THE ULTIMATE GOOGLE ADS CHECKLIST FOR KITCHEN AND BATH BUSINESSES

AUDIT YOUR PPC ACCOUNT IN 10 MINUTES OR LESS

LEAD GENERATION FOR KITCHEN & BATH REMODELERS

AUDIT YOUR PPC ACCOUNT

A healthy PPC account can make a huge difference for your Kitchen and Bath business. Managing every aspect of your AdWords or Display campaign can seem like a complex endeavor, but you can increase your chances for better returns and higher click-throughs by taking a few minutes and gauging the health of your account.

When you complete this quick series of yes/no questions, you'll have a better picture of your current status. This will be the foundation that leads to new opportunities and crucial campaign improvements

The goal is to implement these recommendations into your existing Ads account so you can bring in more remodeling and renovation leads to your Kitchen and Bath business.

AUDIT YOUR PPC ACCOUNT

STEP 1: ACCOUNT SETTINGS & CAMPAIGN PRE-LAUNCH

These elements apply to your overall account and help lay the groundwork for a great campaign.

Yes   **No**

○ ○   Have conversions been set up for the account?

○ ○   Has the tracking code been placed on the website?

○ ○   Do your campaigns have a clear naming convention, making it easy to understand what product, which network, and/or which location is being targeted?

○ ○   Have you linked your Google Analytics account to your PPC account?

○ ○   Have you created custom bid strategies?

○ ○   Are you using remarketing?

○ ○   Are you tracking incoming phone calls using unique phone numbers?

○ ○   Have you analyzed what your competitors are doing? Analyze what your competitors do in terms of PPC for similar topics you're going after. Check out their ads in Google, look for keywords they're going after, and think about what you could be doing differently to attract even more visitors. It's essential that you don't simply estimate your competitor's strategies. Instead, thoroughly analyze your competitors' PPC work. For extra help, consider using competitive intelligence tools like SEMrush.

○ ○   Have you defined your goals? Define your campaign goal and set an expected metric to hit. Defining goals will help you to determine how successful your campaign was. Is your goal to increase your subscriber list, sales, or sign ups? Be specific.

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STEP 2: CAMPAIGNS

Your individual campaigns can be optimized to deliver better returns.

Yes **No**

◯ ◯ Are you using the correct network for the campaign?

◯ ◯ Have you split your Display Network and Search Network into two separate campaigns?

◯ ◯ Are your campaigns organized and defined? Separate campaigns should be built based on a number of factors that depend on your product, website, and goals. For example, you might need to split campaigns by Region, Language, Goal, or Brand vs. Non-Brand keywords. When in doubt, mirror the structure of your campaigns with how your website is set up!

◯ ◯ Are you using the best bid type for your goals?

◯ ◯ Are you using ad extensions? Get the most out of your spend and include every ad extension that is relevant to your business (like location, telephone, address, etc.). Google can add up this information to each of your ads when showing them to users at no additional cost to you.

◯ ◯ Are you targeting the correct locations for your customers?

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STEP 3: THE KEYWORDS

Zeroing in on the right keywords requires effective research and testing.

Yes **No**

◯ ◯   Are higher-performing keywords in an average position of 3 or higher?

◯ ◯   *If so, can you afford to increase those bids?*

◯ ◯   Are your keywords' match types (broad, exact, phrase) giving you unwanted impressions?

◯ ◯   Are you including negative keywords?

◯ ◯   Do your keywords focus only on branded terms?

Are your keywords delivering:

◯ ◯   Lots of traffic but low conversions?

◯ ◯   Good conversions, but low traffic?

◯ ◯   Low traffic and few conversions?

◯ ◯   Plenty of traffic and solid conversions?

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STEP 4: AD GROUPS

Tying your account to the right keywords – and the right number of keywords – is crucial.

Yes   No

○   ○   Do you have more than 20 keywords in any of your ad groups?

○   ○   *If so, can you split up those keywords into more granular ad groups?*

○   ○   Do your ad groups have clear names to identify which keywords are contained in them?

○   ○   Could any of those ad groups become their own campaign for increased budget control?

○   ○   Do your keywords focus only on branded terms?

STEP 5: THE ADS

What you say, and how you say it, can have a big impact on the success of your campaign.

Yes   No

○   ○   Are you taking advantage of the Expanded Text Ads feature?

○   ○   Have you enabled all relevant ad extensions such as Sitelinks, Callout, Structured Snippet, or Review extensions?

○   ○   Are you running A/B tests with your ads in order to optimize your ad copy?

○   ○   For your Display Network campaigns, are you running custom image ads or taking advantage of Google's image ad creator rather than just text ads?

○   ○   Does the ad text convey value?

○   ○   Are you still running ads for expired offers or out-of-stock products?

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STEP 6: QUALITY SCORE

While it can be difficult to know exactly what contributes to a higher Quality Score, we can say that these are important parts of it.

Yes   No

○ ○   Do your ads connect to an effective landing page?

○ ○   Does that landing page convert visitors well?

○ ○   Are you grouping campaigns and ad groups?

○ ○   Is your ad text just a few keywords?

STEP 7: ONGOING MAINTENANCE

PPC is not a "set it and forget it" kind of thing. Long-term success comes from regular maintenance, tes and upkeep.

Yes   No

○ ○   Have you looked at your account settings in the last month?

○ ○   *The last 4 months?*

○ ○   Have you tested new ad text on underperforming ads?

○ ○   Have you done a site search report to find new keyword opportunities?

○ ○   Have you set up an ad rotation?

○ ○   Are you hitting your budget cap too quickly?

○ ○   *Not at all?*

○ ○   Are you hitting your budget, but not getting traffic that converts?

○ ○   Have you shifted your budget around different keywords?

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WEEKLY CHECK-IN

Yes **No**

○ ○ **CHECKING AND RESEARCHING KEYWORDS**

Monitor which keywords are still performing well and which should be replaced with new ones. If a campaign, ad group, or keyword doesn't perform, don't waste money waiting for it to work. Instead, adjust your campaigns for new keywords that perform better.

○ ○ **CREATING NEW ADS/REPLACING POOR PERFORMERS**

Analyze campaign performance and replace poor performing ads with new ones. Glean your learnings from top-performing ads and incorporate what worked well into your adjusted ad campaigns.

MONTHLY CHECK-IN

Yes **No**

○ ○ **REVIEW THE PERFORMANCE DATA**

Analyze how well your ad campaigns performed. Did they hit or miss goal? What were your learnings, wins, missed opportunities, and continuing experiments? In the future, use your learnings to revise future campaign parameters and determine trends to create performance reporting.

○ ○ **REFINE YOUR LANDING PAGES**

Do you have some ad campaigns with high click-through-rates and low conversion rates? Analyze what might be creating low conversion rates on your landing pages and make amendments to improve your ad strategy with better content.

○ ○ **ADJUST AUDIENCE AND GEO TARGETS**

Analyze the performance of your target audience, location, and device settings. If you experience low click-through rates, for example, try adjusting your target audience, location, and other audience targeting settings. An ad that works well in one region might not work well in another. Get specific before going broad so you can analyze different audiences most effectively.

HAVE A FEW TOO MANY CHECKS IN THE "NO" COLUMN?

Boost business with kitchen & bath remodeling leads

Get effective Google Ad management services

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