

THE FIVE FATAL ERRORS OF A PAID SEARCH AUDIT

Error: Skimming the surface

Answer: Dive into the depths of data

- ☠ An initial audit should take about 20 hours to complete
- ☠ The audit should include:
 - ☠ Account data: structure, keywords, bids
 - ☠ Analytical data: search metrics, tracking, analytics
 - ☠ Format/extension data: search vs display, mobile, remarketing, shopping, other ad extensions
 - ☠ Search experience data: landing pages, multichannel, assists, competitor performance

Error: Never looking around

Answer: Audit regularly and often

- ☠ Insist on a large initial audit, followed by regular check-in audits
- ☠ Each audit must answer:
 - ☠ What long-term opportunities exist?
 - ☠ What minor changes can we make in the account to produce fast results?
 - ☠ What keywords/ads have had such a low return that they're not worth their ad spend?

Error: In-house audit

Answer: Call in an outsider for the audit

- ☠ In-house audits have risks associated with a team evaluating their own performance
- ☠ Audits from outside agencies offer:
 - ☠ Significant, current expertise in paid search
 - ☠ Broader understanding of the paid search market
 - ☠ Audit results are not incentivized for any particular outcome
 - ☠ Objective perspective without unspoken assumptions or historical baggage

Error: Measuring trivial things

Answer: Find & focus on metrics that matter

- ☠ Ensure your team has access to sales data from all stages of the funnel
- ☠ Be sure your team is auditing metrics that affect the bottom line:
 - ☠ Cost per appointment
 - ☠ Cost per sale
 - ☠ Lead-to-revenue ratio

Error: Stopping at the click

Answer: Evaluate the complete experience

- ☠ The customer journey begins at the click; your audits should reflect this
- ☠ Audits must include:
 - ☠ Multichannel data
 - ☠ Data on cross-device assists
 - ☠ Data on click and impression assists
 - ☠ Conversion data from your website