

# 7-STEP AD ACCOUNT HEALTH CHECK

## Step 4 - Ad Strategy and Copy

Ads that are relevant to the person searching for them are vital for high click-through-rates.

Did your ad manager match the ad copy, keywords, and ad groups on a 1-to-1 basis? Did they go through the process of breaking out each product/service's pain points and differences in phrasing?

Most importantly: Are your ads relying on the hope that the lead will make a mental leap in order to click?

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

### ○ Find Your Main Campaign

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). Filter by "all enabled" and then sort by "impressions" to see the most active campaign. Click on the top campaign's name.

### ○ Ensure You Have The Right Amount of Ad Groups

You should see plenty of ad groups. The quantity will depend on your product/service. There should be a separate ad group for each product/service. There should also be a separate ad group for any differing customer needs/pain points and also a separate ad group for the different phrases that people use to refer to the same product/service.

### ○ Ensure the Keywords Match the Ad Groups

Click on the "Keywords" tab in the left menu. Sort by the "Ad group" column. Read through the list of keywords and make sure they match the name of their ad group almost identically. If you are seeing keywords used that refer to the same topic as the ad group in general (but the keywords don't match), or if you are seeing dozens of keywords per ad group, these are red flags.

### ○ Ensure the Ad Copy Matches the Ad Groups

Click on the “Ads & Extensions” tab in the left menu. Sort by the “Ad group” column. Read through all the ad copy and make sure it matches the name of the corresponding ad group as closely as possible. Ideally, the first line of the ad should include the keyword in the ad group. If you are seeing generic ad text copied and pasted across all ad groups, that is a red flag.



**PRO TIP:** Google recommends that each ad group has two expanded text ads and one responsive search ad at a minimum. If you see more than that, this is okay because it means your ad manager is A/B split testing the copy. If you see less than that, ask your ad manager about it. This is a best practice because it works with the algorithms to identify what is the best ad to show to the end user.