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PAID SEARCH OPTIMISATION CHECKLIST

25 QUESTIONS EVERY MARKETER SHOULD ASK THE PERSON MANAGING THEIR PAID SEARCH



- 1.** Are our Google AdWords and Analytics accounts linked?
- 2.** How do we track online conversions? Do we track macro and micro conversions?
- 3.** What campaign strategy and ad group structure are we using and why?
- 4.** How do we organise our keyword match types and why?
- 5.** (For ecommerce) Are we running shopping campaigns?
- 6.** (For ecommerce) How have we structured our shopping campaigns and how are they optimised?
- 7.** (For ecommerce) How do we review and optimise our data feed?
- 8.** How do we review seasonality and market trends for our paid search accounts?
- 9.** How often do we perform competitor analysis?
- 10.** How often do we review paid search budgets across campaigns, accounts and networks?
- 11.** Have we explored and reviewed performance on all the relevant networks?
- 12.** What is our strategy for running ad copy testing and optimising ad copy as a result?
- 13.** Are all relevant ad extensions set up on our account...?
 - Sitelinks
 - Location
 - Call
 - App
 - Review
 - Callout

14. Have we expanded our sitelinks?
15. Do we have mobile specific ad copy and ad extensions for mobile users?
16. How often do we examine search query results for positive/negative keyword opportunities?
17. What is our strategy to manage keyword bids? Do we use manual bidding, bid strategies in Google AdWords or bid management software?
18. Which metrics do we use to review our keyword bids?
19. Do we have bid modifiers by...?
 - Time (day of the week and time of day)
 - Location
 - Device
 - Search remarketing
20. How have we segmented our audience lists for search remarketing?
21. Do we track offline conversions from online marketing? Do we import this data into our paid search accounts?
22. How do we identify areas in our accounts to optimise Quality Score? Do we track Quality Score?
23. What is our strategy for optimising paid search landing pages?
24. How do we factor campaign attribution into paid search analysis?

Gotten this far and still having trouble?

We have plenty more [resources](#) to help guide you through your PPC journey and, if you need it, you can always speak to us [directly](#).



EXPERTS IN SEARCH. SIMPLE.