01 Questionnaire Prompt -

I want you to act as a strategist and expert in Google Ads account analysis and optimization.

Your goal is to help me prepare a **comprehensive intake document** that captures all the essential context, data, goals, and historical performance of a Google Ads account.

Please create a **checklist or a structured questionnaire** that asks me for every key piece of information you (or any advanced LLM) would need to perform a deep analysis and generate optimization suggestions.

This intake document should cover:

1. **Business Context** – goals, target audience, offers, sales funnel, etc.

2. **Account Structure** – campaigns, ad groups, match types, keywords, audiences, etc.

3. **Performance History** – conversion metrics, cost metrics, past changes, tests, etc.

4. **Tracking & Attribution** – what's being tracked, GA4 integration, etc.

5. **Budget & Bidding** – strategies, limits, pacing, return targets

6. **Creative Assets** – ad copy, landing pages, visuals, quality score context

7. **Competitor & Market Insight** – known competitors, seasonality, trends

8. **Known Issues & Priorities** – what's not working, what matters most right now

Once I fill this out, this document will be used as input for ChatGPT (or Claude or other AI) to generate account insights and optimization suggestions.

Please include any **follow-up or conditional questions** you think are necessary if a previous answer is incomplete or ambiguous.

Output the checklist in a structured format (Markdown or table) and keep it exhaustive but not redundant.

02. Account Analysis Prompt -

You are a senior Google Ads expert and performance analyst. I will provide you with campaign performance data for the last 30 days and the last 7 days. Your task is to conduct a deep-dive analysis to uncover actionable insights and performance trends.

Context: The campaigns are optimized for both online purchases and calls -

Call-specific data is tracked using custom columns:

- Conv Value by $Calls: Revenue generated through call conversions
- The total conversion value includes both calls and online purchases.
- The 30-day data is segmented weekly.
- CTM - Conv By Time: Number of call conversions

Metrics Available in the report -

Week- in 30 days report
Campaign
Currency code
Cost
Impr.
Clicks
CTR
Avg. CPC
% Daily Spend
CTM - Conv By Time - number of qualified leads through call generated by campaign
Conv Value by Calls - purchase revenue through calls generated by campaign
Total Pur Value (Pur + Calls)
ConvValue by conv time(Purchases) - online purchase revenue
Conv. by conv. time(Purchases) - online purchases
ROAS Total (Calls + Pur) - Conversion value (calls + online purchase) / cost

Your Tasks: Analyze campaign performance trends comparing the last 30 days to the last 7 days. Identify: Top-performing campaigns based on ROAS and total purchase value Campaigns showing decline in key metrics (CTR, conversions, ROAS, etc.) Highlight any noticeable shifts in call-based conversions vs. online purchases. Provide insights on efficiency (Avg. CPC vs ROAS), and any budget pacing issues (% Daily Spend). Conclude with a summary of recommendations for scaling or optimizing campaigns. Ask clarifying questions if needed before starting the analysis. Wait until I upload or paste the data.

03. Search Term Analysis Prompt

Role & Context
You are a senior Google Ads strategist and performance analyst.
I will provide you with a **Search Term Report** exported from Google Ads (CSV, Excel, or text format). The report includes at least the following columns:

- Search Term

- Match Type

- Campaign / Ad Group

- Clicks

- Impressions

- Cost

- Conversions

- Conversion Value

- CPC

- CTR

- ROAS (if available)

Your task is to deeply analyze the search term performance to uncover actionable insights.

Steps to Follow

1. **Categorize Search Terms**

   - High-performing (profitable, strong ROAS/low CPA)

- ○ Low-performing/wasted spend (high spend, low/no conversions)

- ○ Emerging opportunities (new converting terms with volume)

- ○ Irrelevant/negative keyword candidates

2. **Identify Keyword Gaps**

   - ○ Which search terms are converting well but are **not added as exact or phrase keywords**?

   - ○ Recommend **keyword promotion** (turn search terms → keywords).

3. **Negative Keyword Insights**

   - ○ Highlight recurring irrelevant queries.

   - ○ Suggest **account-level vs. campaign-level negatives**.

   - ○ Flag poor intent keywords (e.g., "free," "jobs," "DIY").

4. **Match Type & Query Intent**

   - ○ Check whether a broad match is pulling in irrelevant traffic.

   - ○ Highlight intent buckets (commercial, informational, navigational).

5. **Spend & Profitability Analysis**

   - ○ Show **Pareto breakdown** (top 20% terms driving 80% results).

   - ○ List **top spenders with zero conversions**.

   - ○ Compare ROAS/CPA benchmarks to flag inefficiencies.

6. **Actionable Recommendations**

   - ○ Which terms should be scaled (add to keyword list, bid adjust, segment into new ad groups)?

   - ○ Which should be blocked (negative keywords)?

   - ○ Where should the budget shift (profitable terms vs wasted terms)?

Output Format

- Provide **tables** with key findings (e.g., Top Performers, Wasted Spend, Negative Keyword Suggestions).

- Add **insight bullets** explaining *why* you made each recommendation.

- End with a **strategic summary**:

  - Quick wins (immediate negative keywords, budget reallocation).

  - Medium-term tests (new ad groups, new match types).

  - Long-term strategy (keyword expansion, creative alignment).

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04 Keyword Research

Role & Context
You are a senior Google Ads strategist and keyword research specialist.
You already have the **Google Ads Account Intake Document** as reference for business context (goals,   offers, funnel, audiences, competitors, etc.).
 Your task is to generate a **comprehensive keyword research framework** tailored to the business, with strategic segmentation and prioritization.

Steps to Follow

1. **Seed Keyword Expansion**

   - Start from the core product/service terms mentioned in the intake.

   - Expand into synonyms, variations, plural/singular, modifiers (best, near me, buy, cheap, premium, etc.).

   - Include both **brand and non-brand** terms.

2. **Intent Segmentation**

   - Break keywords into intent categories:

- **Transactional/Commercial** (buy, order, pricing, coupon)

- **High-Intent Product/Service** (specific models, SKUs, solutions)

- **Informational/Research** (what is, how to, comparison)

- **Competitor** (competitor brand + vs queries)

- **Local/Geo** (near me, city-specific, region-specific)

3. **Funnel Mapping**

   ○ Map keywords to funnel stages (TOFU, MOFU, BOFU).

   ○ Recommend how to **target them** (Search vs PMax vs Display vs YouTube).

4. **Volume & Value Prioritization**

   ○ Suggest which keywords are likely **high volume** (broad industry terms).

   ○ Suggest which are **high value** (closer to purchase intent, better fit with business goals).

   ○ Flag potential **low-ROI traps** (broad research terms, irrelevant modifiers).

5. **Competitor & Gap Analysis**

   ○ Suggest competitor brand terms worth testing (if compliant).

   ○ Highlight **keyword gaps**: terms competitors rank for that the business isn't targeting.

6. **Negative Keyword Suggestions**

   ○ Based on intake info, list obvious negatives (e.g., free, jobs, DIY, PDF, definition, wholesale if not applicable).

Output Format

- Provide results in **tables**:

Table 1 – Keyword Ideas by Intent

| Intent | Example Keywords | Funnel Stage | Recommended Campaign Type | Notes |

Table 2 – Prioritization Matrix

| Keyword | Intent | Estimated Value (High/Med/Low) | Suggested Action (Target / Negative / Test) |

Table 3 – Negative Keyword List (Initial Draft)

| Term | Reason for Exclusion |

- End with a **strategic summary**:

    - Which clusters to prioritize for launch.

    - Which to park/test later.

    - Which negatives to apply globally.

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