

7-STEP AD ACCOUNT HEALTH CHECK

Step 1 - Performance Tracking

When it comes to diagnosing your account, or even re-building it, you need to know what's working, where to put your money, and what to turn off.

This is where proper performance tracking comes in.

Are **all** points of conversion tracked in your Google Ads account? And, if so, are they tracked correctly?

Use this checklist to follow along with **the video** and make sure everything in your account checks out.

Lead Generation

○ **Make a List of All the Conversion Points on Your Site**

Go to your website. Now, find every action a visitor can take that should count as a conversion. For example, filling out a form (pop-ups, opt-ins, landing pages, "contact us," etc.), making a phone call, and scheduling an appointment on an online calendar.

A conversion is when your business receives new information about a website visitor. Write down every single one—even the actions you prefer people didn't take as much as others.

○ **Make Sure Your List Matches the Account's Setup**

Login to **your Google Ads Account** and click on Tools & Settings → Measurement → Conversions. Look for the column called "Conversion Action." Go through every item on that page and compare it with the list you created above. Each item should be listed and named appropriately. If the two lists don't match exactly, this is a catastrophic error.

*****Note for businesses that accept phone calls:** You should see two call-related conversion actions in the list. There should be one to record calls that people make directly from the ad (when the number is displayed along with the ad on mobile and people click to dial) and one for calls made from the site (when people click on the ad to visit the website and dial the number they find there).

○ Check the “Source” Column

If you see the word “Analytics” listed anywhere under the “Source” column, consider this a red flag. Instead, you should see the word “Website” (on all conversions that aren’t phone calls). Many agencies import conversions directly from Google Analytics because it’s easy, but it means you are missing 35%-40% of your conversions. Google Ads should track conversions independently from Analytics, so that Analytics can act as a third party reconciliation tool.



PRO TIP: If you have a phone number on your site, find out what percentage of those incoming calls are someone you would consider to be a quality lead. Unless that number is 100%, tracking a phone call as a conversion action isn’t always accurate. At Solutions 8, we have a team dedicated to listening to calls that come from ads. They determine which calls are conversions and which calls aren’t to make sure we’re tracking performance as accurately as possible. This helps us get better quality calls over time as we learn what’s working.

eCommerce

If you’re an eCommerce business, you also need to count revenue with each conversion. Complete the steps above for any lead generation conversions and then move on to the steps below for all your purchase conversions.

○ Pull Up Last Month’s Conversions

Pick the last month’s dates using the calendar picker on the top right of the screen.

○ Count All the Value for Each Item Where “Include In Conversions” is Set to “Yes”

Look at the “Include in Conversions” column and identify each conversion that has “Yes.” Count up all the dollar value those conversions have listed in the “Conversion Value” column.

○ Make Sure the Total Matches Last Month’s Sales

If the total doesn’t match what you actually made last month, this means something is set up incorrectly.