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25 QUESTIONS EVERY MARKETER
SHOULD ASK THE PERSON
MANAGING THEIR PAID SEARCH





- 1.** Are our Google AdWords and Analytics accounts linked?
- 2.** How do we track online conversions? Do we track macro and micro conversions?
- 3.** What campaign strategy and ad group structure are we using and why?
- 4.** How do we organise our keyword match types and why?
- 5.** (For ecommerce) Are we running shopping campaigns?
- 6.** (For ecommerce) How have we structured our shopping campaigns and how are they optimised?
- 7.** (For ecommerce) How do we review and optimise our data feed?
- 8.** How do we review seasonality and market trends for our paid search accounts?
- 9.** How often do we perform competitor analysis?
- 10.** How often do we review paid search budgets across campaigns, accounts and networks?
- 11.** Have we explored and reviewed performance on all the relevant networks?
- 12.** What is our strategy for running ad copy testing and optimising ad copy as a result?
- 13.** Are all relevant ad extensions set up on our account...?
 - Sitelinks
 - Location
 - Call
 - App
 - Review
 - Callout



- 14.** Have we expanded our sitelinks?
- 15.** Do we have mobile specific ad copy and ad extensions for mobile users?
- 16.** How often do we examine search query results for positive/negative keyword opportunities?
- 17.** What is our strategy to manage keyword bids? Do we use manual bidding, bid strategies in Google AdWords or bid management software?
- 18.** Which metrics do we use to review our keyword bids?
- 19.** Do we have bid modifiers by...?
 - Time (day of the week and time of day)
 - Location
 - Device
 - Search remarketing
- 20.** How have we segmented our audience lists for search remarketing?
- 21.** Do we track offline conversions from online marketing? Do we import this data into our paid search accounts?
- 22.** How do we identify areas in our accounts to optimise Quality Score? Do we track Quality Score?
- 23.** What is our strategy for optimising paid search landing pages?
- 24.** How do we factor campaign attribution into paid search analysis?
- 25.** How do we factor campaign attribution with other marketing channels into paid search analysis?