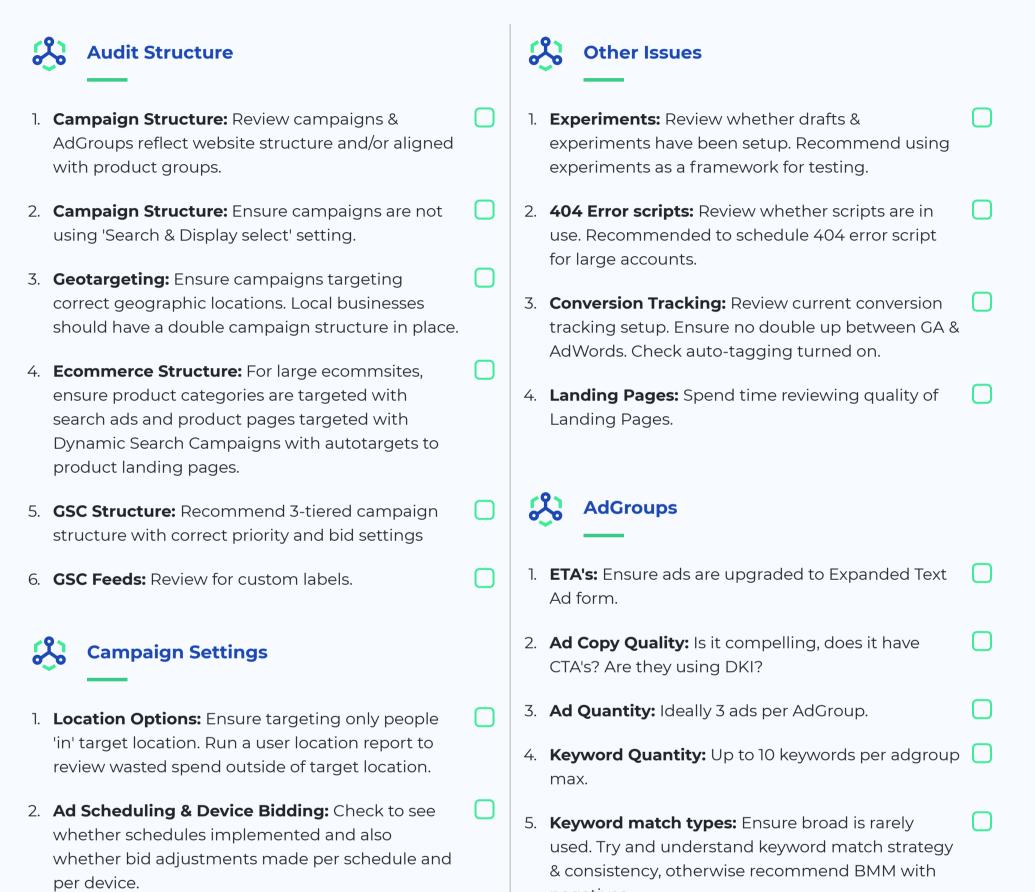# Audit checklist

This is an on-site verification activity, such as inspection or examination, of a process or quality system, to ensure compliance to requirements.

Audit Structure

1. **Campaign Structure:** Review campaigns & AdGroups reflect website structure and/or aligned with product groups. ☐

2. **Campaign Structure:** Ensure campaigns are not using 'Search & Display select' setting. ☐

3. **Geotargeting:** Ensure campaigns targeting correct geographic locations. Local businesses should have a double campaign structure in place. ☐

4. **Ecommerce Structure:** For large ecommsites, ensure product categories are targeted with search ads and product pages targeted with Dynamic Search Campaigns with autotargets to product landing pages. ☐

5. **GSC Structure:** Recommend 3-tiered campaign structure with correct priority and bid settings ☐

6. **GSC Feeds:** Review for custom labels. ☐

Campaign Settings

1. **Location Options:** Ensure targeting only people 'in' target location. Run a user location report to review wasted spend outside of target location. ☐

2. **Ad Scheduling & Device Bidding:** Check to see whether schedules implemented and also whether bid adjustments made per schedule and per device. ☐

Other Issues

1. **Experiments:** Review whether drafts & experiments have been setup. Recommend using experiments as a framework for testing. ☐

2. **404 Error scripts:** Review whether scripts are in use. Recommended to schedule 404 error script for large accounts. ☐

3. **Conversion Tracking:** Review current conversion tracking setup. Ensure no double up between GA & AdWords. Check auto-tagging turned on. ☐

4. **Landing Pages:** Spend time reviewing quality of Landing Pages. ☐

AdGroups

1. **ETA's:** Ensure ads are upgraded to Expanded Text Ad form. ☐

2. **Ad Copy Quality:** Is it compelling, does it have CTA's? Are they using DKI? ☐

3. **Ad Quantity:** Ideally 3 ads per AdGroup. ☐

4. **Keyword Quantity:** Up to 10 keywords per adgroup max. ☐

5. **Keyword match types:** Ensure broad is rarely used. Try and understand keyword match strategy & consistency, otherwise recommend BMM with negatives. ☐

6. **Ad Extensions:** Ensure at a minimum sitelinks and callout extensions are in use for all campaigns. ☐

7. **Audiences & Retargeting:** Ensure key audiences applied at least for observation. Recommend bid modifiers to be applied. Review existing bid modifiers on audiences and that they are consistent with conversion data. ☐

8. **Bidding:** Review keyword bidding strategy and avg. position for keywords. ☐