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PPC Performance Health Check

We have reviewed your PPC campaign and completed the performance health check. The below table provides details of each area reviewed, with recommendations of what we can do to take your PPC campaign to the next level.

Wasted Ad Spend

Negative keywords are an important part of every campaign because they ensure that your ads appear only to people looking for what you offer. This added level of control can help you increase your click through rate (CTR), reduce your average cost-per-click (CPC), and increase your ROI. Are you making proper use of negative keywords, or are you wasting hundred or even thousands of pounds per month on irrelevant keywords?

Recommendations

Return on Investment

What is your return on investment? Conversion Tracking allows you to see what happens after a customer clicks on your ads - whether they purchased your product, signed up for your newsletter or filled out a form to receive more information.

Recommendations

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Click Through Rate

Click Through Rate (CTR) is a percentage figure based on the total number of clicks compared with the total number of impressions, and is a measure of how targeted your ads are. If your CTR is low, you will be losing ground to competing advertisers.

Recommendations

Cost Per Click (CPC)

Cost Per Click (CPC) refers to the actual price you pay for each click in your PPC campaign.

Recommendations

Quality Score

Quality Score is an estimate of how relevant your ads, keywords and landing pages are to a person seeing your ad. Having a high Quality Score means that search engines think your ad, keyword and landing page are all relevant and useful to someone looking at your ad. High quality scores have a major impact on your ROI, improving your rankings and lowering your costs.

Recommendations

Positioning

A high quality score combined with the right keyword bid means your ad gets a higher position on Google search engine results pages (SERPs).

Recommendations

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Keyword Optimisation

Is your campaign using relevant keywords? Are you making effective use of broad, exact and phrase match keywords? A keyword match type tells Google how aggressively or restrictively you want it to match your advertisements to keyword searches. If your ads are triggering non-related keyword phrases it indicates there is an issue with your keyword matching options. This will harm your quality score, which effects how much you pay and your ad position.

Recommendations

Ad Text

Ad text should be optimised to be relevant to the users query. Weak or irrelevant ad text will harm your quality score, which effects how much you pay and your ad position.

Recommendations

Landing Pages

High quality, relevant landing pages are essential for PPC since it directly influences your quality score, which impacts how much you pay and what position your ad appears.

Recommendations

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Campaigns

Does your campaign naming structure make sense and is it easy to understand? Campaigns should be segmented by higher-level ideas so that you can drill down into more tightly themed ad groups and keywords. A weak campaign naming structure will harm your quality score, which effects how much you pay and your ad position.

Recommendations

Ad Groups

Are ad groups relevant to the campaign? Do they contain a sufficient volume of keywords?

Recommendations

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Mobile Advertising

Mobile traffic is predicted to grow beyond desktop use, therefore it's crucial to stay on top of mobile PPC best practices like call extensions, sitelinks, and mobile optimised text ads. Is your campaign optimised for mobile users?

Recommendations

Account Activity

To reduce budget bleed, and to maintain performance it's essential you continually spend active time in your account to refine the campaign. When was the last time your campaign was refined?

Recommendations

Following the health check, now that we know the in's and out's of your campaign lets work together to sort it. Speak to one of our PPC experts today by calling 0845 050 2500 or send an email to hi@promote.agency

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Additional Notes

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