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. | A | Adding ads to ad groups repairs a configuration error. This doesn’t affect the budget or strategy. | None |
| Bid more efficiently with Maximize Conversion Value. | Get more conversion value at a similar ROAS with a value-based bidding strategy. | D | Current bidding strategy relies on Target CPA to maximize conversions.  You aren’t ready to change bidding strategies at this time. | None |
| 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. | P | Current bidding strategy already relies on manually setting a Target CPA to maximize conversions, but you’re not quite ready to switch to automated bidding. | In Google Ads, perform an experiment (A/B test) on manual vs. automated bidding using Target CPA. |
| Add sitelinks to your ads. | Your ads aren't as prominent as they could be if you use sitelinks. | A | Adding sitelinks only changes the information displayed in the ads and doesn’t affect budget or strategy. | None |
| Use optimized ad rotation. | Automatically show your best ads at auction time. | A | Using an optimized ad rotation changes the variety and order of ads displayed but doesn’t affect budget or strategy. | None |
| Raise your budget. | Your ads stopped running on your busiest days. Fixing your limited budget can help. | P | You can’t apply the recommendation without getting prior approval to increase your budget. | Get the necessary approval to raise your budget. |