

Introduction. Earn \$1.01 for every \$1.00 you spend on AdWords! It sounds simple but it's not. That said, there are specific steps you can take to get the details on your AdWords spend and your return on ad spend (ROAS).

Metrics Setup.

Decide whether you want to use only the AdWords conversion tracking code, or the Google Analytics tracking code. In general, using Google Analytics is preferred as you can then follow behavior on your own website "after the click."

You will use ☐ AdWords tracking code ☐ Google Analytics tracking

If AdWords, ☐ you have set up the tracking code and verified its implementation on our website via Google Tag assistant

If Google Analytics, ☐ you have set up the tracking code and verified its implementation on our website via Google Tag assistant

You have properly connected your AdWords account to your Google Account:

☐ Yes ☐ No ☐ To be done

Then –

☐ Inside AdWords, make sure it is receiving data!

☐ Inside Google Analytics, make sure it is receiving data!

Website Goals. Most companies have either eCommerce goals or web form sign up goals. You have -

- ☐ Connected eCommerce to Google Analytics
- ☐ Identified and set up goals in Google Analytics (“thank you” pages).
For a website form, you ☐ will ☐ will not define a monetary value,
and if so that monetary value per completed form is: \$_____

Lifetime Customer Value. Does it “make sense” to think of your LCV, in the sense that once they’ve found you, do they become a recurring customer? (If so, you can bid higher per click).

LCV:

- ☐ Make a lot of sense
- ☐ Makes some sense
- ☐ Does not make sense for us.

Thoughts / comments on your LCV:

Other goals to be defined and tracked:

- ☐ Call tracking ☐ Time on Site ☐ Other: _____

SEARCH NETWORK METRICS

Spot Checking Your Ads. On a daily, weekly, or monthly basis, you want to “spot check” your ads using the SERPS tool and/or the Google AdWords Preview tool to verify that when you enter a keyword you see your ad(s).

- ☐ You have verified your ads are running vs. your keywords
- ☐ Oops, there is a problem; you are NOT seeing your ads. (Debug why!)

Easy Performance Metrics. On a daily, weekly, or monthly basis, you want to “spot check” your ads inside of AdWords. Are they running? For each Campaign, Ad Group, Keyword:

- ☐ **SIS / Search Impression Share:** You want 85% or higher.
- ☐ **Position Metric.** Aim for between 3-4, but < 4 at all times.

Other Metrics:

Clicks: More is better

Impressions: more is better

CTR: higher is better

Cost: Less is better (assuming other metrics are met).

Cost per click: less is better (reduce / optimize)

Cost per conversion: less is better (reduce / optimize)

Keyword Dogs and Winners. On a daily, weekly, or monthly basis, you want to dig into your keywords, and look for “dogs” and “winners”

☐ **Dog keywords:** low impressions, bad click thru rates, bad conversion rates, indicate not your customer or something else is wrong (poor ad text, poor landing page experience).

- ☐ Fix them. Debug what’s wrong (e.g., badly written ads), and fix it.
- ☐ Kill them. Decide it’s not a good keyword, and terminate it.
- ☐ Look for negative keywords to improve performance, and add them.

☐ **Winner keywords:** high impressions, good click thru rates, good conversion rates, etc. “You’re making money!”

- ☐ Maximize SIS, so that the keyword runs full blast (> 85% SIS).
- ☐ If really good, pull OUT the winning keyword into its own SPECIAL AD GROUP and micro-manage its performance.

Conversion Metrics. Assuming you have robust conversion tracking (either eCommerce or defined Web form goals), dive into both Google AdWords and Google Analytics to research “what’s converting” and “what’s not,” and why.

Best Converting Keywords are:

Worst Converting Keywords are:

Best / Worst:

Campaigns:

☐ Best: _____

☐ Worst: _____

Why?

Ad Groups:

☐ Best: _____

☐ Worst: _____

Why?

Ads:

☐ Best: _____

☐ Worst: _____

Why?

DISPLAY NETWORK METRICS

Spot check your placements. Look for “star” and “dog” placements on the Display Network, as measured especially by conversions. Do this not only for the Display Network but also for YouTube, if you are running on YouTube.

Star Placements are:

(Consider breaking them out to a specific placement-targeted Ad Group)

Dog Placements are:

(Consider blocking them / adding to negative placement list)

Best / Worst:

Campaigns:

☐ Best: _____

☐ Worst: _____

Why?

Ad Groups:

☐ Best: _____

☐ Worst: _____

Why?

Ads:

☐ Best: _____

☐ Worst: _____

Why?

Targeting Methods. On the Display Network you can target not only by keywords but by placements, In-market audiences, etc. Which targeting methods are your best performers, as measured by conversions. Why?

Best performers, and why:

Worst performers, and why:

Obviously “Let your winners run, and kill your dogs” applies to targeting methods as well. So if you can’t fix a “dog” targeting method, “kill it.”