
██████████ AdWords Audit

Overview

The ██████████ AdWords account has been setup in a very broad and basic manner, leading to a large amount of irrelevant traffic and wasteful spend.

These recommendations outline the actions required to get the account back into shape, with every dollar driving qualified traffic to a specific goal.

Account Recommendations

To improve the account:

1. Create new campaigns separate from the main product campaigns, e.g. Brand, Competitors, Remarketing and Google Display.
 2. Split the existing campaign into several location based campaigns. Have one campaign each for Auckland, Hamilton, Wellington and Christchurch where the ██████████ are located. This will allow us to create specific location orientated ads for broad keywords such as "██████████".
 3. Create another campaign to target the rest of New Zealand for online sales.
 4. Currently tracking page views of the 'Stores' page and counting it as a conversion equal to that of an online sale.
 - a. The conversion type used is "Purchase/Sale" instead of "view of a key page".
 - b. Page view conversions should be weighted differently within Adwords, i.e. 20% of what an online purchase is worth.
 5. Conversion tracking code exists on both /contacts and /contacts/index page, whereas this code should only track actual enquiries, not views of the Contact Us page.
 6. No data with Google Analytics is attributable to paid search. Only eight visits to the website are from paid search since 1 January 2014.
 7. The Google Analytics account appears to be linked to the AdWords account of a previous agency ██████████ (instead of the current AdWords account ██████████)
 8. Campaign setting changes: Conversions are being tracked, but the campaigns settings are not configured to make the best use of this data.
 - a. Set ads to rotate indefinitely
 - b. Use enhanced CPC bidding
 9. Determine the acceptable cost to acquire a non-branded conversions, be it a sale, an online enquiry and a 'Stores' page view. Average order value is \$165.42.
 10. Expand use of ad extensions
 - a. Currently only four site link extensions are active. Create site links for 'Stores Near You and ██████████'.
 - b. 11 store locations are listed on the website, but only seven are used as location extensions.
 - c. No use of review extensions, despite several positive reviews being published on the web.
 11. Only one goal is setup within Analytics. Should be tracking views of the Stores page, email subscriptions, contact us enquiries and online sales.
 12. No remarketing lists are setup within AdWords, whereas there should be a list for every product category, with a full range of image and text ads relevant to each product category.
 13. No use of call tracking to track phone calls from paid search. If inbound phone calls are a significant source of conversions, then it would be worthwhile tracking these conversions.
-

Account
Recommendations
(continued)

14. Create a negative audience to exclude visitors who have made a purchase online within the last 30 days. This reduces the chance of advertising to searchers who have already brought in the last 30 days.
15. Only 48 keywords are used within the account, all of which are broad match. Replace with more controlled match types and use search query reports and analytics to expand the number of relevant keywords.
 - a. The use of one-word broad keywords such as [REDACTED] means that [REDACTED] ads is showing for a wide range of irrelevant searches such as "[REDACTED]" and "[REDACTED]".
 - b. Mine these reports for the keywords that are actually resulting in conversions such as "[REDACTED]".
 - c. Only seven campaign negative keywords are used within the entire account. Find which keywords are resulting in wasteful clicks and add them as negative keywords.
 - d. Create tightly themed ad groups with closely related keywords and tailored ads to increase CTR.
 - e. Optimise the campaign for the top converting keywords. Create new ads and ad groups to improve the relevancy of the ads for these keywords.
16. No use of mobile preferred ads. Given the amount of mobile traffic there should be two mobile preferred ads in each ad group with only 30 characters for the two ad description lines.
17. Not split testing new ads regularly. Some ad groups have only one ad running.
18. Not all products are being promoted, e.g. [REDACTED]. Create new ad groups to promote these product lines.
19. There is much room to grow the account. The small number of keywords used means that only 20.34% of the available impressions have been utilised.

Account Overhaul

[REDACTED] to implement recommendations one to 19, including monitoring the performance over the first 30 days.

Ongoing
Optimisation

To maintain the account and ensure the approximately [REDACTED] in monthly spend is spent in the most profitable manner, I recommend [REDACTED].

To grow the account, increase conversions and find out where the upper limit of sales revenue is from paid search, then [REDACTED].

Note that [REDACTED] of the [REDACTED] in online sales so far in 2014 have come from direct traffic and organic search. Most of the conversions from paid search are from branded searches. The strategy with paid search traffic should be to use it as a loss leader. The initial sale barely pays for the media spend, with the intention to make a profit over the lifetime of a [REDACTED] customer.

Other
Recommendations

Additional recommendations to acquire new customers:

1. Create a Bing.com PPC campaign with the conversion data from Google AdWords.
2. Seek out direct banner placements with the top performing websites that send high converting traffic to [REDACTED].
3. Setup Facebook remarketing to retarget visitors who did not convert via Facebook's right side column ads.