



Web1 Syndication, Inc.  
1351 S. Killian Dr Suite 2  
Lake Park, FL 33403  
Email: info@web1syndication.com  
Office: 5618411832

## Adwords Account Audit

Prepared for: XYZ Company  
Prepared by: Ben Pate  
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### Summary (Last 90 Days)

|                  |       |                          |           |                       |             |
|------------------|-------|--------------------------|-----------|-----------------------|-------------|
| Active Campaigns | 0     | Impressions              | 9,348,934 | Avg. Monthly Ad Spend | \$40,942.60 |
| Active Ad Groups | 890   | Clicks                   | 100,340   |                       |             |
| Active Text Ads  | 2,303 | Conversions              | 601       |                       |             |
| Active Keywords  | 7,640 | Avg. Cost per Conversion | \$204.37  |                       |             |

### Campaigns

|                     |   |     |  |
|---------------------|---|-----|--|
| Display Network     | If the Display Network is enabled, is it in its own campaign?                   | NO  |  |
| Devices             | Have mobile device bids been adjusted?  | YES |  |
| Ad Scheduling       | Have ads been scheduled for certain times of day, or days of the week?          | NO  |  |
| Ad Rotation         | Are there any campaigns with OPTIMIZE (Optimize for Clicks) set as Ad Rotation? | YES |  |
| Conversion Tracking | Has conversion tracking been implemented?                                       | YES |  |

### Ad Groups

|               |  |     |  |
|---------------|--|-----|--|
| Multiple Ads  | Do ALL ACTIVE Ad Groups have more than one ad? | NO  |  |
| Keywords      | Do any Ad Groups have more than 50 keywords?   | YES |  |
| Split Testing | Do ALL Ad Groups have 2 or more active ads?    | NO  |  |

### Keywords

|                   |   |    |  |
|-------------------|---|----|--|
| Match Types       | Have exact, phrase or modified broad match been used?           | NO |  |
| Quality Score     | Are at least 30% of all keywords a Quality Score of 7 or above? | NO |  |
| Approval Status   | Are there any keywords with approval status problem?            | NO |  |
| Negative Keywords | Do negative keywords make up at least 1% of all keywords?       | NO |  |

### Ads

|                 |  |    |  |
|-----------------|--|----|--|
| Ad Extensions   | Have ad extensions been used in ALL Campaigns? (Sitelinks, Location, Call) | NO |  |
| Approval Status | Are there ANY disapproved ads?   | NO |  |
| Display URLs    | Are Display URLs optimized?  | NO |  |