Excerpts from a PPC Audit Exercise:

The main observations after carrying out the account audit are as under:

1. **Campaigns**
   1.1   City/location specific campaigns need to be set up with corresponding key-phrases and ad copies. For example, there are lots of phrases containing terms like 'Sydney', 'Newcastle' etc. These are currently lumped with other generic keywords and ads
   1.2   Remarketing – 4 remarketing campaigns were active earlier for about a year. These converted at an average CPL of A$14. Need to restart these/create new remarketing campaigns.

2. **Keywords**
   2.1   In the few random campaigns that I reviewed, there are lots of redundant keywords which will make the management difficult. Its recommended that these be paused.
   2.2   Culprit keywords – A small percentage of keywords in all campaigns are converting at a much higher CPL than the better performing ones and are affecting the average CPL of the campaigns. These keywords are eating up almost 50-60% of the campaign spend. These should be paused/replaced.
   2.3   Duplicate keywords/Match type overlap – Currently most of the keywords are running in all match types. With a 3 year history, the best performing match type can be retained and the rest paused. Even if keywords run with more than one match type within the same ad group, the bids ought to be different. Currently the bids are the same across all match types for a particular keyword.
   2.4   The negative keywords list needs to be updated as some of the targeted keywords are being blocked by negative keywords.
   2.5   Keywords need to be harvested from the search terms used by the visitors over time and added to the relevant campaigns/ad groups.

3. **Ad Copies**
   3.1   A few random campaigns that were reviewed had the same heading across tens of thousands of ad copies with 2 variations in the description text. The ads need to be different in the campaigns and across ad groups
   3.2   Most of the campaigns have 2 ad variations. Its recommended that there be at least 3. With the present volume of impressions & clicks, the winners can be identified easily and these should be rotated more often. The low performing ones need to be churned out every 30-45 days.

    3.3   The last time new ad copies were created was in September'13. As mentioned in the above point, poor performing ads need to be replaced with new ads

    3.4   A high percentage of ads do not gather any impression and do not convert. In some campaigns this number is as high as 95%. This shows that we have redundant keywords & ad groups that aren't triggering the ads. Low bids are not the reason here.

4. Campaign Settings

    4.1   The current ad rotation settings need to be corrected

    4.2   The target audience settings need to be corrected

    4.3   The keyword matching settings need to be corrected

    4.4   The Ad scheduling needs to be optimized

5. Ad Extensions

    5.1   Sitelinks need to be corrected

    5.2   Location extension and callout extension need to be set up

6. Rules & Custom Alerts

    6.1   Rules need to be created

    6.2   Email notifications need to be set up

7. **Landing Page Variants –** This is something that can be planned out once the existing campaigns have been optimized. Location specific landing page variants can be created which the visitors will relate to better and it will also help lift the quality scores of the corresponding keywords.

8. This is not directly related to the campaigns but the site needs to be optimized for mobile devices

Besides the above, there will of course be other actionable areas that will be identified and acted upon.

Once the changes have been implemented, constant monitoring and ongoing optimization will bring down the CPLs and increase the conversions.

All the points mentioned above except creating new campaigns and ad copies can be acted upon immediately. Once the existing campaigns have been cleaned up, new campaigns and ad copies can be created.

The tools used to implement the changes will primarily be the Adwords Editor and spreadsheets. We can use online tools like 'spyfu' to gain insights to the competitors' keywords, ad copies etc. Custom alerts and email notifications will also be used to monitor the campaigns. Keyword diagnosis, Bulk edits, Spreadsheet tricks, Scheduled reports also help increase the efficiency.