

# GOOGLE ADS CHECKLIST

## Every 72 hours

- **Add extra (negative) keywords**
  - add negative keywords for unrelated searches
  - include long tail search terms as [exact match]

## Weekly

- **Identify keywords with ...**  
high CPC, high cost per conversion or status warnings and pause or remove them
- **Do any of the keywords have ...**  
a 'below first page bid estimate' warning, rarely shown due to low quality score' warning or 'low search volume' warning and make changes
- **Identify ads with ...**  
poor performance by conversion rate, poor performance by low quality score, poor performance by low CTR and make changes
- **Review ads**  
for ad strength (add or update until we get a good or excellent score), make sure Google has not applied any limited approvals, which could be affecting the visibility of the ad, make changes and re-submit disapproved ads
- **Check**  
potential new audiences to add, budget pacing, recommendations to implement or rejects, any keywords that can be added as phrase or exact match

## Monthly

- Check competitors**  
are there new competitors or have the current ones increased their budget?
- Optimise your ads**  
by evaluating the best performing headlines and test different landing pages
- Check Assets (extensions)**  
sitelinks, callouts, structured snippets, calls, lead forms, locations, affiliate locations, prices, promotions, images
- Check**  
Google Analytics data for time on page and if all conversion actions are working
- Improve keyword quality**  
by adding your targeted keywords to your ad copy and landing pages
- Identify locations**  
look for searches from non targeted locations and exclude these from the ads

## Every 90 days

- Search for optimisations under ...**  
hour of the day/ day of the week, demographics by age, gender, income, location, audiences
- Review**  
location performance and add bid optimisations (if required)
- For CPA goal**  
is the goal higher then the current performance? (If actual CPA is lower than CPA goal, the CPA goal should be reduced)
- Number of conversion**  
has the number of conversions stalled? (if no other reason can be found test another campaign goal)