



Google AdWords Audit

Prepared for: [Client Name]

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AdWords ROI Statistics for 2013

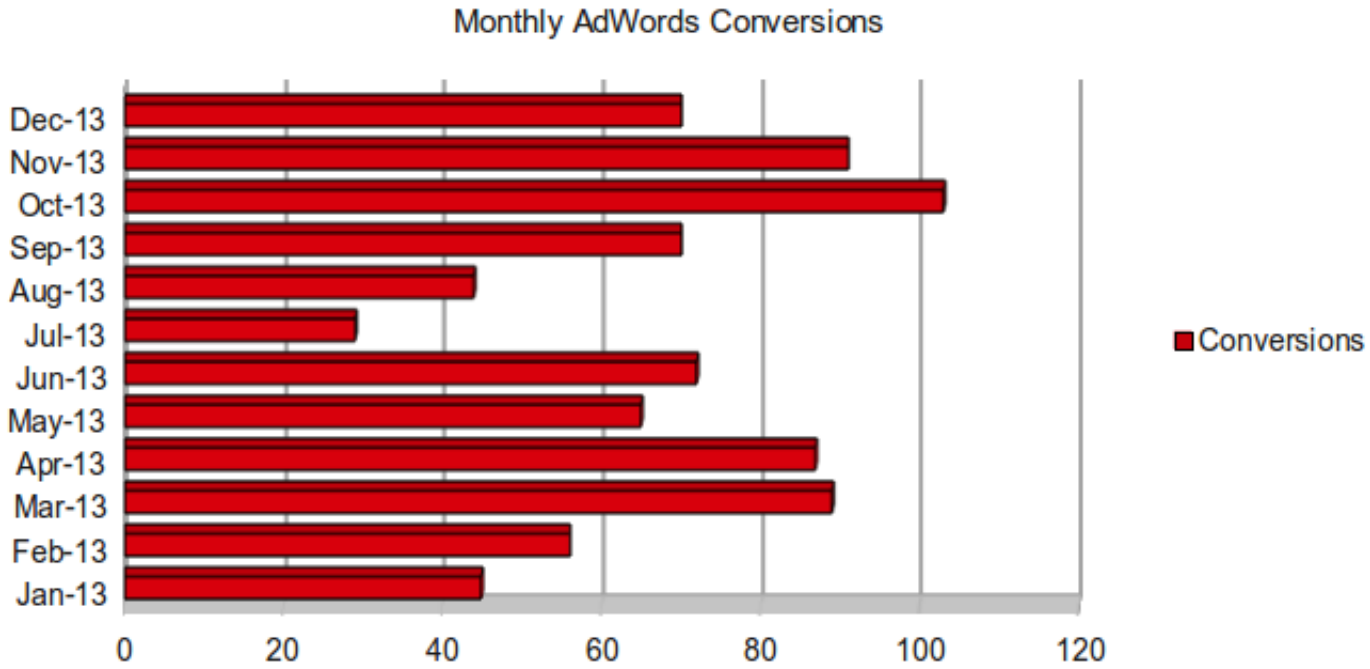
ADWORDS ROI REPORT 2013

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
Clicks	1,623	2,636	3,468	2,312	1,874	1,792
Impressions	124,208	625,490	487,491	179,934	151,470	132,709
Click Through Rate	1.31%	0.42%	0.71%	1.28%	1.24%	1.35%
Conversions	45	56	89	87	65	72
Cost Per Conversion	\$26.64	\$35.79	\$38.55	\$24.60	\$28.79	\$22.50
Conversion Rate	2.77%	2.12%	2.57%	3.76%	3.47%	4.02%
Avg Cost Per Click	\$0.74	\$0.76	\$0.99	\$0.93	\$1.00	\$0.90
Sales Value Per Conversion	\$1.16	\$5.82	\$8.82	\$8.60	\$10.14	\$6.03
Sales Value Per Click	\$0.03	\$0.12	\$0.23	\$0.32	\$0.35	\$0.24
Total Sales Value from Campaign	\$52.00	\$326.00	\$784.80	\$748.00	\$659.00	\$434.00
Total Campaign Cost	\$1,198.80	\$2,004.08	\$3,430.87	\$2,140.06	\$1,871.27	\$1,619.81
Sales Value per \$1 spent (ROI)	\$0.04	\$0.16	\$0.23	\$0.35	\$0.35	\$0.27
Value : Cost Ratio	0.04 : 1.00	0.16 : 1.00	0.23 : 1.00	0.35 : 1.00	0.35 : 1.00	0.27 : 1.00

	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	TOTAL YTD
Clicks	2,128	2,647	8,565	18,727	25,917	16,712	88,401
Impressions	162,980	589,620	919,090	1,939,500	3,594,105	3,409,299	12,315,896
Click Through Rate	1.31%	0.45%	0.93%	0.97%	0.72%	0.49%	0.93%
Conversions	29	44	70	103	91	70	821
Cost Per Conversion	\$69.61	\$53.55	\$44.42	\$35.16	\$73.27	\$63.82	\$43.06
Conversion Rate	1.36%	1.66%	0.82%	0.55%	0.35%	0.42%	1.99%
Avg Cost Per Click	\$0.95	\$0.89	\$0.36	\$0.19	\$0.26	\$0.27	\$0.69
Sales Value Per Conversion	\$11.97	\$6.70	\$11.39	\$9.61	\$13.06	\$5.86	\$8.26
Sales Value Per Click	\$0.16	\$0.11	\$0.09	\$0.05	\$0.05	\$0.02	\$0.15
Total Sales Value from Campaign	\$347.00	\$295.00	\$797.50	\$989.50	\$1,188.80	\$410.00	\$7,031.60
Total Campaign Cost	\$2,018.76	\$2,356.02	\$3,109.05	\$3,621.32	\$6,667.25	\$4,467.67	\$34,504.96
Sales Value per \$1 spent (ROI)	\$0.17	\$0.13	\$0.26	\$0.27	\$0.18	\$0.09	\$0.21
Value : Cost Ratio	0.17 : 1.00	0.13 : 1.00	0.26 : 1.00	0.27 : 1.00	0.18 : 1.00	0.09 : 1.00	0.21 : 1.00



AdWords ROI Statistics for 2013 (Continued)





Audit Findings

ISSUES FOUND

The following issues were found during our audit of your AdWords account:

- 1) Two campaigns are eligible to use Campaign Optimizer or CPA bidding, (because they have shown at least 15 conversions in the past 30 days), but they are still using CPC bidding.
- 2) Conversion revenue is not accurately tracked, which makes it difficult to ascertain ROI and cost effectiveness of AdWords spend. There are currently no ecommerce goals set up in Analytics that can be tracked against the AdWords account.
- 3) Your ads aren't showing for certain targeted keywords because they're blocked by 59 negative keywords within the same ad group or campaign. [keyword removed] is listed as a negative keyword in all campaigns x 59. This is resulting in these targeted keywords being blocked: [keywords removed].
- 4) Keywords being targeted seem to be limited in number and scope. AdWords is recommending the addition of 91 new keywords to increase ad impressions. View the Top Keywords report for more detail.
- 5) Average cost per conversion for past 30 days is NZD 72.60. Seems rather high given price of product? View the 2013 ROI Statistics for more detail.
- 6) AdGroup themes seem to be a little too generic or unfocused, preventing use of very targeted ad text and keywords.
- 7) There are some single word and very generic keywords being targeted e.g. [keywords removed] - these are not only expensive, but will likely bring unqualified traffic to the site.
- 8) It seems that all the keywords use broad match targeting, meaning that ads could be triggered by unsuitable keyword searches e.g. [keywords removed]
- 9) Some non-English speaking countries are being targeted, but only English language used to target them e.g. China. View the Geo report for more detail.
- 10) All devices are being targeted for all countries, even though some devices aren't performing as well. View the Account Performance report for more detail.
- 11) The account includes a very large number of keywords with low quality scores, which will be pushing your cost per click to be higher and lowering your ad positions, impacting overall account ROI. View the Keyword Quality report for more detail.
- 12) There are 37 disapproved ads (both text and banners) due to [trademarked terms] being used. More details here:
<https://support.google.com/adwordspolicy/topic/2912980>
- 13) The account contains 53 empty AdGroups. The [AdGroup name removed] AdGroup in each country campaign is currently empty of ads or keywords, causing a red flag in the account.



- 14) The account contains one AdGroup with no ads in it: [AdGroup name removed]
- 15) Maximum budget per day seems quite low on some campaigns and varies widely from campaign to campaign e.g. NZD 5 per day to NZD 100 per day.
- 16) Some AdGroups only have 1 ad running, even where there are 10 or more keywords.
- 17) The account contains quite a few redundant keywords, meaning you are effectively competing with yourself (e.g. [keywords removed] and [keywords removed] are all covered if you target [keyword removed] using broad match, so you don't need to target all of them.)
- 18) Some of your per click bids are too high for certain keywords, due to keyword redundancy and quality score issues (e.g. \$2.84)
- 19) One or more of your ads don't use the keyword in the ad headline and/or ad copy. Visitors need to see their search query repeated in your ads to encourage them to click. This is why AdGroups based on specific keyword themes convert better.
- 20) In most cases, your ads direct visitors to your home page instead of a landing page that reinforces their search query and encourages conversion.
- 21) There is no specific Call to Action on the landing page/s your ads point to.
- 22) Some keyword bids are too low to ensure your ads are shown on the first page of Google results, meaning that your competitors are out-ranking you for those keywords.
- 23) Some AdGroups have Standard ad delivery selected, while others have Accelerated ad delivery selected, but the motivation for this is unclear.
- 24) None of your ads seem to be using a tracking URL, they all seem to lead to the generic home page at [URL removed]
- 25) Some of your ads are showing less on the Display Network than they could because your keyword bids are too low.
- 26) Some of the placements chosen for the Display Network campaigns need urgent review. For example, of the 4,844 placements chosen for the campaign titled [campaign name removed], only 1 has resulted in a conversion in the past 30 days.
- 27) In most campaigns, there are no Campaign Exclusions listed.
- 28) The campaigns target a lot of countries, but some of them don't show successful conversion history, which will be negatively impacting the rest of the account. View the Geo report for more detail.
- 29) Very few misspellings are included as target keywords. This is a missed opportunity.
- 30) The highest converting ads don't seem to be replicated in many Ad Groups. View the Top Ads report for more detail.



Audit Recommendations

RECOMMENDATIONS:

We recommend the following steps be taken to improve the performance of your AdWords account:

1) Switch on Campaign Optimizer (CPA bidding) for any campaigns that are eligible to use it (currently: [campaign name removed] and [campaign name removed]). CPA bidding is a lot cheaper than the existing CPC bidding and should improve the overall ROI of the account. Aim to switch as many campaigns as possible to CPA bidding.

2) Update to Universal Analytics and connect shopping cart with asynchronous conversion tracking code that will accurately add dynamic shopping cart values and measure conversions dollar for dollar. Alternatively, create sales-based conversion goals within Analytics for new sales/sign-ups that can be tracked against AdWords conversions. Use an agreed average \$ value per conversion (e.g. \$25) that represents the average shopping cart value per conversion.

3) Review negative keywords to remove any that are blocking logical targeted keywords. Review targeted keywords being blocked to ensure they are still relevant targets.

4) Review the 91 new keywords being recommended by AdWords to increase ad impressions. Add those that are appropriate. Conduct new round of keyword research using various tools e.g. Keyword Discovery, WordTracker, to investigate what search terms people are typing in to look for similar products and services. Then use the Google Keyword Tool to research new keywords with good potential to find out expected bid costs and competitor metrics.

5) Remove any keywords that haven't resulted in a conversion for past 60 days. Remove any ads that haven't resulted in a conversion for past 60 days. Refine bids based on keyword quality scores and average ad positions so that CPC is reduced, which should reduce CPA and improve ROI.

6) Re-work entire account so that all Search Network only campaigns are separated from Display Network campaigns and Remarketing campaigns. Rather than have a new campaign for each country, have separate campaigns for USA but combine all other countries in single campaign for ease of management. Isolate keywords into more targeted AdGroups based on keyword themes e.g. [keywords removed] and [keywords removed]. This will allow you to rework and laser-focus your ad text/headlines that will result in more conversions.

7) Remove any generic and expensive keywords that are not converting to improve ROI and prevent overall account quality score being impacted. Tighten any generic keywords by using more appropriate match types or expanding the keywords into longer tail phrases to attract more qualified visitors.

8) Review all keywords and add multiple match type variations based on conversion history and clicks achieved for broad match to date. Remove any broad match keywords that may trigger ads for unsuitable keyword searches.

9) Review countries being targeted based on conversions and traffic history revealed by Google Analytics. Consider targeting only English speakers and/or English-speaking countries in the short term. Consider expanding campaign to include local language ads that point to translated landing pages for non-English speaking countries.



- 10) Review performance of ads on various devices vs PC and update campaign to use device-specific bidding where appropriate. This will reduce your overall campaign costs, because bids on some devices are often cheaper as there is less competition.
- 11) Make sure you enable the Quality Score column when viewing your AdWords performance metrics. Delete any keywords with a Quality Score of 3 or below because they will cost you a much higher CPC to maintain ad position. Consider pausing any keywords with a Quality Score of 4 until their scores can be improved.
- 12) Delete or pause all disapproved ads to prevent overall account quality score being impacted or worse. Remove any trademarked terms from ads to prevent future disapprovals.
- 13) Flesh out or delete any unused AdGroups in case their lack of use impacts the overall quality score of the account.
- 14) Add some ads to any AdGroups that don't currently have any or remove the AdGroup altogether.
- 15) Review the CTR and performance of each AdGroup to ensure the maximum daily budget for each campaign is adequate and not preventing ads from showing towards the end of the day.
- 16) Where possible, add at least 2 ads per keyword in each AdGroup using different triggers and emphasis in the ad copy. Not everyone will respond to the same ad - you need to create several ads that appeal to a wide range of people and then pause the ads with the least click throughs.
- 17) Review keyword phrases and combinations as well as keyword match types to avoid redundancies.
- 18) Review CPC bids per keyword to ensure they don't exceed your CPA benchmark.
- 19) Re-write any ads that don't use the target keyword/s in the ad headline and/or ad copy.
- 20) Design specific landing pages that repeat the keyword/s that triggered the ad so visitors have their search query reinforced and are more likely to convert. Here is an example of a landing page for an AdWords ad triggered by a search for "free search engine submissions":
<http://www.searchenginecollege.com/free-search-engine-submissions/>
- 21) Make sure your landing pages have an obvious Call to Action that you want visitors to take e.g. sign-up, purchase, view video, call a phone number, fill out a form etc.
- 22) Look at the Opportunities section of the AdWords dashboard to see which keyword bids are too low, preventing your ads from being shown on the first page of Google results. Consider raising the bids for those keywords or pausing them to prevent loss of ROI.
- 23) For ease of management and accuracy of ROI measurement, it is recommended that all AdGroups have a consistent ad delivery type selected. (i.e. either Standard or Accelerated), unless a change is required for a specific promotional campaign or experiment.
- 24) I recommend adding a tracking URL to each ad in AdWords, using a unique parameter and id for each ad or keyword e.g. [URL removed]. This will enable you to more easily determine in Google



Analytics which specific ad and keyword combination has led to a conversion.

25) Review and edit your bids within Display Network campaigns to ensure bids are high enough to ensure ads are triggered on chosen networks and placements.

26) Review all placements chosen for the Display Network campaigns and delete any that haven't resulted in a conversion in the past 30 days. Add non-converting or irrelevant placements to the Campaign Exclusions list.

27) Like negative keywords, Campaign Exclusions are a vital contributor to AdWords ROI. Exclusions are lists of domains or specific pages where you don't want your ad shown. These are very helpful in preventing your ad from being shown on unsuitable, low quality or poorly converting pages within the Google Network. Make sure you review all placements regularly and add any unsuitable URLs to the Campaign Exclusions list in each campaign.

28) I recommend reviewing the conversion history of all countries being targeted and consider removing poor performing countries from the account so they don't pull down the quality score of the rest of the account.

29) Research common misspellings of your target keywords on Google and add these to your AdWords campaigns. These will usually cost you a lot less than other keywords, but provide a surprising amount of traffic.

30) Regularly review the highest converting ads in each campaign and try to replicate the successful ad text in other Ad Groups, integrating the target keywords as necessary.



Google AdWords Summary Report

1/12/2013 - 31/12/2013

The AdWords Summary Report shows high-level data for your entire account, campaign or ad group. The Summary tab displays information about impressions, cost, clicks and more for a given date range.

A total of 12 metrics are displayed in the Campaign Metrics box within the Summary section. These metrics display for all sections of your AdWords account, including Campaigns, Ad Groups and Ads:

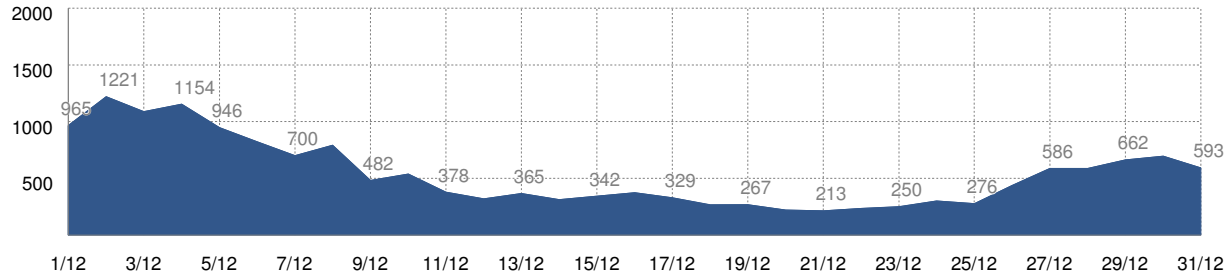
- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Average CPM:** The average cost per thousand impressions (CPM), based on your total cost and impressions.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Total Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **CPA:** Cost-per-action is a bidding method that tells AdWords the amount you're willing to pay for a conversion. With this method active, users can automatically bid the CPA amount to maximize their conversions based on Google's optimizer algorithm.
- **ROAS:** Return on Ad Spend (ROAS) is also known as your Return On Investment (ROI). Your ROAS / ROI can be calculated as revenue from sales, minus advertising costs, all divided by the cost of advertising.
- **RPC:** RPC stands for Revenue per Click, which shows the average revenue (based on ecommerce sales or goal completions) accrued for each ad click.



Google AdWords

(continued)

Clicks



Impressions	Cost	Clicks
3,409,299	\$4,467.67	16,712
Avg. CPC	Avg. CPM	CTR
\$0.27	\$1.31	0.49%
Conversions	Conv. Rate	Total Conv. Value
71	0.42%	\$499.00
CPA	ROAS	RPC
\$62.92	-88.83%	\$0.03

Campaign	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/C conv. (1/click)	Avg. Position	Avg. CPC	Conv. Rate (1/click)
DN Various	2,083,594	7,964	0.38%	\$342.55	2	\$2.00	\$1.00	1.00	\$0.04	0.03%
DN Various Topic Advertising & Marketing	726,180	3,118	0.43%	\$289.72	0	\$0.00	\$0.00	1.00	\$0.09	0.00%
DN	246,683	1,611	0.65%	\$170.60	0	\$0.00	\$0.00	1.00	\$0.11	0.00%
DN Topic Advertising & Marketing	84,414	1,051	1.25%	\$305.53	0	\$0.00	\$0.00	1.00	\$0.29	0.00%
South Africa Banner Display Network	62,556	266	0.43%	\$67.16	0	\$0.00	\$0.00	1.00	\$0.25	0.00%
[Keyword Hidden]	56,042	712	1.27%	\$1,404.13	13	\$14.00	\$1.08	3.70	\$1.97	1.83%
[Keyword Hidden]	41,232	443	1.07%	\$736.15	9	\$9.00	\$1.00	3.80	\$1.66	2.03%
[Keyword Hidden]	18,757	244	1.30%	\$398.29	3	\$4.00	\$1.33	3.30	\$1.63	1.23%
[Keyword Hidden]	12,648	141	1.11%	\$77.61	3	\$95.00	\$31.67	3.20	\$0.55	2.13%
[Keyword Hidden]	11,909	120	1.01%	\$213.00	0	\$0.00	\$0.00	2.90	\$1.78	0.00%



Google AdWords Account Performance Report

1/12/2013 - 31/12/2013

The AdWords Performance Report shows how your AdWords campaigns are performing in different networks and on different devices. In addition to showing data from networks and devices, this report also details how your AdWords campaigns perform in different ad slots, allowing you to zero in on where your ads are being clicked and where you may want to adjust your campaigns.

Up to 12 metrics can be displayed in the Campaign Metrics box at the top of the Summary section. These metrics display for all sections of your AdWords account, including Campaigns, Ad Groups and Ads:

- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click. Multiple conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.

Networks

Publisher By Network	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Conv. Rate (1/click)
Display Network	3,203,427	14,010	0.44%	\$1,175.56	2	\$2.00	0.01%
Google search	205,872	2,702	1.31%	\$3,292.11	69	\$497.00	2.55%

Devices



Google AdWords

(continued)

Device	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Conv. Rate (1/click)
Tablets with full browsers	2,353,824	10,422	0.44%	\$1,660.16	16	\$16.00	0.15%
Mobile devices with full browsers	544,082	3,520	0.65%	\$457.26	1	\$1.00	0.03%
Computers	511,393	2,770	0.54%	\$2,350.25	54	\$482.00	1.95%

Click Types

Click Type	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Conv. Rate (1/click)
Headline	3,409,299	16,677	0.49%	\$4,437.29	66	\$493.00	0.40%
Sitelink	111,133	35	0.03%	\$30.38	5	\$6.00	14.29%
Mobile app extension	4	0	0.00%	\$0.00	0	\$0.00	0.00%



Google AdWords Geo Report

1/12/2013 - 31/12/2013

The AdWords Geographical Report breaks down campaign metrics based on the geographic location of people who were served your ad.

The following metrics are displayed in the Geo section:

- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **Value/Conversion:** Your Conversion Value divided by the amount of conversions that were successfully accomplished.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click. Multiple conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.
- **Many-Per-Click:** Many-per-click counts conversions for every AdWords click resulting in a conversion within 30 days of that click. Multiple conversions from the same click are counted in this method. This applies to Conversions, Conversion Rate and Value/Conversion.

Location	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conv. (1/click)	Avg. CPC	Conv. Rate (1/click)
Malaysia	636,089	2,843	0.45%	\$181.49	4	\$96.00	\$24.00	\$0.06	0.14%
United States	179,944	1,926	1.07%	\$1,673.34	19	\$197.00	\$10.37	\$0.87	0.99%
United Kingdom	152,972	1,388	0.91%	\$869.49	9	\$9.00	\$1.00	\$0.63	0.65%
Colombia	311,900	1,255	0.40%	\$84.02	2	\$2.00	\$1.00	\$0.07	0.16%



Google AdWords

(continued)

Location	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conv. (1/click)	Avg. CPC	Conv. Rate (1/click)
Mexico	223,223	1,193	0.53%	\$81.97	1	\$1.00	\$1.00	\$0.07	0.08%
United Arab Emirates	252,644	1,093	0.43%	\$98.84	2	\$2.00	\$1.00	\$0.09	0.18%
Argentina	129,574	878	0.68%	\$62.20	0	\$0.00	\$0.00	\$0.07	0.00%
South Africa	83,120	556	0.67%	\$122.44	3	\$4.00	\$1.33	\$0.22	0.54%
Spain	89,156	506	0.57%	\$37.16	0	\$0.00	\$0.00	\$0.07	0.00%
Qatar	115,942	474	0.41%	\$30.37	0	\$0.00	\$0.00	\$0.06	0.00%



Google AdWords Search Queries Report

1/12/2013 - 31/12/2013

The Search Query Performance Report allows you to discover which search terms are triggering specific Google AdWords keywords. This gives you greater insight and control over your campaigns. For example, you can exclude unrelated search terms from specific Ad Groups or Campaigns, keeping your costs low by avoiding unrelated impressions and clicks.

The following columns are displayed in the Search Query Performance table:

- **Search Term:** The exact search used that resulted in a Google user seeing your advertisement.
- **Matched Keyword:** The keyword phrase that was matched with the Search Term, triggering your ad.
- **Match Type:** Whether the keyword was matched to the search term using a broad, phrase or exact match.
- **Campaign:** The Campaign that the keyword is associated with.
- **Ad Group:** The Ad Group that the keyword is associated with.
- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click. Multiple conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.

Search Term	Impressions	Clicks	Cost	Conversions (1/click)	Conv. Rate (1/click)	Avg. CPC	Match Type
[Keyword Hidden]	1,159	180	\$23.28	17	9.44%	\$0.13	exact
[Keyword Hidden]	322	2	\$1.25	0	0.00%	\$0.63	broad
[Keyword Hidden]	190	1	\$0.28	0	0.00%	\$0.28	broad
[Keyword Hidden]	189	5	\$7.18	0	0.00%	\$1.44	broad



Google AdWords

(continued)

Search Term	Impressions	Clicks	Cost	Conversions (1/click)	Conv. Rate (1/click)	Avg. CPC	Match Type
[Keyword Hidden]	187	2	\$1.03	0	0.00%	\$0.52	broad
[Keyword Hidden]	181	5	\$11.31	0	0.00%	\$2.26	exact
[Keyword Hidden]	148	6	\$2.59	0	0.00%	\$0.43	broad
[Keyword Hidden]	128	1	\$0.61	0	0.00%	\$0.61	broad
[Keyword Hidden]	115	2	\$0.90	0	0.00%	\$0.45	broad
[Keyword Hidden]	92	1	\$0.48	0	0.00%	\$0.48	broad



Google AdWords

Google AdWords Top Ad Groups Report

1/12/2013 - 31/12/2013

The Top Ad Group Report displays specific performance metrics for Ad Groups within a given Campaign or Account. The entries are sorted by the total number of impressions.

A total of 10 metrics are displayed within the Top Ad Group table:

- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **Value/Conversion:** Your Conversion Value divided by the amount of conversions that were successfully accomplished.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click. Multiple conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/C onv. (1/click)	Campaign	Avg. CPC	Conv. Rate (1/click)
AdGroup 1	2,083,594	7,964	0.38%	\$342.55	2	\$2.00	\$1.00	DN Various	\$0.04	0.03%
AdGroup 2	726,180	3,118	0.43%	\$289.72	0	\$0.00	\$0.00	DN Various Topic Advertising & Marketing	\$0.09	0.00%
AdGroup 3	246,683	1,611	0.65%	\$170.60	0	\$0.00	\$0.00	DN	\$0.11	0.00%



Google AdWords

(continued)

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conv. (1/click)	Campaign	Avg. CPC	Conv. Rate (1/click)
AdGroup 4	84,414	1,051	1.25%	\$305.53	0	\$0.00	\$0.00	[campaign name hidden]	\$0.29	0.00%
AdGroup 5	57,006	249	0.44%	\$63.17	0	\$0.00	\$0.00		\$0.25	0.00%
AdGroup 6	23,211	270	1.16%	\$573.65	4	\$5.00	\$1.25		\$2.12	1.48%
AdGroup 7	15,697	214	1.36%	\$461.85	5	\$5.00	\$1.00		\$2.16	2.34%
AdGroup 8	15,552	146	0.94%	\$257.24	3	\$3.00	\$1.00		\$1.76	2.05%
AdGroup 9	7,968	120	1.51%	\$225.96	2	\$2.00	\$1.00		\$1.88	1.67%
AdGroup 10	6,581	38	0.58%	\$58.12	2	\$2.00	\$1.00		\$1.53	5.26%
AdGroup 11	5,613	31	0.55%	\$46.37	0	\$0.00	\$0.00		\$1.50	0.00%
AdGroup 12	5,377	37	0.69%	\$54.61	0	\$0.00	\$0.00		\$1.48	0.00%
AdGroup 13	5,350	99	1.85%	\$179.85	1	\$1.00	\$1.00		\$1.82	1.01%
AdGroup 14	4,484	54	1.20%	\$30.40	1	\$1.00	\$1.00		\$0.56	1.85%
AdGroup 15	3,720	46	1.24%	\$92.68	0	\$0.00	\$0.00		\$2.01	0.00%
AdGroup 16	3,034	12	0.40%	\$2.85	0	\$0.00	\$0.00		\$0.24	0.00%
AdGroup 17	2,856	44	1.54%	\$86.20	0	\$0.00	\$0.00		\$1.96	0.00%



Google AdWords

(continued)

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conv. (1/click)	Campaign	Avg. CPC	Conv. Rate (1/click)
AdGroup 18	2,755	68	2.47%	\$119.76	1	\$1.00	\$1.00		\$1.76	1.47%
AdGroup 19	2,685	51	1.90%	\$90.59	1	\$1.00	\$1.00		\$1.78	1.96%
AdGroup 20	2,307	17	0.74%	\$9.37	0	\$0.00	\$0.00		\$0.55	0.00%
AdGroup 21	2,275	55	2.42%	\$92.88	2	\$2.00	\$1.00		\$1.69	3.64%
AdGroup 22	2,043	6	0.29%	\$3.63	0	\$0.00	\$0.00		\$0.61	0.00%
AdGroup 23	2,027	21	1.04%	\$30.73	1	\$1.00	\$1.00		\$1.46	4.76%
AdGroup 24	1,965	27	1.37%	\$53.68	0	\$0.00	\$0.00		\$1.99	0.00%
AdGroup 25	1,862	24	1.29%	\$33.85	0	\$0.00	\$0.00		\$1.41	0.00%
AdGroup 26	1,859	9	0.48%	\$15.87	0	\$0.00	\$0.00		\$1.76	0.00%
AdGroup 27	1,801	15	0.83%	\$8.26	1	\$2.00	\$2.00		\$0.55	6.67%
AdGroup 28	1,732	10	0.58%	\$9.32	0	\$0.00	\$0.00		\$0.93	0.00%
AdGroup 29	1,727	208	12.04%	\$28.47	19	\$349.00	\$18.37		\$0.14	9.13%
AdGroup 30	1,708	9	0.53%	\$10.86	0	\$0.00	\$0.00		\$1.21	0.00%
AdGroup 31	1,700	15	0.88%	\$7.63	2	\$2.00	\$1.00		\$0.51	13.33%
AdGroup 32	1,688	22	1.30%	\$6.47	2	\$5.00	\$2.50		\$0.29	9.09%



Google AdWords

(continued)

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conversion (1/click)	Campaign	Avg. CPC	Conv. Rate (1/click)
<i>AdGroup 33</i>	1,311	15	1.14%	\$6.99	0	\$0.00	\$0.00		\$0.47	0.00%
<i>AdGroup 34</i>	1,310	21	1.60%	\$10.88	1	\$5.00	\$5.00		\$0.52	4.76%
<i>AdGroup 35</i>	1,186	5	0.42%	\$2.79	0	\$0.00	\$0.00		\$0.56	0.00%
<i>AdGroup 36</i>	1,172	24	2.05%	\$12.66	2	\$2.00	\$1.00		\$0.53	8.33%
<i>AdGroup 37</i>	1,139	20	1.76%	\$15.57	1	\$1.00	\$1.00		\$0.78	5.00%
<i>AdGroup 38</i>	1,082	14	1.29%	\$22.14	0	\$0.00	\$0.00		\$1.58	0.00%
<i>AdGroup 39</i>	1,042	1	0.10%	\$1.25	0	\$0.00	\$0.00		\$1.25	0.00%
<i>AdGroup 40</i>	1,038	9	0.87%	\$2.10	0	\$0.00	\$0.00		\$0.23	0.00%
<i>AdGroup 41</i>	1,023	33	3.23%	\$17.61	0	\$0.00	\$0.00		\$0.53	0.00%
<i>AdGroup 42</i>	995	12	1.21%	\$21.24	0	\$0.00	\$0.00		\$1.77	0.00%
<i>AdGroup 43</i>	985	17	1.73%	\$24.04	0	\$0.00	\$0.00		\$1.41	0.00%
<i>AdGroup 44</i>	877	30	3.42%	\$42.45	0	\$0.00	\$0.00		\$1.42	0.00%
<i>AdGroup 45</i>	829	4	0.48%	\$2.65	0	\$0.00	\$0.00		\$0.66	0.00%
<i>AdGroup 46</i>	800	14	1.75%	\$6.64	0	\$0.00	\$0.00		\$0.47	0.00%
<i>AdGroup 47</i>	758	7	0.92%	\$1.88	0	\$0.00	\$0.00		\$0.27	0.00%



Google AdWords

(continued)

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/C onv. (1/click)	Campaign	Avg. CPC	Conv. Rate (1/click)
<i>AdGroup 48</i>	742	2	0.27%	\$0.40	0	\$0.00	\$0.00		\$0.20	0.00%
<i>AdGroup 49</i>	687	2	0.29%	\$1.03	0	\$0.00	\$0.00		\$0.52	0.00%
<i>AdGroup 50</i>	686	2	0.29%	\$1.07	0	\$0.00	\$0.00		\$0.54	0.00%



Google AdWords Top Ads Report

1/12/2013 - 31/12/2013

The Top Ads Report displays specific performance metrics for the 25 Ads with the most clicks within a given Campaign or Account. The entries are sorted by the total number of clicks.

A total of 12 metrics are displayed within the Top Ads table:

- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **Value/Conversion:** Your Conversion Value divided by the amount of conversions that were successfully accomplished. Conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.
- **Ad Type:** The kind of advertisement this is: text, image or rich media.
- **Ad Group:** The Ad Group that this keyword has been associated with.
- **Campaign:** The Campaign that this keyword has been associated with.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click.

Ad	Ad Type	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Value	Value/Conv. (1/click)	Conv. Rate (1/click)	Avg. CPC
Ad name: 728x90	Image ad	1,022,957	5,422	0.53%	\$225.90	1	\$1.00	\$1.00	0.02%	\$0.04
Ad name: 468x60	Image ad	842,539	1,145	0.14%	\$45.40	1	\$1.00	\$1.00	0.09%	\$0.04
Ad name: 300x250	Image ad	223,720	1,122	0.50%	\$94.18	0	\$0.00	\$0.00	0.00%	\$0.08



Google AdWords

(continued)

Ad	Ad Type	Impres sions	Clicks	CTR	Cost	Conver sions (1/click)	Conv. Value	Value/ Conv. (1/click)	Conv. Rate (1/click)	Avg. CPC
Ad name: 728x90	Image ad	179,519	1,120	0.62%	\$90.24	0	\$0.00	\$0.00	0.00%	\$0.08
Ad name: 728x90	Image ad	127,629	997	0.78%	\$105.64	0	\$0.00	\$0.00	0.00%	\$0.11
Ad name: 336x280	Image ad	24,754	957	3.87%	\$49.35	0	\$0.00	\$0.00	0.00%	\$0.05
Ad name: 336x280	Image ad	74,502	617	0.83%	\$74.09	0	\$0.00	\$0.00	0.00%	\$0.12
Ad name: 300x250	Image ad	28,253	611	2.16%	\$167.00	0	\$0.00	\$0.00	0.00%	\$0.27
Ad name: 468x60	Image ad	107,464	509	0.47%	\$51.51	0	\$0.00	\$0.00	0.00%	\$0.10
Ad name: 300x250	Image ad	186,528	439	0.24%	\$21.86	0	\$0.00	\$0.00	0.00%	\$0.05



Google AdWords Top Keywords Report

1/12/2013 - 31/12/2013

The Top Keywords Report displays specific performance metrics for the 100 keywords with the most impressions within a given Campaign or Account. The entries are sorted by the total number of impressions.

A total of 12 metrics are displayed within the Top Keywords table:

- **Impressions:** Each time someone searches Google or the Google Network and your AdWords ad displays, it is counted as one impression.
- **Clicks:** A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your landing page.
- **CTR:** Click-through rate (CTR) is the number of clicks your ad received divided by the number of times your ad was shown (impressions). Your ads and keywords have their own CTRs, unique to your campaign performance.
- **Cost:** The total advertising costs that were charged for a given date range.
- **Average CPC:** The average amount that you've been charged for a click on your ad. Average cost-per-click (CPC) is calculated by dividing the total cost of your clicks by the total number of clicks.
- **Conversions:** Number of times an ad click converted on your site. A conversion could be a sale, a newsletter sign up or some other action taken by the user.
- **Conversion Rate:** Your conversion rate is calculated by taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.
- **Conversion Value:** Sum of all conversion values associated with this particular campaign, ad group, keyword or ad.
- **Value/Conversion:** Your Conversion Value divided by the amount of conversions that were successfully accomplished.
- **Match Type:** Whether the keyword is using the broad, phrase or exact match type.
- **Ad Group:** The Ad Group that this keyword has been associated with.
- **One-Per-Click:** Depending on the way that you've set up your AdWords conversion tracking, you may have data for one-per-click or for many-per-click. One-per-click counts conversions for every AdWords click resulting in a single conversion within 30 days of that click. Multiple conversions from the same click will not be counted. This applies to Conversions, Conversion Rate and Value/Conversion.

Keyword	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value	Value/Conversion (1/click)	Avg. CPC	Match Type
[keyword hidden]	5,223	75	1.44%	\$147.26	1	1.33%	\$1.00	\$1.00	\$1.96	Broad
[keyword hidden]	5,121	25	0.49%	\$36.97	0	0.00%	\$0.00	\$0.00	\$1.48	Broad
[keyword hidden]	5,013	25	0.50%	\$36.66	0	0.00%	\$0.00	\$0.00	\$1.47	Broad
[keyword hidden]	4,333	11	0.25%	\$21.09	0	0.00%	\$0.00	\$0.00	\$1.92	Broad



Google AdWords

(continued)

Keyword	Impressions	Clicks	CTR	Cost	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value	Value/Conversion (1/click)	Avg. CPC	Match Type
[keyword hidden]	4,310	52	1.21%	\$29.17	1	1.92%	\$1.00	\$1.00	\$0.56	Broad
[keyword hidden]	3,770	23	0.61%	\$47.49	0	0.00%	\$0.00	\$0.00	\$2.06	Broad
[keyword hidden]	3,178	19	0.60%	\$46.96	2	10.53%	\$2.00	\$1.00	\$2.47	Broad
[keyword hidden]	2,673	28	1.05%	\$57.91	0	0.00%	\$0.00	\$0.00	\$2.07	Broad
[keyword hidden]	2,603	19	0.73%	\$42.11	0	0.00%	\$0.00	\$0.00	\$2.22	Broad
[keyword hidden]	2,301	35	1.52%	\$64.77	0	0.00%	\$0.00	\$0.00	\$1.85	Broad



Google AdWords Keyword Quality Report

1/12/2013 - 31/12/2013

The Keyword Quality Report presents a list of the first 100 Keywords in the account with a Quality Score below 5. This report only returns results for the first 100 active Keywords, so if a keyword is paused at the Ad Group or Campaign level, it will not appear.

Every Adwords Keyword has a Quality Score and three indicators: Page Relevance, Page Quality and Page Latency. These three indicators or flags have scores of pass or fail (yes or no) and contribute heavily to determining the Quality Score of a Keyword. In general, a high Quality Score means your Keyword will trigger ads in a higher position and at a lower cost-per-click (CPC).

The Keyword Quality table includes seven different columns:

- **Keyword:** The Keyword being assessed.
- **Campaign:** The Campaign associated with this keyword.
- **Ad Group:** The Ad Group associated with this keyword.
- **Quality Score:** Google AdWords assigns a score to keywords based on a number of factors, including relevancy, landing page quality, past clickthrough rate, account history, ad performance, targeted devices and more. Keywords with scores lower than 4 may lead to your ads not being shown on those keywords. A higher score means a more useful ad/keyword, which translates lower costs.
- **Relevance:** To prevent ads from displaying on unrelated searches, Google considers if your keyword makes sense in comparison to your ad and landing page. If you have the keyword "Twitter Followers" associated with an ad about a bank, that keyword will likely show low relevance. A red dot means low relevance, while a green dot means average or above-average relevance.
- **Page Quality:** Landing Pages affect the quality score of the keywords and ads associated with them. This metric checks to see if Google thinks your landing page has original material, is transparent to your users and easy to navigate.
- **Page Latency:** Page Latency is the amount of time it takes for a page to completely load. Slow loading landing pages are treated less kindly by AdWords.

Keyword	Quality Score	Relevance	Page Quality	Page Latency
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes



Google AdWords

(continued)

Keyword	Quality Score	Relevance	Page Quality	Page Latency
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes
[keyword hidden]	1	No	Yes	Yes



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