WebFX

15-Step Checklist: PPC Audit

- [ ] Choose a date range

- [ ] Download the data

- [ ] Document your budget

- [ ] Look at your ad content

- [ ] Review and revise your landing pages

- [ ] Check and log your quality score

- [ ] Assess your keyword targeting

- [ ] Analyze your click-through and conversion rates

- [ ] Review your bids

- [ ] Check your location targeting

- [ ] Assess the effectiveness of your ad schedule

- [ ] Compile areas of wasted spend

- [ ] Double-check your conversion tracking

- [ ] Conduct a competitor PPC analysis

- [ ] Evaluate your automated ad campaigns