



# 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.