RocketDog

Google AdWords Audit

client logo

Client's Company Name

Date Month Year

Key Metrics

mobile

1792 clicks

1.91% Conversion Rate

61.2 CPA

57.54% Market Share

tablet

511 clicks

1.96% Conversion Rate

46.74 CPA
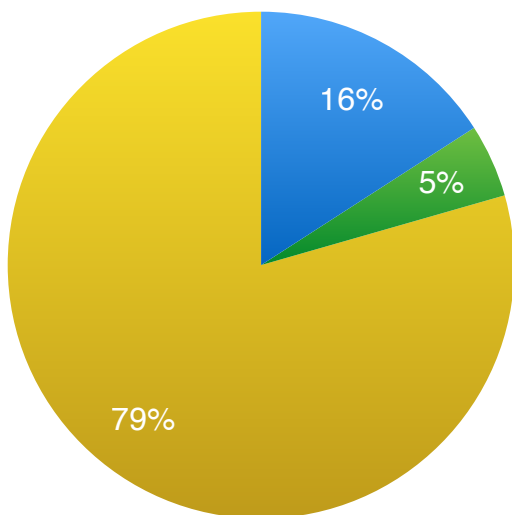
70.45% Market Share

desktop

3893 clicks

4.37% Conversion Rate

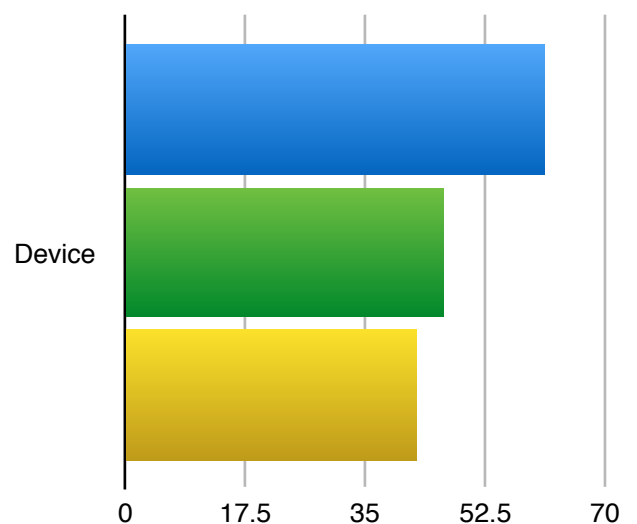**42.53 CPA**

75.86% Market Share

Sales by device

- Mobile
- Tablet
- Desktop

16%

5%

79%

CPA by device

- Mobile
- Tablet
- Desktop

Device

0   17.5   35   52.5   70

Your lowest CPA is on Computers with a value of 42.53. Mobile devices with full browsers have a CPA that is 44% higher. Consider applying a bid modification. Your lowest Conversion Rate is on Mobile devices with full browsers, with a value of 1.91%. The fewest clicks are coming from Tablets with full browsers at 511. Compare this to 3893 on Computers. Your market share is only 66.69%, there is room to grow. You could double your clicks by improving your average position.

Performance Overview

66.69%
market share

Improving market share based on current activity could lead to 30% more clicks and sales. Market share increase can come from bid modifications & more relevant ads.

7.26
Avg. Quality Score

Target Quality Score is 7. By improving quality scores, we could reduce average CPC's by 10%.

2.6
Avg. Position

The target ideal average position is 2.0. Reach an average position of 2.0 could see clicks almost double and impression share greatly improve.

3.46%
AVG. Conv. Rate

Increasing your conversion rate by 20% could lead to 43 more sales. Achieve this through ad messaging, keyword breakout and landing page relevance.

-£9684
Projected loss

Based on the last 3 months of data, key-words with no conversions & quality score of less than ideal would result in this maximum projected loss over 3 months.

+43 Conv.
Projected Conversions

This is based upon a 20% uplift in conversion over 3 months. By following the recommendations this would be achievable.

PPC Checklist

The PPC checklist is the foundation of any good AdWords account. There are right and wrong ways to structure AdWords accounts and then there are a set of configuration options worth ensuring you have enabled or set up correctly.

Each option on the checklist may not seem like much in isolation, but cumulatively, each option gives you the data to make better decisions for growth and optimisation.

Ad Extensions

Ad Extensions increase the amount of space your ads take up on users search results. By utilising all available ad extensions you can **increase your CTR and clicks by up to 20%**. Remember, ad extensions are only eligible to show in certain auctions. Therefore it is recommended to ensure you have them enabled on your best performing campaigns. For maximum impact, consider customising ad extensions for your best performing ad groups.

Conversion Tracking Installed

Conversion tracking is the single most important method for tracking ROI on your ad spend. It allows you collect vital data about your ad spend and performance. Don't forget conversion tracking is flexible enough to allow you to feed sales or leads values back into your AdWords. Make sure the tag is operational on your sales / lead complete page and if possible, feed the value of the sale / lead into the tag. **Our highly recommended tip** is to try and feed the sales / lead value back into the tag. This can have a significant impact on your ROI and the amount of sales you can drive to high value / popular products / campaigns.

Location Targeting Set Correctly

It is good practice to ensure you split out your campaigns based on your location targeting. Targeting multiple locations within one campaign mixes up CPA, Sales and Market Share data. By splitting out targeting you can tune bids, work on CTR, market share, average position and landing page optimisation much more effectively. The results can have a dramatic improvement on engagement and click prices

Budgets Set Correctly

Most advertisers don't realise their performance, clicks and sales are often limited by their budget constraints. After optimisation, adding keywords, ads or tuning negative keyword lists, more of the budget can be focused on what works. Once Google Search sees good performing keywords and ads, impressions can rise, clicks can rise and quality score may eventually adjust. The effect of this is; a lot more conversions and clicks, sometimes for a cheaper price. Remember to always ensure that your budget allows you to keep your ads running all day.

Network Targeting ✅

Google Search Ads allow you to target Google properties and also Google Search Partners. Always make sure you are opted in to the Search Partner Network. In some scenarios, such as brand policing or quality assurance you may wish to opt out of the Search Partner Network. In the majority of cases, opting in can yield up to 70% of all clicks. With optimisation this can also perform on par and in some cases better than Google.

Analytics Linked ✅

Google Analytics integration gives AdWords more points of optimisation. For example, you can import goals, you can share and populate Analytics re-marketing lists. Analytics re-marketing lists have more ways in which to segment data so they can really compliment Ad-Words re-marketing. Analytics can also share stats like bounce rate, time on site and page views down to a keyword level, all within AdWords. Having this data makes it much more effective when optimising keywords.

Re-marketing Pixel Set Up ❌

Most AdWords accounts that start using re-marketing for Search and re-marketing for display can generate up to 15% of their sales from this channel. 8%-10% is usually achievable without much effort. This can sometimes double with correct segmentation. Most marketers would love a +20% in sales or visits. The first step is to ensure the re-marketing pixel is set up. There are two ways to do this, one from within Adwords or two from within analytics via the analytics data capture tag.

Broad Modified Keywords ✅

Don't underestimate broad modified keywords. You may have read about them before and heard how they can help you with keywords discovery. They were a saviour back in the days where exact really was exact and broad was a wild goose chase. They are still our go to way of discovery and expansion. In some cases they can be your biggest sales drivers, especially when coupled with a good negative list at adGroup level and a set of CPA targets or bid segmentation.

Multiple Ads Running ❌

Running multiple ads (per ad group) is a simple way to increase traffic and performance, yet largely overlooked. In fact it is the single biggest driver of ad spend and performance, unless you have very very deep pockets and crazy margins. Google is a content network after all, it wants to see relevant and topical, fresh ads. Most advertisers don't even test multiple ads; and even if they do, they leave the winners to run, sometimes indefinitely. It's time to start testing again. The market changes, the competition moves on and even simple changes to the UI on Google properties impact CTR and potentially shift the balance to competitors. Ad testing does take up a lot of time, but this is where you win or loose. Ad's are responsible for your quality score, they are therefore responsible for your customer engagement, the amount of sales you generate, the overall number of visitors and ultimately how much you have to pay for all of that.

The Data - Introduction

Our data intelligence report will give you insights into your own data. This data will be broken down in sections, for example:

- Wasted spend

- Keywords that don't convert

- Keywords with low quality score

- Optimisation recommendations with negative lists

- Ad optimisations and more

This data will be based on the past 3 months of your own data if available, any projections made will be based on 3 months going forward.

The report will focus mainly on areas where improvements can be made. Our experience shows us, if you continually work hard to monitor and improve on the key reports outlined in this document you will start to win out over the competition, achieve market domination and reduce your CPC's in turn.

The focus on this report is not to highlight areas where your AdWords is winning. The successful AdWords accounts are ones which are able to have real insight into areas where spend and performance is wasted,

It is our job to identify the waste, make recommendations and actively implement improvements.

AdWords success is a cumulative effort. It starts with

1) Understanding how the system ranks you and your competitors

2) Using this understanding, you can identify waste and growth constraints

3) Then devising a plan to tackle waste & utilise all the relevant AdWords features, a long with the necessary skills to run and optimise AdWords for significant growth & potential market dominance.

We can deliver point 1 & 2 with this audit and we hope to work with you in the future to achieve point 3

Top Keywords No Conversions

One of the most significant reports, especially when running phrase, broad and broad modified keywords.

It is best practice to regularly check Search Term Reports. Due to data being fragmented, ensure that you look at this over a 30 - 90 day period. Look out for search terms that are generating clicks but no sales and add them as negative keywords to the relevant ad groups.

This is especially useful if your campaigns are nearing their budget caps. Even if it isn't near a budget cap, spotting trends and adding negatives can help refocus all of the budget on keywords and ads that work better.

Campaign	Ad Group	Keyword	Clicks	Cost
Example Campaign	Example Adgroup	[Keyword]	95	123.64
Example Campaign	Example Adgroup	[Keyword]	91	96.85
Example Campaign	Example Adgroup	[Keyword]	29	37.18
Example Campaign	Example Adgroup	[Keyword]	22	43.47
Example Campaign	Example Adgroup	[Keyword]	21	34.49
Example Campaign	Example Adgroup	[Keyword]	20	19.6
Example Campaign	Example Adgroup	[Keyword]	17	35.64
Example Campaign	Example Adgroup	[Keyword]	16	41.31
Example Campaign	Example Adgroup	[Keyword]	15	29.62
Example Campaign	Example Adgroup	[Keyword]	15	51.16
Example Campaign	Example Adgroup	[Keyword]	14	59.49
Example Campaign	Example Adgroup	[Keyword]	13	55.36
Example Campaign	Example Adgroup	[Keyword]	13	38.32
Example Campaign	Example Adgroup	[Keyword]	13	21.51
Example Campaign	Example Adgroup	[Keyword]	13	12.3
Example Campaign	Example Adgroup	[Keyword]	12	32.44
Example Campaign	Example Adgroup	[Keyword]	12	14.71
Example Campaign	Example Adgroup	[Keyword]	11	12.7
Example Campaign	Example Adgroup	[Keyword]	11	29.79
Example Campaign	Example Adgroup	[Keyword]	11	12.11
Example Campaign	Example Adgroup	[Keyword]		

Keywords with high AVG. CPA

Look at reducing your CPA's on these keywords to improve your ROI. Money wasted here could have been put into areas where growth is profitable.

You can also learn a lot from this data on how your customers are interacting with your UI/UX and sales messaging.

To improve CPA - you can look at investing time in improving your product offering, user experience, pricing and landing page experience. .

If CPC's are high but conversion rate is ok - have a look at ad testing; which can influence CPC's by a significant margin of up to 30%.

In summary, try to look at your CPA data by segmenting it logically. You will usually find that groups of keywords perform better with your brand and product offering. Logically split them out for better optimisation and better control over CPC's and resulting CPA's. E.g. don't combine buy and research keywords in the same AdGroup. Each need separate Ads and bids.

Campaign	Ad Group	Keyword	Clicks	CPA	Cost	Above CPA AVG.
Example Campaign	Example Adgroup	[Keyword]	731	58	805.3	126.09%
Example Campaign	Example Adgroup	[Keyword]	72	81	81.16	176.09%
Example Campaign	Example Adgroup	[Keyword]	119	107	532.77	232.61%
Example Campaign	Example Adgroup	[Keyword]	82	136	408.87	295.65%
Example Campaign	Example Adgroup	[Keyword]	29	135	135.12	293.48%
Example Campaign	Example Adgroup	[Keyword]	11	87	87.07	189.13%
Example Campaign	Example Adgroup	[Keyword]	342	69	549.09	150%

Impression Share

	Imression share	Lost due to Rank	Lost due to Budget
Impression Share Summary	66.69%	33.31%	0.00%

36.73% of your impression share was lost due to your Ad Rank. Improving your Ad Rank could result in 14,320 more clicks. This is based on your average CTR and your current total clicks. You can improve your Ad Rank by looking at your Quality Score information in detail. Key areas to focus on when improving Ad Rank are testing new ads to increase Ctr, focusing on Ad Relevance, ensuring your Ad matches your keyword and ensuring your landing page is also relevant to your Ad Text.

40.77% of your impression share was lost due to your budget being set too low. It is recommended you set your budget to 20% higher than your daily average to ensure on popular days you don't max your budget dropping potential clicks and conversions.

Top Vs Other

Type	Slot	Clicks	Ctr	Avg Pos	Avg CPC	CPA
Top Vs Other Summary	Google search: Top	5925	8.28%	2.1	1.61	45
Top Vs Other Summary	Google search: Other	217	0.71%	5.1	0.8	86

Google search: Top had the most number of clicks at 5925

Your lowest CPA came from Google search: Top with a value of 45

It looks like Google search: Top is consistently your best performing channel with the highest clicks and the best CPA

Your highest CPA channel is Google search: Other with a CPA value of 86. This is 191% higher than your best CPA of 45

Network Detail

	Network	Clicks	Ctr	Avg Pos	Avg CPC	CPA
Network Detail summary	Google search	6142	6.01%	3	1.58	45

It looks like you are only running Google Search for your Search only ads. Consider switching on Google Search Partners, in some cases it can boost your traffic, providing up to 70% of all of your clicks. Please note, quality my vary, we advise you keep an eye on the performance and compare.

Device Detail

Device	Clicks	Ctr	Avg Pos	Avg CPC	CPA
Tablets with full browsers	511	5.03%	3.3	0.91	46.74
Computers	3893	5.56%	2.3	1.86	43.04
Mobile devices with full browsers	1792	3.13%	2.9	1.17	61.2

You have a total of 13 campaigns with 3 desktop bid modifications, 8 tablet bid modifications and 8 mobile bid modifications. It looks like you don't have mobile and tablet bid modifications on some or all of your campaigns. Often mobile and tablet can perform differently than desktop. It is therefore recommended to ensure you have the correct bid modifiers set. This is usually done by looking at your CPA.

Keywords with low quality score

Quality score is a huge factor in deciding CPC's. Higher quality scores will reduce CPC & increase average positions.

It is advisable to work on low quality score keywords to ensure your threshold is always in the minority and the vast majority of keywords in your account are targeted with good CTR.

Campaign	Ad Group	Keyword	Clicks	Cost	Quality Score	Increase in spend over ideal QS
Example Campaign	Example Adgroup	[Keyword]	1	0.95	3	330%
Example Campaign	Example Adgroup	[Keyword]	1	2.41	3	330%
Example Campaign	Example Adgroup	[Keyword]	1	2.38	3	330%
Example Campaign	Example Adgroup	[Keyword]	1	2.1	3	330%
Example Campaign	Example Adgroup	[Keyword]	1	1.09	3	330%
Example Campaign	Example Adgroup	[Keyword]	1	1.05	4	280%
Example Campaign	Example Adgroup	[Keyword]	82	408.87	5	210%
Example Campaign	Example Adgroup	[Keyword]	63	94.61	5	210%

Ads with low CTR

Ads with lower CTR than account average

Simple Ad testing could lead to increased clicks and sales. A simple method for Ad testing is picking your top keywords and trying new ads and ad copy.

Campaign	AdGroup	Ad Headline	Ad CTR	Total Cost	Clicks	Clicks Increase	Sales Inc
iPad YO (IceBox)	iPad Generic (BM)	iPad Repair London - S	5.48%	666.44	489	+130	+7
iPhone - Generic (IceBox	iPhone - Generic - BM	Same Day iPhone Repa	4.83%	446.06	375	+164	+6
Damaged screen (IceBox	Generic	5* iPhone Screen Repa	2.23%	337.05	243	+515	+13
iPhone - Generic (IceBox	iPhone - Generic - BM	iPhone Repair in Londo	4.45%	279.7	226	+127	+3
iPad YO (IceBox)	iPad Generic (BM)	iPad Repair London	3.55%	300.54	206	+197	+9
iPhone - Generic (IceBox	iPhone - Generic - BM	Fast iPhone Repair in L	4.06%	246.99	191	+136	+5
iPhone - Generic (IceBox	iPhone - Generic - BM	Fast iPhone Repair in L	4.47%	255.14	187	+103	+3
iPad YO (IceBox)	iPad Screen (BM)	iPad Screen Repair in L	1.80%	132.32	158	+451	+14
iPad YO (IceBox)	iPad Screen (BM)	iPad Screen Repair in L	2.44%	159.93	152	+281	+17
iPad YO (IceBox)	iPad Screen (BM)	Same Day iPad Repair	2.57%	179.31	149	+253	+8
iPad YO (IceBox)	iPad Generic (BM)	5* iPad Repair London	3.09%	210.77	148	+185	+6
iPad YO (IceBox)	iPad Screen (BM)	iPad Screen Repair in L	2.35%	134.18	136	+266	+10
Damaged screen (IceBox	Generic	Same Day iPhone Scre	3.16%	89.71	89	+106	+2
iPad YO (IceBox)	iPad Screen (BM)	5* iPad Screen Repair L	1.78%	94.2	88	+254	+6
iPad YO (IceBox)	iPad Screen (BM)	Tablet Screen Repair in	5.03%	119.66	83	+32	+0
Damaged screen (IceBox	Generic	Fast iPhone Screen Re	3.63%	47.76	51	+46	+1
Damaged screen (IceBox	Generic	iPhone Screen Repair i	3.83%	45.49	47	+38	+0
iPhone - Generic (IceBox	iPhone Screen - Gene	5* Phone Screen Repai	4.10%	37.47	40	+28	+1
iPhone - Generic (IceBox	iPhone Screen - Gene	Phone Screen Repair -	4.66%	25.94	37	+18	+0
Damaged screen (IceBox	Generic	iPhone Damaged Scree	3.60%	24.61	31	+29	+0
Total Average CTR		6.94%					

Number Of Ads

Data suggests that running up to 4 ads can see an increase in clicks of between 15% and 20%.It is important to choose keywords with enough clicks to test new ads and also ensure your ad rotation settings are set to rotate evenly.

# of AdGroups	# of Ads	Recommended # of Ads	Extra Clicks	Extra Sales
309	337	1236	828	24

Adgroup Extension Check

Having extensions on your top performing ad groups can lead to an increase in CTR and improvements in conversion rates. Adgroup extensions give greater flexibility and more relevant messaging and can also offer the user more relevant options before they make an ad click.

AdGroup	Clicks	# Callouts	# Sitelinks	Extra Clicks	Extra Sales/ Conversions
iPhone - Generic - BM	1482	0	0	445	18
London	379	0	0	114	4
iPad Generic (BM)	1121	0	4		
iPad Screen (BM)	917	0	8		
Generic	862	4	12		
London	392	4	12		
iPad Screen (E)	65	4	12		
Generic	91	8	16		
Canary Wharf	45	8	16		
Generic	63	12	20		
Canary Wharf	44	12	20		
iPhone Screen - Generic - BM	77	12	20		
Tottenham Court Road	30	12	20		
Liverpool Street	38	12	20		
Liverpool Street	29	12	20		
iPad Generic (E)	16	12	20		
London Bridge	18	12	20		
Clapham	35	12	20		
City of London	12	12	20		
Oxford Street	17	12	20		

Search Term Data - Negatives

Search term data is the key to finding how your broad reach keywords are performing, giving you the insights allowing you to tune, expand and grow your clicks and sales.

This report shows all search terms where CTR is less than the ad group average.

In this case it is advisable to either negative match them completely, or load them up as exact match in another ad group. This will give better control over bid and messaging, especially if it is a high click keyword.

Search Term	Ad Group	Term CTR	AdGroup CTR	CTR % Lost
iphone repair	iPhone - Generic - BM	4.48%	5.02%	11%
apple iphone repair	iPhone - Generic - BM	4.55%	5.02%	9%
iphone repair near me	iPhone - Generic - BM	4.28%	5.02%	15%
iphone screen repair services computers &amp telecoms phone &amp tablet repair	London	6.40%	6.89%	7%
iphone repair london	London	6.99%	7.80%	10%
iphone 6 repairs london	London	6.45%	7.80%	17%
iphone 6 screen replacement london	London	6.12%	7.80%	22%
iphone 6 screen repair london	London	7.32%	7.80%	6%
iphone 6 screen repair	iPhone Screen - Generic - BM	3.38%	4.32%	22%
ipad air screen replacement	iPad Screen (E)	5.88%	12.70%	54%

Search Term Data - Positives

If search terms are leading to higher CTR & clicks than the ad group average, It is advisable to break these out into their own ad groups.This will give you greater control over bid, Ad copy and landing page relevance.

Below is a snippet of the top search terms with higher than adGroup average CTR. There are many more non branded terms like this in the account.

Search Term	Ad Group	Term CTR	AdGroup CTR	CTR Higher than AdGroup
repair iphone	iPhone - Generic - BM	8.26%	5.02%	164%
iphone 6 screen repair	iPhone - Generic - BM	7.69%	5.02%	153%
iphone glass repair	iPhone - Generic - BM	11.54%	5.02%	230%
iphone 5 repair	iPhone - Generic - BM	25.00%	5.02%	498%
iphone 5s repair	iPhone - Generic - BM	31.58%	5.02%	629%
iphone repairs ilford	iPhone - Generic - BM	35.29%	5.02%	702%
iphone 6s repair	iPhone - Generic - BM	10.45%	5.02%	208%
iphone repairs	iPhone - Generic - BM	5.45%	5.02%	108%
iphone 7 glass repair	iPhone - Generic - BM	40.00%	5.02%	796%
iphone repair in london	iPhone - Generic - BM	32.00%	5.02%	637%
iphone 7 repairs	iPhone - Generic - BM	9.52%	5.02%	189%
iphone screen repair	iPhone - Generic - BM	8.31%	5.02%	165%
iphone repairs london	iPhone - Generic - BM	16.22%	5.02%	323%
iphone repair service	iPhone - Generic - BM	44.44%	5.02%	885%
iphone 6s screen repair	iPhone - Generic - BM	21.43%	5.02%	427%
iphone repair london	iPhone - Generic - BM	7.57%	5.02%	151%
iphone 7 screen repair	iPhone - Generic - BM	10.09%	5.02%	201%
iphone 6 repair	iPhone - Generic - BM	11.98%	5.02%	238%
iphone 7 repair	iPhone - Generic - BM	14.29%	5.02%	284%
iphone 6 charging port repair	iPhone - Generic - BM	25.00%	5.02%	498%
iphone screen repairs	iPhone - Generic - BM	25.00%	5.02%	498%
ipad screen repair	iPad Generic (BM)	11.94%	4.80%	249%
ipad glass repair	iPad Generic (BM)	17.65%	4.80%	368%
ipad mini repair	iPad Generic (BM)	10.45%	4.80%	218%
ipad repair london	iPad Generic (BM)	11.39%	4.80%	237%

Search Term Data - No Sales

The report below highlights all search terms that are active but not leading to conversions.

It is advisable to negative match or bid adjust these terms before they start to exceed the target CPA.

Search Term	AdGroup	Cost
repair iphone	iPhone - Generic - BM	12
iphone 5 screen repair	Generic	5.24
iphone repair holborn	Holborn	10.78
iphone screen repair london	Generic	7.95
iphone 6 screen repair london	London	107.45
iphone repair oxford street	Oxford Street	20.53
iphone glass repair	iPhone - Generic - BM	10.47
ipad mini replacement screen	iPad Screen (BM)	4.24
iphone repairs	iPhone - Generic - BM	29.21
iphone repairs ilford	iPhone - Generic - BM	4.48
iphone 7 plus screen repair	Generic	13.22
repair iphone 6 screen	Generic	9.15
iphone 7 glass repair	iPhone - Generic - BM	7.04
canary wharf iphone repair	Canary Wharf	18.47
ipad screen repairs	iPad Screen (BM)	14.57
iphone screen repair near me	Generic	19.66
iphone 6 repair	iPhone - Generic - BM	30.48
ipad air replacement screen	iPad Screen (BM)	9
ipad screen repair near me	iPad Generic (BM)	9.72
iphone screen replacement london	London	37.89
iphone screen repair canary wharf	Canary Wharf	30.14
iphone screen repair canary wharf	Canary Wharf	25.43
iphone screen repairs	iPhone - Generic - BM	17.1
iphone 6s screen repair	Generic	21.45
iphone 6s screen repair	iPhone - Generic - BM	12.06

Low Landing Page Relevance

The following report highlights all keywords that have a low landing page relevance.

By looking at the landing page, content and relevance to your keyword, you can improve your landing page score and improve your overall quality score.

Keyword	Relevance	AdGroup
All looks good!		

Low Ad Relevance

The following report highlights all ads that have a low relevance to your keywords.

Look at trying new ads, more relevant ad copy and also look at ad group specific ad extensions to match your keyword theme.

Keyword	Relevance	AdGroup
+iphone +repair +westfield +stratford	Below Average	westfield stratford
iphone repair Oxford Circus	Below Average	Oxford Circus
iphone repair Fleet Street	Below Average	Fleet Street
+ipad +glass +replacement	Below Average	iPad Screen (BM)
iphone repair High Street Kensington	Below Average	High Street Kensington
iphone screen repair Hammersmith	Below Average	Hammersmith
iphone screen repair soho	Below Average	soho
iphone screen repair Clapham Junction	Below Average	Clapham Junction
iphone screen repair Old Street	Below Average	Old Street
iphone repair Waterloo	Below Average	Waterloo
iphone fix London	Below Average	London
iPhone 5S screen repair London	Below Average	London
iphone screen repair Moorgate	Below Average	Moorgate
iphone repair Covent Garden	Below Average	Covent Garden
iphone repair East London	Below Average	East London
iphone repair Victoria	Below Average	Victoria
iphone repair Bethnal Green	Below Average	Bethnal Green
iphone repair Fenchurch Street	Below Average	Fenchurch Street
iphone screen repair Victoria	Below Average	Victoria
repair iphone London	Below Average	London
iphone repair London Bridge	Below Average	London Bridge
fix iphone London	Below Average	London
iphone screen repair westfield stratford	Below Average	westfield stratford
Westfield iphone repair	Below Average	Westfield
+iphone +battery +repair	Below Average	Generic

Desktop Bid Modifiers

Heat-map data

This heat map shows when your users are most likely to covert (time and day). Try adding bid modifiers based on this data.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	-35.00%	-20.74%	-16.69%	-35.00%	16.19%	-35.00%	-34.05%
1	-35.00%	-35.00%	-35.00%	-35.00%	8.14%	-35.00%	-35.00%
2	-35.00%	-35.00%	-35.00%	-35.00%	14.19%	-35.00%	-35.00%
3	-35.00%	-35.00%	-35.00%	-35.00%	35.00%	-35.00%	-35.00%
4	17.25%	-35.00%	-35.00%	-16.68%	33.03%	-35.00%	-35.00%
5	11.25%	3.86%	9.58%	9.49%	4.63%	-35.00%	-35.00%
6	5.66%	17.32%	17.87%	11.93%	-6.01%	-35.00%	-35.00%
7	2.34%	23.71%	3.41%	1.60%	-5.96%	-35.00%	-35.00%
8	1.61%	15.59%	5.73%	-3.55%	-0.68%	-35.00%	-35.00%
9	0.83%	0.63%	-4.00%	-3.18%	4.59%	-35.00%	-35.00%
10	-2.36%	-3.69%	-12.67%	-2.00%	1.01%	-35.00%	-35.00%
11	-9.19%	-3.70%	-11.98%	-2.91%	-5.88%	-35.00%	-35.00%
12	-19.31%	-0.60%	-3.53%	-5.90%	-10.36%	-35.00%	-10.24%
13	-21.56%	-3.66%	0.08%	-9.45%	-15.16%	-35.00%	12.66%
14	-15.55%	-5.37%	-2.13%	-8.35%	-20.16%	-35.00%	31.84%
15	-8.20%	-5.05%	-6.69%	-3.60%	-22.06%	-35.00%	35.00%
16	-1.32%	2.99%	-15.62%	-1.85%	-26.42%	-35.00%	33.63%
17	1.26%	12.91%	-26.33%	0.27%	-35.00%	-35.00%	28.46%
18	-17.62%	16.55%	-27.63%	0.72%	-35.00%	-35.00%	14.53%
19	-35.00%	17.43%	-15.36%	-10.87%	-35.00%	-35.00%	2.39%
20	-35.00%	18.96%	-8.67%	-15.44%	-35.00%	-8.62%	-5.55%
21	-14.64%	20.76%	-7.06%	-9.44%	-35.00%	18.64%	-10.77%
22	14.51%	23.79%	-9.29%	-0.14%	-35.00%	-3.39%	-32.42%
23	24.76%	5.51%	-28.15%	10.90%	-35.00%	-16.97%	-35.00%

Overall CTR Performance

Heat-map data

This heat map shows Ad CTR by time & day.

By overlaying conversion data with poor ad CTR you can even switch off ads at certain times.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	5.99%	5.93%	7.10%	6.16%	6.10%	5.90%	5.87%
1	6.05%	5.78%	6.97%	6.03%	5.85%	5.27%	6.09%
2	6.33%	5.63%	6.28%	6.08%	5.77%	5.12%	6.55%
3	6.43%	5.53%	5.77%	6.21%	6.22%	5.95%	6.92%
4	6.02%	5.60%	5.64%	6.30%	6.44%	6.67%	6.31%
5	5.67%	5.53%	5.32%	6.08%	6.00%	6.07%	5.44%
6	5.12%	5.33%	5.17%	5.68%	5.60%	5.35%	5.17%
7	4.74%	5.21%	5.16%	5.41%	5.47%	5.17%	5.32%
8	4.67%	5.19%	5.20%	5.29%	5.41%	5.20%	5.56%
9	4.77%	5.22%	5.22%	5.29%	5.32%	5.14%	5.69%
10	4.91%	5.31%	5.23%	5.29%	5.26%	5.06%	5.77%
11	5.00%	5.41%	5.24%	5.25%	5.24%	5.09%	5.88%
12	5.05%	5.44%	5.26%	5.20%	5.26%	5.17%	5.96%
13	5.12%	5.34%	5.36%	5.16%	5.25%	5.18%	5.91%
14	5.20%	5.13%	5.47%	5.14%	5.19%	5.08%	5.72%
15	5.27%	4.98%	5.54%	5.13%	5.15%	5.08%	5.60%
16	5.36%	5.09%	5.57%	5.27%	5.14%	5.24%	5.69%
17	5.49%	5.47%	5.72%	5.61%	5.24%	5.49%	5.89%
18	5.77%	5.93%	6.09%	6.06%	5.56%	5.74%	6.01%
19	6.26%	6.26%	6.52%	6.48%	5.96%	5.84%	6.04%
20	6.78%	6.46%	6.92%	6.75%	6.25%	5.79%	6.15%
21	7.03%	6.56%	7.20%	6.89%	6.41%	5.72%	6.35%
22	6.85%	6.59%	7.15%	6.76%	6.45%	5.72%	6.41%
23	6.32%	6.82%	6.64%	6.41%	6.31%	5.77%	6.19%

Mobile Bid Modifiers

Heat-map data

This heat map shows when your **mobile** users are most likely to covert (time and day). Try adding bid modifiers based on this data.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	6.78%	0.21%	2.36%	1.28%	9.28%	-1.91%	-35.00%
1	1.40%	1.83%	-0.05%	0.27%	-1.76%	-0.67%	-35.00%
2	-16.81%	6.28%	-0.64%	0.35%	-15.61%	-33.53%	-25.46%
3	6.50%	-23.50%	1.49%	0.67%	-27.96%	-35.00%	6.82%
4	13.78%	-35.00%	3.99%	0.94%	-35.00%	-35.00%	9.21%
5	10.98%	-35.00%	-2.27%	2.73%	-35.00%	-1.76%	9.21%
6	4.69%	1.50%	-35.00%	5.47%	-35.00%	0.02%	-14.35%
7	-1.01%	1.70%	-35.00%	4.15%	-35.00%	-1.44%	-35.00%
8	-3.78%	-2.81%	-1.23%	0.54%	-12.95%	0.24%	-35.00%
9	6.47%	-3.98%	-2.44%	0.89%	-0.33%	12.93%	-20.48%
10	21.65%	-3.82%	-2.15%	7.68%	-4.11%	33.09%	12.59%
11	19.38%	-3.86%	-1.31%	12.53%	-5.22%	35.00%	14.70%
12	-0.87%	-3.89%	-3.94%	6.05%	-3.78%	20.04%	15.40%
13	-3.66%	3.30%	-4.54%	-5.40%	-2.79%	5.11%	18.01%
14	-3.39%	7.74%	-1.15%	-5.62%	-3.31%	5.16%	9.14%
15	-3.78%	4.25%	-1.04%	11.78%	-3.29%	3.27%	6.40%
16	-4.06%	-2.26%	-1.16%	35.00%	-2.33%	2.39%	-33.92%
17	-3.29%	-2.41%	-1.05%	35.00%	-29.60%	10.82%	-35.00%
18	-7.35%	-3.21%	-0.46%	24.80%	-35.00%	10.21%	-35.00%
19	-33.92%	-2.45%	0.13%	-2.40%	-11.66%	-0.37%	-35.00%
20	-25.46%	0.08%	0.18%	-0.60%	-2.69%	-3.11%	-35.00%
21	-31.86%	2.60%	0.87%	1.82%	-1.24%	-35.00%	-35.00%
22	-35.00%	4.14%	2.00%	1.88%	-0.19%	-35.00%	-35.00%
23	-35.00%	4.36%	2.18%	6.96%	-0.79%	-35.00%	5.42%

Tablet Bid Modifiers

Heat-map data

This heat map shows when your **tablet** users are most likely to covert (time and day). Try adding bid modifiers based on this data.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	9.28%	26.59%	24.04%	-10.45%	6.66%	13.33%	19.08%
1	5.28%	23.95%	24.00%	-13.27%	6.56%	14.92%	14.12%
2	-4.00%	24.29%	15.51%	-13.61%	6.88%	17.06%	8.68%
3	-22.31%	20.09%	0.96%	-10.71%	4.68%	16.87%	7.26%
4	-11.14%	15.37%	13.39%	-3.10%	2.55%	12.05%	5.81%
5	5.65%	11.47%	21.82%	0.46%	-1.36%	11.61%	4.49%
6	6.82%	6.55%	21.52%	-0.08%	-0.49%	10.69%	2.68%
7	1.33%	2.89%	11.99%	-0.99%	0.80%	10.90%	1.28%
8	-2.22%	-1.36%	0.47%	-1.55%	-1.54%	10.21%	3.35%
9	-3.05%	-4.57%	-5.55%	-3.05%	-4.28%	6.76%	5.83%
10	-2.58%	-5.84%	-8.05%	-4.82%	-5.78%	2.64%	7.74%
11	-1.31%	-5.30%	-8.68%	-6.13%	-5.65%	-0.16%	6.93%
12	-0.53%	-2.82%	-8.47%	-6.68%	-4.55%	-1.23%	5.19%
13	-1.16%	1.48%	-8.04%	-6.40%	-3.29%	-0.29%	4.53%
14	-2.36%	6.38%	-7.35%	-6.02%	-2.54%	2.67%	3.25%
15	-2.69%	9.52%	-6.48%	-5.50%	-3.72%	6.84%	2.12%
16	-1.58%	6.94%	-4.53%	-3.66%	-6.55%	8.90%	1.61%
17	0.33%	0.92%	-2.14%	0.49%	-6.25%	6.70%	1.62%
18	3.38%	-0.93%	-1.30%	4.49%	2.30%	2.71%	2.36%
19	4.96%	2.24%	-1.87%	5.52%	13.04%	0.40%	3.02%
20	2.60%	4.36%	-1.63%	6.34%	12.60%	3.62%	2.27%
21	0.93%	3.80%	-0.62%	10.29%	5.14%	11.62%	0.34%
22	11.15%	6.83%	-2.33%	14.01%	3.68%	18.15%	0.89%
23	25.40%	17.08%	-6.56%	11.06%	8.42%	20.93%	5.85%

Conclusion

Our aim with this report is to give you real, tangible advice, based on real data allowing you to spot insights that may help you shape your online marketing plans going forward.

Our key recommendations are:

- It doesn't look like you are producing any significant activity on the Google Display Network. You have the option to run re-marketing and to capture users that have fallen out of your conversion funnel which will assist your overall conversion process.

- Write new Ad Copy - try to ensure each Ad group is running around 4 ads at a time. We have found that running 4 ads, especially on popular ad groups can produce up to 20% more clicks.

- Pause Ads with high CPA's and check landing page relevance.

- 33.31% of your impression share was lost due to your Ad Rank. Improving your Ad Rank could result in 2064 more clicks. This is based on your average CTR and your current total clicks. You can improve your Ad Rank by looking at your Quality Score information in detail. Key areas to focus on when improving Ad Rank are testing new ads to increase Ctr, focusing on Ad Relevance, ensuring your Ad matches your keyword and ensuring your landing page is also relevant to your Ad Text.

- It looks like you are only running Google Search for your Search only ads. Consider switching on Google Search Partners, in some cases it can boost your traffic, providing up to 70% of all of your clicks. Please note, quality my vary, we advise you keep an eye on the performance and compare.

- You don't have mobile and tablet bid modifications set for some or all of your campaigns. Often mobile and tablet can perform differently than desktop. It is therefore recommended to ensure you have the correct bid modifiers set. This is usually done by looking at your CPA.

- Identify your top 20 low quality score keywords and look at writing new ads and increase bids to kick start their performance.

- Focus on creating good quality negative keyword lists. There are search terms being triggered by your broad / phrase keywords that are producing lower CTR than your ad group average. They are brining down your overall CTR and indicate your search term and ad relevance isn't as good as it could be.

- Consider breaking out more of your best performing keywords into more single keyword ad group structures. You have some high performance search terms which could benefit from more granular control on the bids and ad text.

- There isn't enough data by hour and by day to produce accurate heat map data. Therefore, we recommend waiting until more data is acquired before making bid adjustments.

Next Steps

Please contact me at **(your agency email contact)** to discuss any part of this Audit.

We offer an Optimiser package which tackles all of the key recommendations found in this Audit.

Our Optimiser package is eligible for a 20% discuss with this Audit.

This is an example audit
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