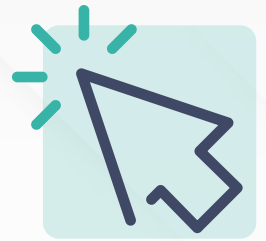# How to Conduct a PPC Audit

Conversion Tracking Settings

- ☐ Resolve Unverified or Inactive statuses with Tag Assistant
- ☐ Link PPC data to Google Analytics
- ☐ Ensure each account has a conversion tracking code
- ☐ Track website conversions, phone calls, app downloads, and any other actions
- ☐ Remove legacy tags
- ☐ Track order confirmations over home page visits

Account Structure

- ☐ Update keyword list
- ☐ Ensure ad groups have directly related keywords
- ☐ Add primary keywords to display URL and paths, as well as ad copy
- ☐ Ensure 15-20 keywords per ad group, but don't exceed 20
- ☐ Review query reports to find potential negative keywords
- ☐ Mix up keyword match types
- ☐ Add longtail keywords

Ad Content

- ☐ Ensure each ad has an ad extension (ideally three)
- ☐ Review automated ad extensions and remove low-performing ones
- ☐ Ensure sitelinks match ad page domain
- ☐ Ensure callouts are under 25 characters
- ☐ Add location extensions when relevant for local audiences
- ☐ Enable call reporting for phone call extensions
- ☐ Add image extensions
- ☐ Align ad extensions with business goals and situation

Sales Landing Pages

- ☐ Review geo reports
- ☐ Add IP exclusions
- ☐ Optimize locations for relevant audiences
- ☐ Add device targets where relevant (display and video campaigns)
- ☐ Add time settings where relevant with Google Ad Schedule
- ☐ Use remarketing campaigns for repeat visitors