

## Adwords PPC Profitability Checklist

### 1. Do I have access to my own adwords account?

- Do I have access to the actual Google Adwords where the ads are being run?
- Or...Do I only have access to a dashboard given to me by the company that is running my campaigns? (This will have said companies logo on it, most likely)

### 2. Is the agency I'm working with to manage my PPC showing me everything? Is there anything they aren't telling me?

- Can I only see Clickthrough Rate (CTR), Cost per click (CPC)
- Can I see conversions for my ppc campaigns? If you are working with an agency, they could be tracking conversions for you and reporting it through your client dashboard. You just need to make sure that you can access it and that you understand what it means.

Ask your agency to explain exactly what you are looking at in their reporting or dashboard in regard to what defines a conversion. A conversion can be:

- A certain length on a site
- A certain number of pages viewed
- A phone call
- A form submission
- A button click
- A link click
- and several other elements can be measured as a conversion

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**The key is to track the revenue generating action or actions as conversions.**

*Just make sure you know what that is for your business and that the company that is managing your campaign knows too.*

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- Can I see the Google Analytics account that is tracking the data for my Adwords campaigns?

### 3. Can I see my paid traffic in my Google Analytics account?

- Can I see paid traffic in Google analytics under Acquisition > All Traffic > Channels? You should see “Paid Search” as one of the items listed.
  - You should be able to see information about your campaigns, adgroups, keywords and even ad copy in Google analytics.
  - This information is valuable. It will help you see:
    - Your site visitors behavior before they make a purchase:
      - The pages they visit
      - The pages they land on when they first get to your site
      - The pages they leave from without purchasing
      - **You can see how this information can lead to substantial increases in revenue can't you?**
- Is there any data showing in Acquisition > Adwords > Campaigns (or any of the other sections of this part of Google Analytics)?

### 4. Is conversion tracking setup for each one of my PPC campaigns, and are those conversions setup properly and reporting accurate data?

- Is there conversion tracking setup in Google Analytics for my main goal?
  - Go to Conversions > Goals > Overview – if there is nothing there or all you see is 0's, this is most likely not setup properly or at all.
  - Ecommerce tagging if I have an ecommerce website (In the left sidebar, go to Conversions > Ecommerce > Overview. If you see nothing there or if you see 0's and you know you have made some sales on your website recently, then you don't have this setup, or it's setup wrong.)
- Is there conversion tracking setup in Google Adwords for your campaigns
  - Access your Google Adwords account (if you have access to it)
  - Sign in.
  - Click the “Tools” tab and then “Conversions from the dropdown menu
  - If you don't see any conversions setup there, or any data, then conversions have not been setup for your Google Adwords campaigns.

**5. How many actual leads/sales (form submissions, sales, phone calls) are coming from each PPC advertising campaign per month?**

- You need conversion tracking set up to track how many leads you are getting from your PPC campaigns and to know for sure. If you don't, you are just assuming with a pretty big margin for error.
- If you have an ecommerce website where customers buy directly from your site, you need ecommerce tagging setup in Google Analytics to see how many sales and how much revenue your PPC campaigns are generating you.

**With this data, you can see:**

- Your most popular products in the eyes of your consumer.
- Your average transaction value and when that transaction value is highest and when it is lowest throughout the day/week/month/year.
- How long it takes for a customer to purchase your product including:
  - How many visits a prospect needs before they make a purchase.
  - How many days/weeks/months it takes your prospects to buy from when they first visited your site.
  - Lots of other juicy, awesome data that can drive actionable and very profitable PPC campaigns.

**6. How much does it cost to obtain each lead we get through our PPC campaigns?**

- Again, you need conversion tracking to see how many leads your PPC campaigns are generating.
- Starting to see why conversion tracking is so important???

**7. Is the cost of a sale for PPC traffic higher than the amount we make off of that sale?**

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Hopefully this helps you determine if your Adwords PPC campaigns, or any of your PPC campaigns, for that matter, are profitable or not. Please feel free to contact me if you have any questions.

I'm happy to help you turn your no's to the questions above into yes's.

**Email me at: [shayne@shaynechamplin.com](mailto:shayne@shaynechamplin.com) or give me a call at (719) 357-9633 to setup quick 10 minute call. We'll know very quickly if I can help you be more profitable or not.**