

SEM SCORECARD



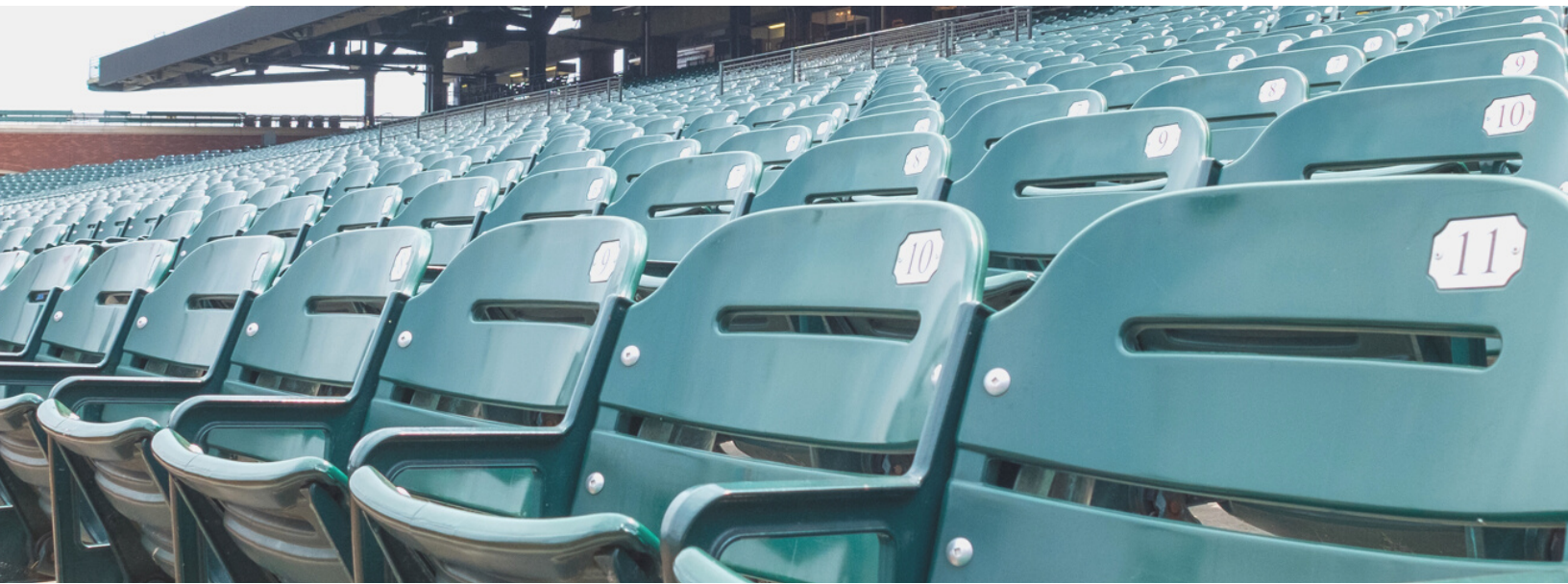
TAKE THE GUESSWORK OUT OF YOUR PAID SEARCH ACCOUNTS



Use this guide as a template to help you conduct a Google 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: ___/8

- Tracking template at account level
- Brand vs non-brand
- Campaigns broken up properly
- Conversion tracking set up in the account
- Using appropriate bidding strategies
- Correct location settings
- Google auto add suggestions turned off
- Language settings accurate

Notes:



KEYWORDS: ___/5

- High intent keywords
- Small keyword ad groups
- Search terms relevant
- Negative keyword lists in use
- No bleeder keywords running

Notes:



ADS: ___/7

- Ad copy relevant to ad groups
- CTAs in ads
- Expanded text ads
- Testing 3-6 ads per ad group
- RSA included
- DKI included
- Paths being used

Notes:



AD EXTENSIONS: ___/5

- Account wide ad extensions in use
- At least 6 sitelinks with descriptions
- Callouts
- Structured snippets
- Other extensions in use as is it makes sense for the account (call, location, affiliate location, lead form, price, promotion, app)

Notes:



AUDIENCES / RETARGETING / DISPLAY: ___/7

- Remarketing tag set up properly on site
- Display campaigns included
- Retargeting audiences set up properly
- Prospecting display
- Gmail campaigns
- Retargeting Lists for Search Ads (RLSAs) in use
- Observation audiences in use for search

Notes:



LANDING PAGES: ___/4

- Landing page relevant to the ad
- Optimized for conversions
- Mobile landing page speed above 70
- Desktop landing page speed above 85

Notes:



OVERALL SCORE: ____ /36

Notes: