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# [SOP] Google Ads Optimisation Checklist

## Every 72 hours:

- ☐ **Monitor Budget & Spend:** To ensure you're not exceeding or underutilizing your budget.
- ☐ **Check Ad Position and Impression Share:** To maintain visibility and maximise click potential.
- ☐ **Pause Poor Performing Keywords:** To optimise ad spend and focus on what brings results.
- ☐ **Review Quality Score:** Impacts your CPC and ad rank, so it's crucial for ROI.
- ☐ **Click-Through Rate (CTR):** A primary indicator of ad relevance.
- ☐ **Check Conversions:** To gauge the effectiveness of your keywords and ads.
- ☐ **Error Checks:** To maintain the integrity and delivery of your ads.
- ☐ **Conduct a search term audit:** To identify new keyword opportunities and irrelevant keywords.
- ☐ **Add extra long-tail search terms:** These can have higher conversion rates.
- ☐ **Identify poorly performing keywords:** To pause them or adjust your strategy.
- ☐ **Add extra negative keywords:** To avoid unnecessary costs from unrelated searches.
- ☐ **Review match types:** To fine-tune the specificity of keyword triggering.

## Weekly:

- ☐ **Search Query Report:** To discover new keywords and add negatives.
- ☐ **Landing Page Performance:** High bounce rates or low time on site can affect ROI.
- ☐ **Device Performance:** Different devices have different conversion metrics.
- ☐ **Geographic Performance:** To adjust bids for locations that perform well or poorly.
- ☐ **Ad Extensions:** Enhance CTR by providing more information.
- ☐ **Bid Adjustments:** To focus on high-performing elements.
- ☐ **Budget Pacing:** To ensure you don't exceed your monthly budget.
- ☐ **Review ads by ad group:** Different ad groups may require different approaches.
- ☐ **Identify poor-performing ads:** To refine or replace them.
  - ☐ **Conversion Rate**
  - ☐ **Low-Quality Score**
  - ☐ **Low Click-Through Rate (CTR)**
- ☐ **Review ad strength:** A "Good" or "Excellent" score typically leads to better performance.
- ☐ **Conduct ad copy split testing:** To determine the most effective ad copy.



- ☐ **Identify low scores:** A low-quality score increases CPC and decreases ad rank.
- ☐ **Search for possible optimisations:** Bidding isn't one-size-fits-all; custom adjustments can improve efficiency.

### Monthly:

- ☐ **Monthly Report:** To summarise performance and set new goals.
- ☐ **Trend Analysis:** To spot any long-term changes in performance.
- ☐ **Keyword Expansion:** More keywords mean more opportunities.
- ☐ **Seasonal Adjustments:** Different times of year may require different strategies.
- ☐ **Competitive Analysis:** Knowing your competition helps you stay ahead.
- ☐ **Performance Benchmarks:** To evaluate the ROI of your campaigns.
- ☐ **Call extension report and conversion actions:** To ensure accurate conversion tracking.
- ☐ **Exclude non-targeted locations:** To avoid spending where you don't want to.
- ☐ **Review goals:** Ensure they align with current business objectives.
- ☐ **Budget pacing checks:** Ensure you're on track with your financial planning.

### Quarterly (Every 3 Months):

- ☐ **Quarterly Strategy Review:** To reassess and realign your advertising strategies with your business goals.
- ☐ **ROAS and ROI Analysis:** A deep dive to ensure you achieve your desired return on ad spend and overall investment.
- ☐ **Campaign Structuring:** To potentially reorganise campaigns for better manageability and performance.
- ☐ **Advanced Bid Strategy Testing:** To explore whether different bidding methods could yield better results.
- ☐ **Quality Score Deep Dive:** An in-depth analysis can reveal opportunities for significant improvement.
- ☐ **Review system-generated recommendations:** These are generated based on your account activity and performance. Implementing or rejecting these can have significant impacts on your campaigns.
- ☐ **Check all landing pages:** Broken landing pages or slow load times can lead to wasted ad spend and lower Quality Scores.
- ☐ **Check all ads for limited approvals:** Google may limit ad visibility due to policy or other issues. It's crucial to know if your ads are being negatively impacted.
- ☐ **Review new potential audiences:** As your business grows or changes, new audience targeting opportunities may arise that you can capitalise on.
- ☐ **Review and update ad extensions:** Ad extensions are not set-and-forget. They can become outdated and less effective if not regularly reviewed and updated. This includes:
  - ☐ Call Extension
  - ☐ Price Extension
  - ☐ Image Extensions



- ☐ Callout Extensions
- ☐ Sitelink Extensions
- ☐ Location Extensions
- ☐ Lead Form Extension
- ☐ Promotion Extension
- ☐ Affiliate Location Extensions
- ☐ Structured Snippet Extension

**Annually:**

- ☐ **Annual Performance Review:** To analyse year-over-year trends.
- ☐ **Budget Planning:** To align with long-term business goals.
- ☐ **Annual Strategy:** To set the stage for the following year's objectives.
- ☐ **New Features:** Google Ads updates frequently; keep up to date to use the platform to its fullest.