

# 7-STEP AD ACCOUNT HEALTH CHECK

## Step 2 - Bidding Strategy



Are your campaigns using an appropriate bidding strategy to optimize their success?  
And, if so, is there a plan for the future?

Use this checklist to follow along with [the video](#) and make sure everything in your account checks out.

### ○ Find Your List of All Campaigns

Login to [your Google Ads Account](#) and find the little arrow on the left side of the screen that pulls out the dark grey menu. Click “All Campaigns” at the top. Then, close that menu, and click the “Campaigns” tab on the light grey menu (also on the left side of the screen).

### ○ Pull Up The “Bidding Strategy” Column

From here, find the “Columns” button near the right side of the screen. Click on it and then select “Modify columns.” Open up the “Attributes” tab and check the box next to “Bid Strategy Type” if it’s not already selected.

### ○ Ask Your Ad Account Manager Why They’ve Chosen The Bid Strategy Type For Each Campaign That is Important to You

Approach your ad agency manager and ask them “Why did you choose this bid strategy type for this campaign?” They should be able to explain it to you. If they’re not able to explain it simply, then they don’t understand it well enough.



**PRO TIP:** If you see all your campaigns using the same bidding strategy, this is a red flag. Campaigns have different goals, different launch dates, and they will be performing better or worse than their optimum ability. All of these factors affect which bidding strategy is appropriate.

○ **Ask Your Ads Account Manager to Explain the Bidding Strategy Plan For The Future of Any Campaigns Struggling to Perform**

If you have a campaign that's not performing, your ad account manager should also have a plan for the future. For example, if you see "maximize conversions" as the bidding strategy, then you know your ad account manager has chosen a strategy which goes after the cheapest leads (lowest cost per conversion) but not necessarily high quality leads (they might be less likely to convert into customers). If your ad account manager is working to improve the overall sales, then they should be able to explain why they think that bidding strategy is the best for right now.



**PRO TIP:** When we launch new campaigns, we find it's best to start with a relatively manual bidding strategy before moving to a more automated one. This helps the algorithm learn what works. So, new campaigns that we start will use the "Manual CPC with enhanced CPC enabled" bidding strategy. It gives us complete control to set the bids where we want them based on which keywords are the most valuable to the business. Some keywords are on

the top of the funnel, which means they're a little less valuable, and those will have lower bids. And some keywords indicate purchase intent which means the business can afford to pay more for those. Once we find out what's working and what's not, we remove the keywords that don't perform, add additional keywords that perform well, and then begin to automate by choosing a different bidding strategy.