

TARGETS

The account is meeting budget target

The account is hitting the conversion, tCPA or tROAS target

Recent performance is consistent (vs Month on Month and/or Year on Year)

BUDGET

If using shared budgets, there's a good reason for it

Budgets are balanced and important campaigns are not limited

ATTRIBUTION & CONVERSION

Attribution model isn't Last-click, unless there's a good reason for it to be

Conversion goal(s) imported from Google Analytics

Google Ads conversion tag implemented

Include in 'Conversions' is set to Yes on 1 conversion, not both

[Optional / Not ecommerce] Conversions are set to count once

"Calls from ads" is added as a conversion event

Conversion linker tag is added to GTM

Auto-tagging is enabled

STRUCTURE

There are logical campaign splits

No Search Display Expansion campaigns

Geographic targeting makes sense

Location options set to "Presence: People in or regularly in your targeted locations"

Ad Rotation Settings - Set to "Optimize"

Appropriate bid strategy applied

Ad schedule makes sense

Automatic ad creation turned off

Search Partner performance warrants them being enabled

Brand negative keyword list exists and applied

BIDDING

Brand campaigns are set to target impression share

Campaigns using manual bidding are doing so for a good reason

Campaigns using smart bidding have good, reliable data

Smart bidding targets are realistic

ACCOUNT AD EXTENSIONS

At least 4 Site Links

At least 6 Callout extensions

Call extension

Structured Snippets

[Optional] Location extension(s)

[Optional] Price extension where appropriate

AD GROUPS

Keywords divided in a logical and precise way

High impressions and spend keywords are in tight ad groups of ~5 or less keywords

These ad groups are not restricted by budget

Other ad groups do not contain a large number of keywords (20+)

If Manual bidding, do default CPCs make sense versus account/performance

Ad extensions have been tailored to (at least) the top performing ad groups

[Optional] DSA isn't targeting all website and has negatives applied

KEYWORDS

No significant flux in match type use and performance

Brand is segmented

Broad keywords have negatives

Negative keywords present

No more than 20 keywords per ad set (including match types)

High spend and/or volume keywords are showing for relevant search terms

High spend and/or volume keywords aren't low quality score

ADVERTS

Each ad set should start with 1 ads only unless you have too many headlines options

Ad groups have at least 2 distinct ads

No spelling or grammar issues

Landing page has SSL certificate - https://

[OPTIONAL] MANUAL BIDDING

Keywords - best keywords have appropriate bids

Keywords - worst keywords either bid low or paused

Device bid adjustments

Geography bid adjustments

Demographics bid adjustments

Schedule bid adjustments

AUDIENCES

Remarketing lists for search ads (RLSA) present

RLSA audiences are segmented by user behaviour and conversion intent

Where appropriate, audiences have bid modifiers