



# Free Google Ads Account Evaluation

Simplify lead generation so you can focus on growing your business.

## FAQ

### How do we access the client/prospect Google Ads Account?

We link accounts via the Google Customer Identification Number (CID). Once the CID is shared with SearchKings, we initiate the link request and email instructions on how to accept the request.

### How long does an audit take?

Once accepted, we complete the account audit within 48 hours (two business days).

### What does the audit entail? What will SearchKings focus on?

Please review the information below.

## Account Evaluation Details

### Conversion Tracking

- Verify that tracking is correctly implemented for critical conversion points such as phone calls, form submissions, purchases, downloads, or sign-ups.
- Identify any issues with conversion tracking setup and provide recommendations for improvement.

## **Bid Strategy Evaluation**

- Assess bid strategies and review for performance. Are accounts running manual call-per-click (CPC) or enhanced CPC? Are they taking advantage of automated bidding strategies like target cost-per-acquisition (CPA) or target return on ad spend (ROAS)?
- Review bid adjustments for device, location, time of day, and audience targeting.

## **Budget Allocation Recommendations**

- Analyze budget allocation across campaigns and ad groups to ensure efficient use of spend.
- Identify top-performing campaigns and analyze budgets to maximize return on investment.

## **Matched Search Queries and Keyword Analysis**

- Review the list of matched search queries to understand the search terms that trigger ads.
- Analyze keywords and match types to identify traffic quality.
- Identify whether branded keywords are skewing performance and cost-per-lead (CPL) data.

## **Negative Keyword Identification**

- Review Negative Keyword lists across campaigns and ad groups.
- Analyze change history reports to identify negative keyword maintenance activities.
- Assess the performance of existing negative keywords. Are they effectively filtering out irrelevant traffic?

## **Geotargeting Optimization**

- Review geographic performance data to identify high-performing and underperforming locations.
- Discuss location bid adjustments to optimize by geographic region.

## **Campaign Structure and Ad Copy**

- Review the organization of campaigns based on factors like product/service categories, geographic locations, or campaign objectives.
- Ensure ad groups are tightly themed around specific keywords to improve relevance.
- Review assets and ad copy to ensure maximum exposure in search engine results (callout, image, phone and promotion extensions, site links, structured snippets and more).

## **Rank and Budget Impression Share Analysis**

- Evaluate the percentage of impressions ads receive compared to the total number of available impressions.
- Identify areas where ads are not showing due to low ad rank.
- Review historical budget utilization.
- Determine if budget constraints impact impression share and identify adjustments that maximize share across the account.