

# PAID SEARCH AUDIT HORRORS BURY THEM BEFORE THEY BURY YOU



## NOT AUDITING REGULARLY

- ☞ SCHEDULE AUDITS AT LEAST TWICE A YEAR
- ☞ GET AN EXECUTIVE SUMMARY
- ☞ YOUR SUMMARY SHOULD INCLUDE:
  - ☞ TRENDS & OPPORTUNITIES OVER TIME
  - ☞ FAST WINS, QUICK FIXES
  - ☞ WASTED SPEND



## IGNORING THE DRAGON

- ☞ ENSURE YOUR TEAM HAS ACCESS TO ALL SALES FUNNEL DATA
- ☞ FOCUS ON METRICS THAT AFFECT THE BOTTOM LINE:
  - ☞ COST PER DEMO OR APPOINTMENT
  - ☞ COST PER SALE
  - ☞ REVENUE PER LEAD



## STOPPING AT THE LAST CLICK

- ☞ MAKE SURE AUDITS INCLUDE THE FULL IMPACT OF SEARCH:
  - ☞ MULTICHANNEL
  - ☞ IMPACT OF HIGH-FUNNEL KEYWORDS
  - ☞ CLICK & IMPRESSION ASSISTS
  - ☞ ASSISTS ACROSS DEVICES
  - ☞ ACTIVITY ON YOUR WEBSITE, ESPECIALLY LANDING PAGES

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