

# NEW AUDIT

## 623-330-8638

B

### ACCOUNT

Account Timezone: (GMT+01:00) Budapest | Currency: HUF —

Account CTR is 3.73% which is lower than the minimum required CTR of 5%. C

Total daily budget for account is HUF 625 —

Number of DSA Ad Groups the in Account is 0 —

# CAMPAIGNS

0 out of 1 Campaigns are running on Mixed Channel.	—
Campaign Types in Account: Search.	—
1 out of 1 Campaigns are losing impression share due to budget.	C
0 Campaigns out of 1 have less than 2 DSA Ad Groups	A
1 active campaign is running on Maximize clicks bidding strategy.	—
Bidding Strategy Maximize clicks being used in 1 active campaign(s).	—

# DISPLAY CAMPAIGNS

Display campaigns with no negative placements - No applicable Campaigns	—
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## AD GROUPS

0 ad groups have a quality score of less than 5, but are among top 20% spending ad groups	A
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7 Ad Groups out of 7 have less than 2 Expanded Text Ads.	C
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0 Ad Groups out of 7 have more than 5 Expanded Text Ads.	A
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3 Ad Groups out of 7 have more than 15 active keywords.	C
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0 Ad Groups out of 7 have less than 1 Responsive Search Ads.	A
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0 Ad Groups out of 7 have more than 3 Responsive Search Ads.	A
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Ad Groups with less than 1 keywords - no applicable Ad Groups	—
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0 Ad Groups out of 7 have Duplicate Ads	A
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# ADS

No Ads Found	—
No Ads Found	—
No Ads Found	—
Ads with Dynamic Keyword Insertion - No applicable ads	—
0 final URLs use http instead of https	A
No Ads Found	—
No Ads Found	—
No Legacy Text Ads Found	A
No Ads Found	—

## KEYWORDS

0 converting keywords are losing impression share due to ad rank	A
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Keyword Match Type Count: Broad: 130 (94%). Phrase: 8 (6%). Exact: 1 (1%).	—
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Keyword Match Type Conversion Rates: Broad: 0.0%, Phrase: 0%, Exact: 0.0%,	—
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34% active keywords have received clicks	—
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0% active keywords have received conversions	—
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62% active keywords have received impressions	—
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## NEGATIVE KEYWORDS

All 1 campaigns have Negative Keywords.	A
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127 Negative Keywords found for 1 campaigns. Total number of campaigns checked is 1.	—
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All 7 search adgroups have Negative Keywords.	A
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4 out of 139 keywords are conflicting with negative keywords	A
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## ADVANCED TARGETING

1 out of 1 campaigns have no Ad Schedules.	B
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All 1 Campaigns have specific location targets set up.	A
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1 locations are being targeted in 1 campaigns.	—
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0 campaign has Ad Scheduling set up.	—
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## CONVERSION TRACKING

Conversion tracking is active. 0 conversions in last 30 days.	A
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3 conversion trackers are using Last Click Attribution.	C
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Conversion Tracking is not overcounting.	A
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Conversion rate appears to be low.	C
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## EXTENSIONS

No active call extensions found -- Call Forwarding Check for Account	—
All 3 enabled call extensions have call forwarding turned on.	A
No campaigns out of 1 have Location extensions, however there are 1 account level Location extensions.	A
There are 1 account level Location extensions.	A
All 1 campaigns have campaign level Sitelink extensions.	A
All 1 campaigns have campaign level Callout extensions.	A
No campaigns out of 1 have App extensions, and there are no account level App extensions.	C
No campaigns out of 1 have Message extensions, and there are no account level Message extensions.	C
No campaigns out of 1 have Price extensions, and there are no account level Price extensions.	C
No campaigns out of 1 have Promotion extensions, and there are no account level Promotion extensions.	C
No campaigns out of 1 have Structured Snippet extensions, and there are no account level Structured Snippet extensions.	C
There are 2 account level Sitelink extensions.	A
There are no account level Callout extensions.	C

There are no account level Call extensions.	C
There are no account level App extensions.	C
There are no account level Message extensions.	C
There are no account level Price extensions.	C
There are no account level Promotion extensions.	C
There are no account level Structured Snippet extensions.	C

## PERFORMANCE

87% Clicks are from broad match queries	—
No Conversion is found in last 30 days.	—
50% keywords have below average Ad Relevance Score	C
63% keywords have Quality Score between 3 and 7	B
83% keywords have an above average Expected CTR Score	A
100% keywords have below average Landing Page Score	C