61-POINT OPTIMIZATION checklist

Wondering what will be going on behind the scenes to manage and optimize your campaigns? I follow proven SOPs (Standard Operating Procedures) that rarely fail, alongside Google Best Practices, that given enough time, testing and patience, produce results.

Coupled with clear communication, detailed instructions and exceptional collaboration, what is the result? Deadlines are met, campaigns are well-optimized and my clients are satisfied.

The below items are how I identify errors, capture opportunities and fix Google Ads campaigns. Here's a snapshot of some (not all!) of the things that I do on a weekly basis to make sure that all campaigns are well-optimized:

Account Settings & Recommendations
- Review Recommendations for any opportunities to improve campaign performance.
- Ensure that payment and account budgets are being met.
- Check for disapproved ads, products, etc.
- Review and Resolve any Policy issues or updates.

Conversions
- Monitor conversions for any anomalies that might indicate tracking issues.
- Analyze conversion performance, where they're coming from and identify any trends.
- Analyze for ROI trends, gains, losses.
- Review and Resolve any Policy issues or updates.

Call/Form Tracking
- Review call reports, lead reports and analyze relevancy and effectiveness.

- Perform spot-checks to see if calls are being answered properly, assess the quality of customer interactions, identify areas for improvement.
- Analyze conversion performance, where they're coming from and identify any trends.

Google Analytics / 3rd Party Tracking
- Review leads to understand traffic origins.
- Evaluate data like bounce rates, sessions, time spent metrics to assess user engagement.
- Compare performance across all traffic sources for marketing dollar allocation updates.
- Consider overall impact of Google Ads on business growth, even if immediate ROAS appears low.
- Analyze Conversions and identify any insights into product, target, audience performance.

Keyword Performance
- Identify underperforming keywords based on performance benchmarks.
- Review match types and consider adding additional keywords.
- Check keyword status for any potential issues, updates that need to be made.
- Run weekly search term reports and add negative keywords and investigate possible new keyword target opportunities.

Quality Scores
- Review quality score data for keywords and ads.
- Make keyword and/or ad updates to improve quality scores.
- Identify any landing page updates that could be made in order to enhance keyword targeting and improve quality scores.

Audience, Demographic, Location, Device Targeting
- Identify areas in Audience and Demographic targeting to identify areas for bid optimizations.
- Explore new audiences to add to observe, or target.
- Set/review bid adjustments for Audiences, and Demographics.

- Review Locations for high/low performance and opportunities to increase bids or exclude.
- Review performance for Devices for high/low performance and opportunities to increase bids or exclude.

Shopping (Standard or PMax) Campaigns

- Review product groups and identify products with low performance.
- If not subdivided, review individual products using the same benchmark criteria.
- Identify products with low conversion rates, low CTRs, low ROAS etc.
- Exclude underperforming products.
- Review performance to identify Audience & Demographic targeting bid updates.
- Explore new audiences to observe or target.
- Review insights to gain insights on audience behavior and adjust bids accordingly.

PMax (Performance Max) Campaigns

- Analyze key metrics for past 7, 30, 60 and 90 days.
- Monitor and identify changes or trends in these metrics.
- Identify categories with high/low conversion values. Consider custom segments, audiences.
- Explore any opportunities for new asset groups with custom segments.
- Review performance to identify Audience & Demographic targeting bid updates.
- Evaluate asset groups for performance.
- Identify patterns, trends, opportunities.
- Test new asset groups to target untapped segments.
- Consider supplementary campaigns to further target specific audiences.
- Review assets and remove/replace those that are low score for continued testing.

Display & YouTube Campaigns

- Evaluate CPC, CTR, CPM metrics and adjust bidding strategy if needed.

- Assess Audience performance in terms of Imps, Clicks and Conversions (depending on goal).
- Identify low and top-performing audience segments.
- Optimize to balance cost efficiency and reaching the right audiences.
- Review Topics, Placements etc. and prune based on performance benchmarks.
- Exclude irrelevant placements or low performance placements to improve targeting precision.
- Check for view-through or unaccounted for conversions and consider their impact on the campaign's performance.
- Optimize ad groups to maximum cost-effectiveness and most-relevant audiences.
- Review Display ads for any performance, approval or policy issues.
- Aim for Good to Excellent ad strength scores and make updates as needed.
- Check for any ad copy or image warnings and correct.
- Identify new Audiences to add to campaigns.
- Set bid adjustments for high and low-performing audiences.

Budget & Bid Optimization

- Review performance based on Impression Share data for any needed budget increases.
- Review collected data and determine if it's time to change or test the current bidding strategy for increased performance.