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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will work on a Google Search ad campaign. You will review Google Ad recommendations, decide what action to take, and state the reasoning for your decision. Recall that Google Ads recommendations are suggestions to help you improve a campaign's performance and keep it fresh and relevant. When you work on a Google Ads account, you must review and decide whether to apply these recommendations to a campaign or not. This activity enables you to practice reviewing and making decisions about different recommendations.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You are working on a Google Search ad campaign. The business goal of this campaign is to maximize sales (conversions) from new customers. The Conversion column in Google Ads shows new customer sales. You have a flexible budget, but you need to get executive-level approval for any budget increases, especially if you change the bidding strategy. You are fully responsible for the management of the account and requesting approval for budget increases is one of your company's best practices.

Your current bidding strategy relies on Target CPA to maximize conversions and uses the data in the Conversion column for bidding. Although there is also data in the Conversion Value column, your business goal and current bidding strategy don't require the use of conversion values.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Record of recommendation decisions](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template - Record of recommendation decisions](#)
[DOCX File](#)

Step 2: Review the recommendations

You signed in to Google Ads and found six new recommendations. Your first task is to review what they are and their predicted impacts on your campaign.

Recommendation 1: Some ad groups do not have ads.

Impact: Get ads running by adding ads to each ad group in your campaign.

Recommendation 2: Bid more efficiently with Maximize Conversion Value.

Impact: Get more conversion value at a similar ROAS with a value-based bidding strategy.

Recommendation 3: Bid more efficiently with Maximize Conversions using a target CPA.

Impact: Get more conversions at a lower or similar CPA with a fully automated bid strategy.

Recommendation 4: Add sitelinks to your ads.

Impact: Your ads aren't as prominent as they could be if you use sitelinks.

Recommendation 5: Use optimized ad rotation.

Impact: Automatically show your best ads at auction time.

Recommendation 6: Raise your budget.

Impact: Your ads stopped running on your busiest days. Fixing your limited budget can help.

Step 3: Categorize the recommendations

You learned that one approach to managing recommendations is to categorize them. For each recommendation, decide if you will immediately apply it, plan to apply it later, or dismiss it for the time being.

Use the following guidelines in your decision-making:

Immediately apply: The recommendation has no negative consequences and can improve your optimization score right away. Repair recommendations fall in this category.

Plan to apply: The recommendation is more strategic in nature and requires additional planning or testing before implementation. For example, you might not want to apply an entire set of new keywords, but can spend some time analyzing and choosing the ones that truly make sense for you to apply to your campaign.

Dismiss: The recommendation is too forward-looking for your business and you aren't ready to implement it. It will be dismissed for the time being.

Record your decision for each recommendation in your activity template. Be sure to fill in the reasons behind each of your decisions. If you plan to apply a recommendation later, list the things that need to get done before you apply it. In other words, describe what needs to happen before you can apply that recommendation.

For help describing what needs to happen before you can apply a recommendation, consider the following questions:

Do you need to test or confirm anything?

Do you need approval for an increase in budget?

Do you need to extend the flight of the campaign to make the impact worthwhile?

Do you need to enlist the help of others, such as a creative team, to implement the recommendation?

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to include the following elements in your completed activity:

Decisions to apply, plan to apply, or dismiss each Google Ads recommendation

Explanations of your decisions

Next steps needed for any recommendations you chose to dismiss or plan to apply