION TRACKING

Your conversion tracking needs to be reviewed as there are a lot of conversion goals. I'd remove the irrelevant ones and make sure we are only looking at current and active conversion goals.

ON-SITE CALL TRACKING

Google offers a free service that can track calls from the number listed on your website. What happens is a code is placed on your site which replaces the phone number listed on your site with a different phone number that the provider can track. It is great as it gives additional insight into how your AdWords campaigns are performing. Since your clients or prospective clients will be working with you personally and probably will have a lot questions, I would imagine you'd be getting calls from new leads. Being able to track and attribute these users to AdWords would allow us to have a full picture on AdWords performance.



RETARGETING OPPORTUNITIES

We definitely need to review your current remarketing set up. It is possible to remarket to users via Google Search as well as on Google Display's network. I have found it very effective to remarket via Search to users who have visited your website, but not converted. If they then search for related terms, we can bid higher on those users as they are more likely to convert. We can target these users in separate campaigns, which then allows us to show them different ad copy.

AUDIT RECAP

To review, here are the areas I see for improvement and growth in your AdWords account:

- ✓ Minor campaign setting changes
- ✓ More detailed location targeting
- ✓ Improve bidding strategy
- ✓ Improve device bidding
- ✓ Addition of ad scheduling
- ✓ Optimization of ad extensions
- ✓ Addition of structured snippets extension
- ✓ Addition of Age and Gender bid adjustments
- ✓ Regular ad copy testing
- ✓ Expansion to additional, more relevant keywords
- ✓ Expansion to all keyword match types
- ✓ Expansion of negative keywords and close monitoring of search queries
- ✓ Review of conversion tracking
- ✓ Implement On-Site Call Tracking
- ✓ Create Retargeting lists and implement Retargeting for Search



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Thanks For Watching!