

PPC Clinic Score Sheet

Candidate: _____ Website URL: _____ Examiner: _____ Exam Date: _____

Category	Description	Examiner's Comments	Score (1-10)
Campaign & Ad Group Structure	<ul style="list-style-type: none"> How many campaigns are present & how are they structured? How are your ad groups segmented? 		
Bidding Strategy	<ul style="list-style-type: none"> Daily budgets Are maximum CPCs set appropriately? Ad scheduling & bid adjustments by day of week and/or hour of day 		
Campaign Targeting	<ul style="list-style-type: none"> What networks are you targeted to? What countries/regions do you target? What languages do you target? Do you target desktops and/or mobiles? 		
Keywords, Match Types & Negatives	<ul style="list-style-type: none"> Are relevant keywords present? Best use of all available match types Are you using Broad Match Modifier? Do you have a negatives list? Do you cross-negative across ad groups? 		
Ad Text Quality	<ul style="list-style-type: none"> Do ad texts contain relevant keywords? Do the ads include a call-to-action? How good are the click-through-rates? What are you average ad positions? Best use of landing pages 		

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Use of Ad Extensions	<ul style="list-style-type: none"> • How effective are your sitelinks? • Have you enabled click-to-call? • Do you have location extensions? • Do you have product extensions (e-commerce only) 		
Tracking, Conversions, Testing & Analytics	<ul style="list-style-type: none"> • How do you measure success for your campaigns? • Do you track success effectively e.g. purchases, leads or form submissions? • How do you use Google Analytics? 		
Change History	<ul style="list-style-type: none"> • When did you last run reports and make changes? 		
Display Activity	<ul style="list-style-type: none"> • Do you advertise on the display/content network? • Do you run remarketing campaigns? • Do you have image ads? 		
Use of Other Advertising Platforms	<ul style="list-style-type: none"> • Yahoo Search Marketing • MSN ad centre • Facebook & LinkedIn 		
			Total Score

N.B: Our scoring system is a massive over-simplification but scores are fun! If you'd like a more in-depth chat about your Pay-Per-Click then we'll be happy to give you a call or meet up.