

Paid Search Assessment Checklist

Please answer the questions below by circling the best choice. Upon completion submit this form via email to: team@conversiongiant.com in order to receive a diagnostics appointment with one of our advertising specialists.

What are your advertising goals?

| | | | |
|------------------|--------|----------|-------------|
| Improve ROI | Mostly | Somewhat | Not As Much |
| Increase profit | Mostly | Somewhat | Not As Much |
| Increase revenue | Mostly | Somewhat | Not As Much |
| Other (specify) | Mostly | Somewhat | Not As Much |

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What kind of campaigns do you currently run?

| | | | |
|-------------|----------|---------------|------------|
| Search | Actively | Not Right Now | Never Have |
| Shopping | Actively | Not Right Now | Never Have |
| Display | Actively | Not Right Now | Never Have |
| Remarketing | Actively | Not Right Now | Never Have |

How often do you log-in to your account?

| | | | | | | |
|--|-------|--------|-----------------|---------|------------------|--------|
| | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
|--|-------|--------|-----------------|---------|------------------|--------|

How often do you make changes?

| | | | | | | |
|--|-------|--------|-----------------|---------|------------------|--------|
| | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
|--|-------|--------|-----------------|---------|------------------|--------|

What changes do you typically make?

| | | | | | | |
|----------------------|-------|--------|-----------------|---------|------------------|--------|
| Bid Adjustments | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
| Landing Page Changes | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
| Ad Copy Testing | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
| Keyword Changes | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |
| Budget Changes | Daily | Weekly | Every Few Weeks | Monthly | Every Few Months | Seldom |

How much do you spend a month on PPC?

| | | | | | | |
|--|--------|---------|----------|-----------|-----------|--------|
| | < \$1K | \$1K-5K | \$5K-10K | \$10K-20K | \$20K-50K | \$50K+ |
|--|--------|---------|----------|-----------|-----------|--------|

Are you happy with your campaign performance?

| | | | | |
|--|------------|----------------|-------------------------|------------------|
| | Very Happy | Somewhat Happy | Not Too Happy Right Now | I'm Freaking Out |
|--|------------|----------------|-------------------------|------------------|

(Continued...)

| How are you measuring success? | | | |
|--------------------------------|--------|----------|-------------|
| Advertising as % of Revenue | Mostly | Somewhat | Not As Much |
| Cost per Conversion (CPA) | Mostly | Somewhat | Not As Much |
| ROI/ROAS | Mostly | Somewhat | Not As Much |
| Profit | Mostly | Somewhat | Not As Much |
| Other (specify) | | | |

| | | |
|---|-----|----|
| Do you have conversion tracking setup? | Yes | No |
| Do you have Google Analytics installed? | Yes | No |
| Do you track revenue? | Yes | No |
| Are your campaigns limited by budget? | Yes | No |

| How many active ads do you typically run in each ad group? | 1 | 2 | 3 | 4 | 5+ |
|--|---|---|---|---|----|
|--|---|---|---|---|----|

| How familiar are you with: | | | | |
|----------------------------|---------------|-------------------|-------------------|---------------------|
| RLSA | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Ad extensions | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Dayparting | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Dynamic Search Ads | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Search Term Reports | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Lost Impression Share | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Auction Insights | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Keyword Planner | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Merchant Center | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Time Lag Reports | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Multi Channel Funnels | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |
| Click Attribution Models | Very Familiar | Somewhat Familiar | Slightly Familiar | Never Heard of This |

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