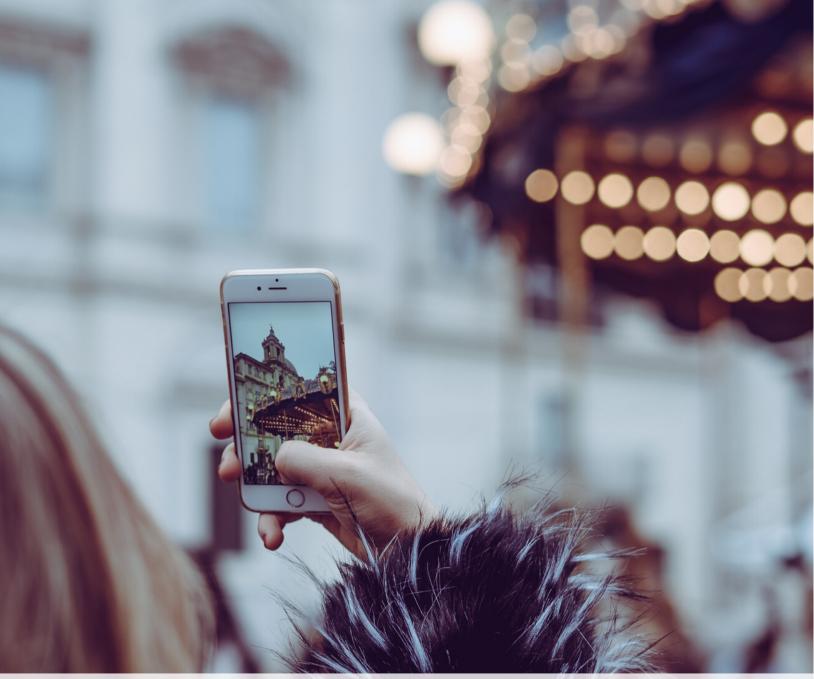JORDAN DIGITAL MARKETING

# FACEBOOK ADVERTISING SCORECARD

TAKE THE GUESSWORK OUT OF YOUR FACEBOOK AD ACCOUNTS

Use this guide as a template to help you conduct a Facebook Ads account audit. In each section we highlighted some of the main areas to look into. Take note of anything that needs to be fixed or opportunities for improvement or growth. Each item doesn't have to be in use for the account to run well, but they are items to consider.

This is a good exercise to go through if you're taking over an existing account or if you're managing an account that has plateaued. If another person or agency is managing the account, an audit like this is helpful to get an understanding of the current account status. Periodic checks are always a good idea to make sure your account is optimized as best as possible.

If you need any help or want us to conduct an audit for your account, reach out to us at Hello@JordanDigitalMarketing.com.

Happy auditing!

# ACCOUNT SET UP/STRUCTURE: _____/7

- ☐ Business Manager set up
- ☐ Facebook pixel installed on all pages of website
- ☐ Conversion events firing properly - standard and/or custom conversions
- ☐ Naming conventions make sense at campaign/ad set/ad levels
- ☐ Payment settings - 1 credit card per account
- ☐ Backup ad accounts created - no payment methods associated
- ☐ Facebook and Instagram accounts linked
- ☐ If applicable: Product Catalogs set up properly

**Notes:**

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# CAMPAIGNS: ___/5

- [ ] Campaigns broken up properly by categories - objective, traffic type, targeting, geo
- [ ] Correct objectives in use for campaign goals
- [ ] Campaigns for different traffic types to hit people in different stages of the funnel
- [ ] Conversion campaigns optimized for correct pixel conversion
- [ ] Budgets allocated in a way that makes sense for audience sizes and what's performing best

**Notes:**

# AD SETS: ___/7

- ☐ Each ad set in a campaign has the same ads
- ☐ Different targeting set up at ad set level
- ☐ 10 or less ad sets per campaign
- ☐ Ad set audiences within a campaign all in the same category
      ex: all lookalikes or all interests
- ☐ Language targeting set
- ☐ Location targeting set
- ☐ Intentional placement - ex. auto placements or FB/IG only or
  Stories only etc.

**Notes:**

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# AUDIENCES AND TARGETING: ___/7

- ☐ Website custom audiences in use for retargeting
- ☐ Lookalike audiences at different percentages in use
- ☐ Interest audiences in use
- ☐ Customer lists uploaded and kept up to date
- ☐ Exclusion audiences set up properly to avoid campaign overlap and excluding customers from campaigns
- ☐ Audience sizes - not too small and not too large for the budget
- ☐ Frequency not too high

**Notes:**

# ADS: ___/15

- [ ] Consistent URL parameters set for tracking
- [ ] Messaging different for different traffic types - ex: prospecting vs retargeting
- [ ] CTAs in ad copy or creative
- [ ] Testing multiple ad variations/combos in ad sets
- [ ] Responsive to comments on ads in a timely manner
- [ ] Creatives match the platform/placements - ex. specific creative for stories
- [ ] 1080x1080 size for image ads
- [ ] Text overlays used

- [ ] Different creative types in use
  - [ ] Single Image
  - [ ] Video - captions used?
  - [ ] Carousel
  - [ ] Stories
  - [ ] Lead ads
- [ ] If applicable: Dynamic product ads

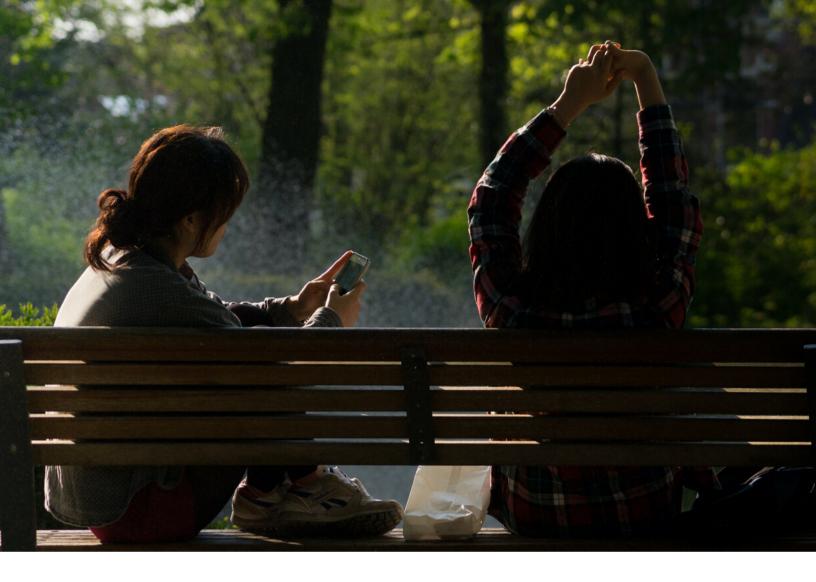**Notes:**

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# LANDING PAGES: ___/6

- ☐ Landing page relevant to the ad
- ☐ Optimized for conversions
- ☐ Privacy policy link in the footer
- ☐ Links to homepage/other pages on the landing page
- ☐ Mobile landing page speed above 70
- ☐ Desktop landing page speed above 85

**Notes:**

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# OVERALL SCORE: _____ /46

Notes: