PPC AUDIT
REPORT

Avg CPC

CPA

Conversions

Total Spend

CAROUSEL-USA.COM

Account Diagnostics

8 Active Campaigns	33 Active Ad Groups	71 Active Ad Text
271 Total Keywords	187 Active Keywords	2604 Clicks (Last 90 Days)
$0.54 Avg CPC	36 Conversions (Last 90 Days)	$39.33 CPA (Last 90 Days)
$1415.83 Total Spend (Last 90 Days)		

Campaign Settings

Checks your campaign settings which includes your budget, network, bidding options and adjustments, location targeting, campaign end date, and other settings that affect an entire campaign.

83%

Keywords Audit

Checks your account for below first page bid keywords, Dead Keywords, different keyword match types and negative keywords.

74%

PPC SCORE

79

Out of 100

68%

Ads

The campaign audit reviews your text ad usage, which is key for strong performance in terms of impressions, clicks, CTR and ad ranking.

67%

91%

Display Network

Checks your account for performance on Display network including Image Ads & Placement performance reports.

Account Activity

Audit tool reviews how much time you spend and activities performed in your account.
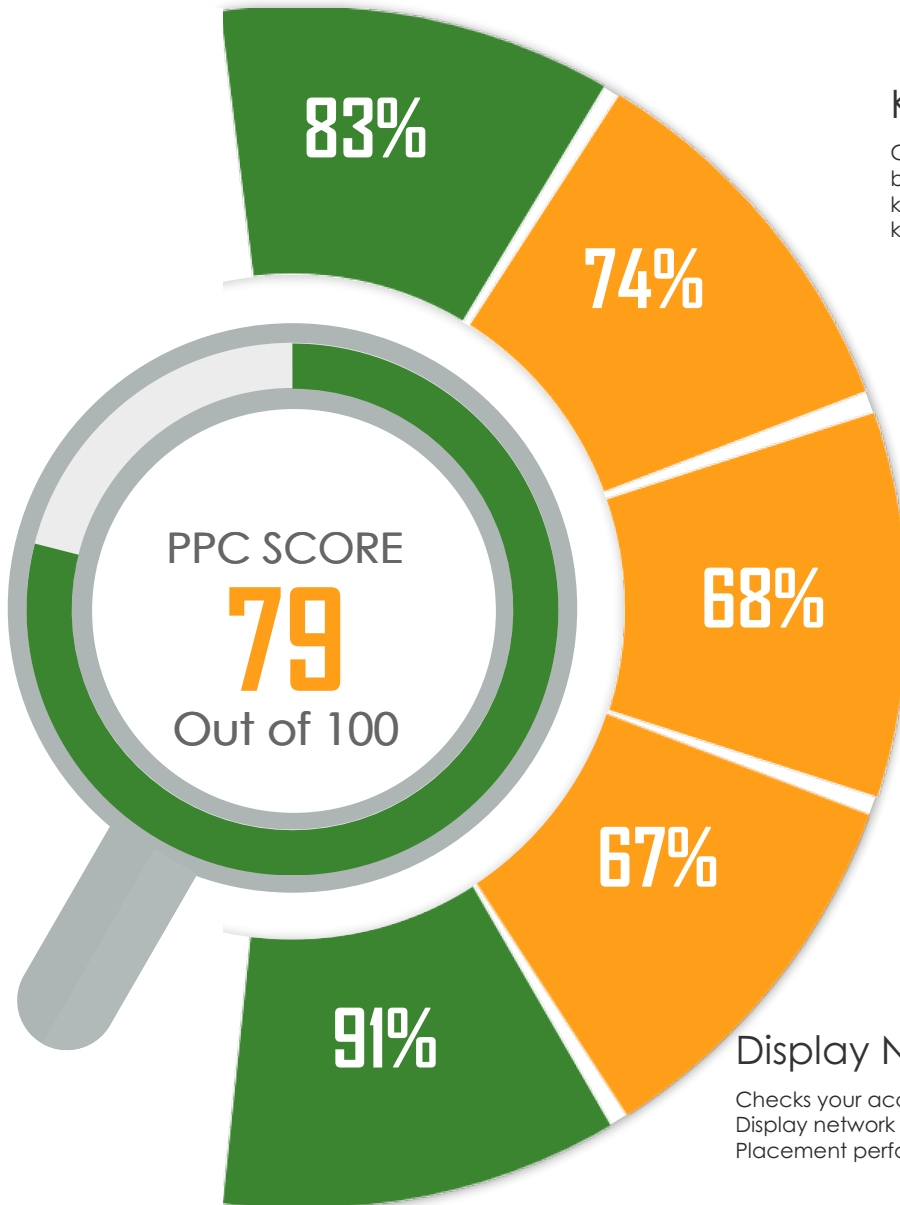
Conversion Tracking

Conversion code is setup. Conversion tracking is working.

Network Targeting

Display and search network are targeted separately. This is an acceptable practice for better management of campaigns.

Ad Rotation

Optimize : With this option, your ads do not rotate evenly.

Adwords Extensions

Adwords extensions can make your ads more attractive and you may get better chance of getting more clicks. It gives your customers more reasons to click on your ad by including additional business information upfront such as your address and phone number, more website page links, or product information.

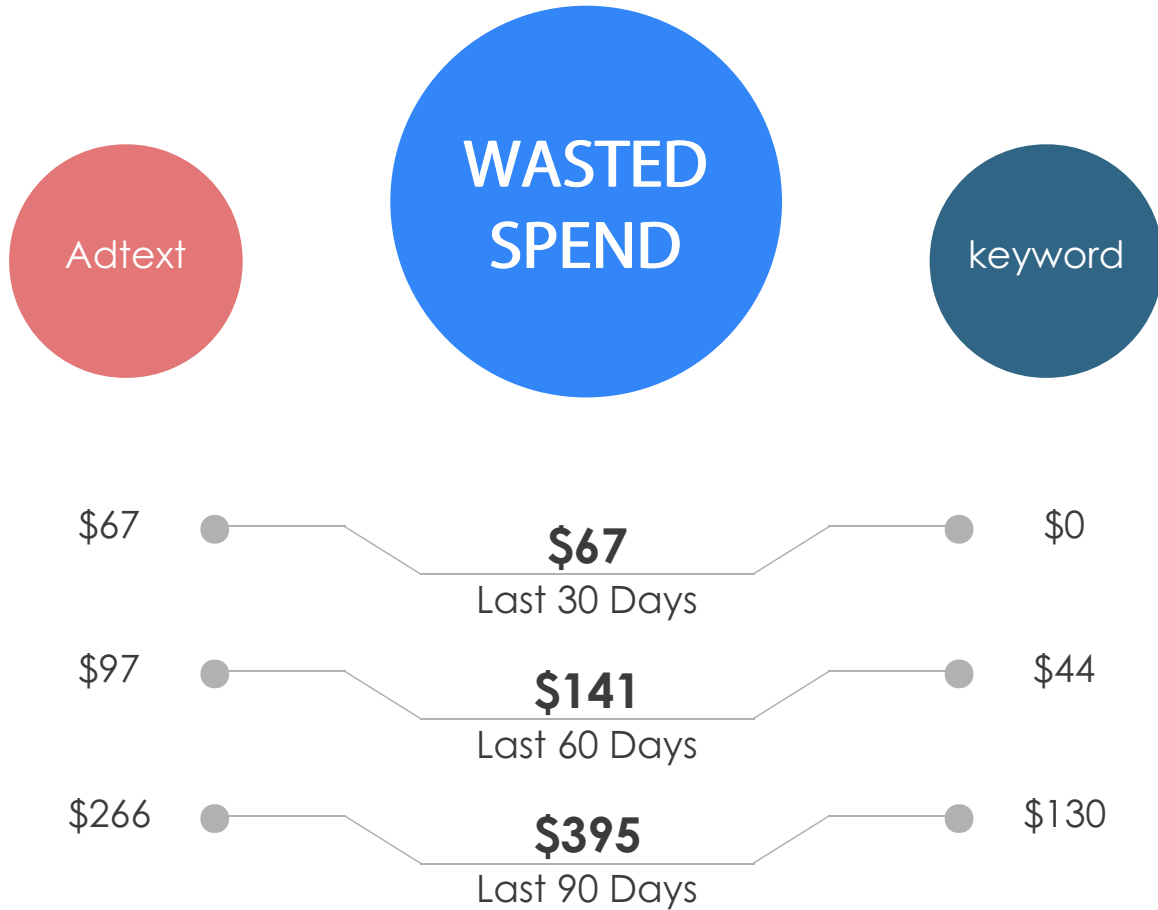|	
✔ Call Extensions	✖ Reviews Extensions
✔ Location Extensions	✔ Callout Extensions
✔ Ad Extensions	✖ App Extensions

Standard v/s All Features

Keyword-targeted text ads showing on Google search results.Standard campaigns reach customers on Google search using basic text ads.

Wasted Spend

Wastage adspend projects how much money could be saved by taking appropriate action against non - performing Adcopies and Keywords. Routine optimization work can be effective for plugging the leaks and increasing the profits of your campaigns.

Adtext

WASTED SPEND

keyword

$67	**$67** Last 30 Days	$0
$97	**$141** Last 60 Days	$44
$266	**$395** Last 90 Days	$130

BELOW FIRST PAGE BID KEYWORDS

Below first page bid keywords indicates that you need to increase your bid to be placed on the first page of search results. The table below shows the total no. of keywords which are found under the category of below first page bid.
Some of your keywords fall below first page bid. We suggest raising bids to get on the first page. Ignoring below first page bid keywords will have a negative impact on account performance and your ads may rarely show due to low quality score.

187	44	23.53 %
Active Keyword	Keywords below first page bid	Percentage
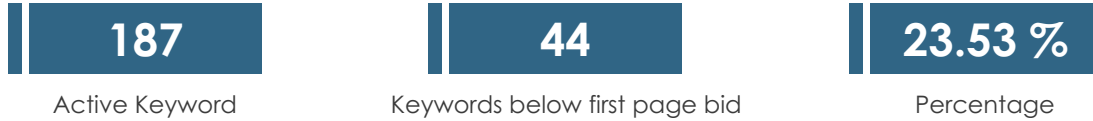
DEAD KEYWORD CHECKER

Dead keywords are those keywords which are sitting dead in your account. They don't account for much activity and are as good as being dead. Having the long tail keywords helps you to capture less competitive keywords. Even in the pursuit of a long tail keyword strategy, it is a good idea to get rid of dead keywords in your account.

271	145	53.51%
Total No. of Keyword	Total No. Of Dead Keywords	Percentage

Keywords Match Types

Match Type	Keywords	Clicks	CTR%	Conv.	CPA	Conv Rate%
Broad	9	229	1.47%	5	$47.80	2.18%
Phrase	83	212	5.44%	4	$61.58	1.89%
Exact	99	504	10.10%	22	$22.89	4.37%
Modified Broad	80	394	4.71%	5	$68.08	1.27%

AdWords keyword match types helps in controlling your ad visibility (who sees your ad). The performance of each match type in your account is displayed below.

▌ Keywords Audit

NEGATIVE KEYWORDS

Adding negative keyword makes sure that your ad won't show for searches containing that term. For e.g. if you don't offer any "free trial" then adding "free trial" in negative term will help you to save a lot of unwanted clicks. This ensures that your ad won't show for terms containing "free trial".

You have a good number of negative keywords. See if you can add few more to avoid wasted ad spend.
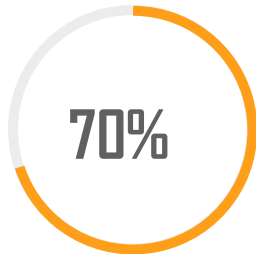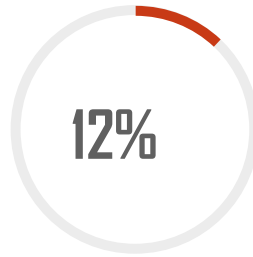
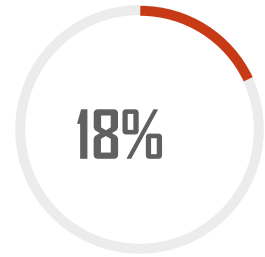| 1023	0
Campaign Level	Adgroup Level

Visible Share

70%
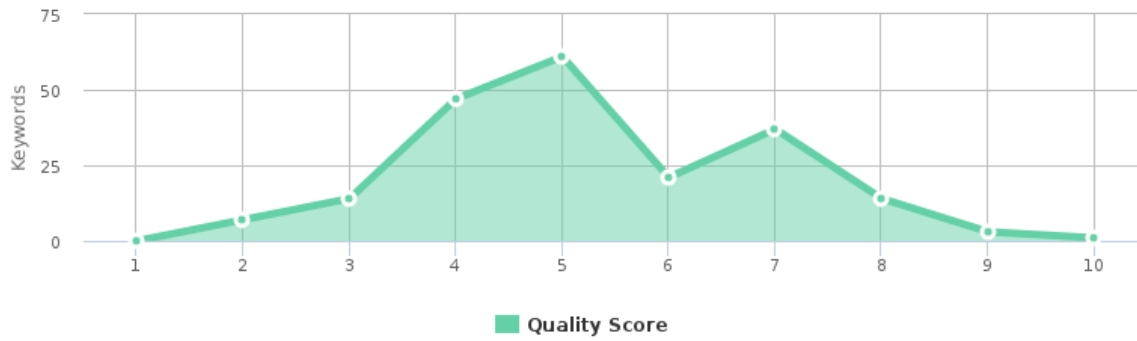Share Acquired

12%
Share Lost to Budget

18%
Share Lost to Ad Rank

Your visible share is good, but it can improve further! Raising your impression share will bring more traffic. If you need more impression share then consider increasing your budget or bid prices.
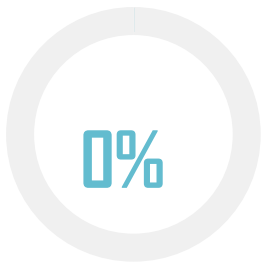
Quality Score

Your average quality score is okay. Try improving your quality score, to get in the range of 6 or above.

Quality Score	No. of keywords	Cost	Percent of Keywords by QS
1	0	$ 0.00	0.00%
2	7	$ 0.00	3.41%
3	14	$ 33.21	6.83%
4	47	$ 48.70	22.93%
5	61	$ 381.30	29.76%
6	21	$ 137.33	10.24%
7	37	$ 509.91	18.05%
8	14	$ 77.46	6.83%
9	3	$ 99.70	1.46%
10	1	$ 0.00	0.49%
Grand Total	205	$ 1287.61	

Ad Copy Audit

A/B Testing

0%

|		
Active adgroups		33
adgroups with only 1 Active ad	1	3%

For any healthy AdWords account, it is always recommended doing regular A/B testing of ads. The more the tests the better you will be able to fine tune your ROI.
Good! You are testing multiple variation of ads in most of the adgroups. However there are 1 adgroups without multiple variation of ads. We suggest to add multiple ads in those adgroups to carry out A/B testing.

Ad Symbol check

90%

Total Active Ads	71	
Ads with symbols	62	87%
Ads without symbols	9	13%

Presence of symbols in ads can make ad copy more attractive. It can boost your click through rate (CTR).

Call to action Words

80%

|		
Total Active Ads	71	
Ads with call to action words	55	77%
Ads without call to action words	16	23%
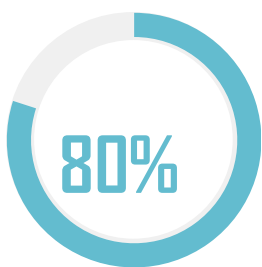
One of the critical part of your ad is "call to action" words. If "call to action" is missing in your ad then you are not telling your visitors what to do. An ad with a call to action word has a higher chance of success.

FLYING V GROUP

rfahrion@flyingvgroup.com | (949) 940-8884

Ad Copy Audit

Top 3 non performing sites

Sites	Campaign	Ad Group	Clicks	CTR%	Cost	Conv.	CPA
youtube.com	Carousel USA | Display	Turntables	197	21.84%	$ 10	0	$ 0
mobileapp::1-1196764367	Carousel USA | Display	Turntables	140	65.73%	$ 8	0	$ 0
turntable-works.com	**FVG Turntable AdGroups - B	Car Turntable	7	77.78%	$ 7	0	$ 0

Display Network Audit

67%
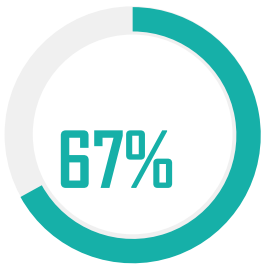
✓ Are you using image ads? -

✗ Are you using images of all sizes? -

✓ Are you using Managed Placement? -

Top 3 non performing ads

Text ad	Campaign	Ad Group	Clicks	Impressions	CTR%	Cost	Conv.	CPA

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Account Activity

For an successful AdWords account it is important to spend more time in your AdWords account every week, if not every day. Are you working actively in your campaigns to improve results? To improve your campaign's performance, and even to maintain it, it's critical to devote active time to maintenance, optimization, and expansion. Think of your account as your PPC engine - how often are you looking under the hood?

Total Changes
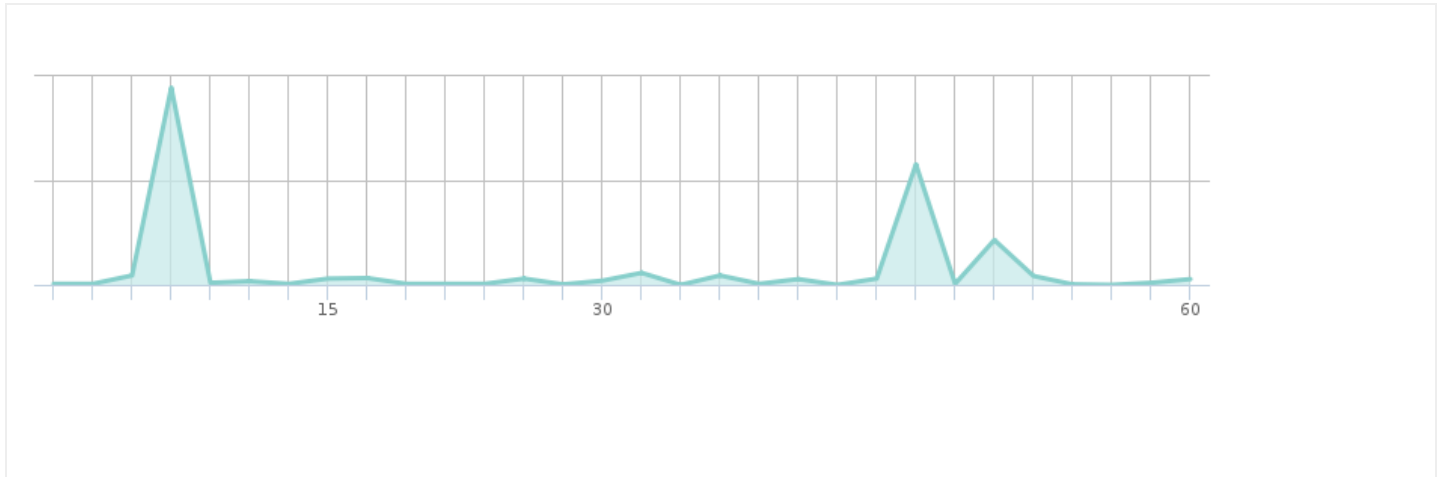
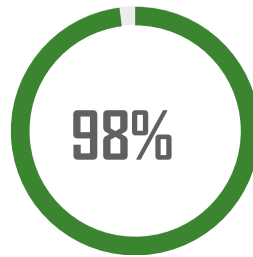| 425	465	883
Last 15	Last 30	Last 60

You account activity is good but there is always a scope of improving it further by spending some extra efforts. In order to keep up with competitors it is very important to be actively working on account. Time and Resource are key to keep your campaigns running smoothly.

Tight Theme Adgroup

98%

Google recommends you to construct your campaigns with the aforementioned "tightly themed ad groups" that contain a "few" keywords that are closely related to each other.

By setting up the account right you will save yourself time and money. Tightly themed adgroups will help to improve your Quality Score and lower bids. Hence it is very important to structure tightly themed adgroups for a successful campaign.

Network Performance Report

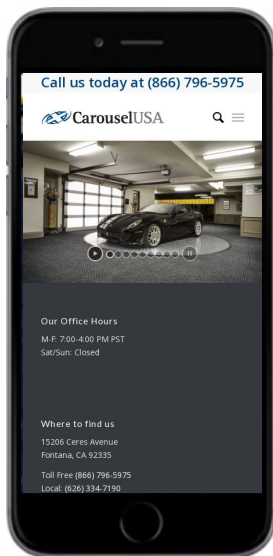|	Clicks	Impressions	CTR%	Cost	Conv.	CPA	Conv.Rate%
Display Network	1265	66935	1.89%	$ 86.61	0	$ 0	0%
Search Network	1257	13416	9.37%	$ 1267.61	35	$ 36.22	3%
Search Partners	82	19371	0.42%	$ 61.61	1	$ 61.61	1%

Google
Mobile-Friendly Test

| http://carousel-usa.com | ANALYZE |

Awesome! This page is mobile-friendly.

How Googlebot sees this page

Top 5 Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, 20% of traffic to a website is from mobile. If your website is not mobile friendly then you are losing out on customers.

2. Higher Conversion Rates - Recent statistics show that more people access the internet via mobile devices than regular computers. By making website responsive you make sure that you don't loose out on mobile traffic without making much impact on desktop users. In effect you get combined sales from mobile as well as desktop websites. For businesses this means higher sales and profits.

3. User Experience – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.

4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.

5. According to market research, 67% of consumers say that a mobile friendly site makes them more likely to buy, and 74% say they're more likely to return to that site in the future.