In the table below, for each Google Ads recommendation, document whether you will immediately apply it, plan to apply it, or dismiss it. Then, enter the reason behind each of your decisions. If you decide that you plan to apply a recommendation later, in the last column of the table, list next steps or things that need to happen before you can apply that recommendation.

| **Recommendation** | **Predicted impact** | **Your decision**  **A = Apply**  **P = Plan**  **D = Dismiss** | **Reason** | **Next steps, if any** |
| --- | --- | --- | --- | --- |
| Some ad groups do not have ads. | Get ads running by adding ads to each ad group in your campaign. | P | We need to research which ad group is worth adding ad on for our campaign. | After we know which ad groups benefits us the most we should add the ad on those group |
| Bid more efficiently with Maximize Conversion Value. | Get more conversion value at a similar ROAS with a value-based bidding strategy. | A | There is no negative effect in being more efficient with our budget spending. If we get more conversion value with similar ROAS. | Keep track of the ROAS if any drastic changes we should consider changing the bud strategy |
| Bid more efficiently with Maximize Conversions using a target CPA. | Get more conversions at a lower or similar CPA with a fully automated bid strategy. | A | If we can get more acquisition with a lower or similar CPA then there is no downside for us to implement this. | Keep track of the CPA if we see that it is increasing then we should switch back to the previous bid strategy |
| Add sitelinks to your ads. | Your ads aren't as prominent as they could be if you use sitelinks. | D | If adding sitelinks makes our ad lose prominence then we shouldn’t add it. |  |
| Use optimized ad rotation. | Automatically show your best ads at auction time. | P | If people see the same ads consistently they will get bored of it. We might need to strategize which ad we show each auction time. |  |
| Raise your budget. | Your ads stopped running on your busiest days. Fixing your limited budget can help. | P | We can’t just increase our budget on the go. We need to plan with management and see if we even have the financial leeway to have our budget increased. | If the company does have enough finance for us to increase our budget. We should make a presentation to show them the positives of increasing our budget. |