

7-STEP AD ACCOUNT HEALTH CHECK

Step 3 - Campaign Structure

Did your Ads manager design your campaign structure with purpose? Is it appropriate to the business and the customer sales cycle? Does it work or against or with the technical functionality of Google Ads?

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).

○ Ensure There Are Multiple Campaigns

It's best to have multiple campaigns running simultaneously. If you see one giant campaign in the campaigns list, this is a red flag. Multiple campaigns break out the budget between customer avatars (we will go deeper into this in checkbox 4 below). This gives your Ads manager the ability to optimize and scale because they can see whether one campaign is doing better than the other to determine where to invest more resources. They can also see how the campaigns interact with each other to get similar traffic closer to the sale.

○ Ensure There Are a Variety of Campaign Types

Look at the “Campaign” column and locate the icons to the left of the campaign names. Ideally, you should see more than one icon being used. If you don't, this is a red flag. The icons represent the type of ad (i.e. search ad, display ad, video ad, shopping ad, etc.). Your Ads manager should be making use of more than one campaign type to maximize the value of the platform.



PRO TIP: If you see a campaign with two icons next to it, this is a huge red flag. If a campaign has two ad types it is going to be fighting against itself for the budget and stealing traffic from itself. This is never a good idea, and should be addressed with your Ads manager asap.

○ **Ensure Every Avatar & Every Stage of the Sales Cycle Has Its Own Campaign**

Think about your customer avatar (your ideal customer). Do you have more than one? (different product/service interest, different demographics, etc.) If so, these two groups should never be targeted with the same campaign. Now think about the stages in your sales cycle (i.e. awareness, interest, comparison). These stages should also never be targeted with the same campaign. If you see two ideal customers or two sales cycle stages bundled into the same campaign, this is a red flag.

○ **Ensure Special Initiatives Each Have Their Own Campaign**

Your Ads account should have a couple campaigns with agendas that need their own targeting, budget, and settings. This includes things like remarketing to website visitors, bidding for your own brand name so competitors don't steal your organic traffic, and targeting competitor brands. If you don't see any of these campaigns in the list, talk to your Ads manager to understand why they decided not to build them.