



Vyro Google Ads Audit

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Account default goals are simply “page views” – not actual goals

<input type="checkbox"/>	<input checked="" type="radio"/>	Conversion action	Conversion source	Tracking status	Action optimisation
Page views (Account-default goal)					
<input type="checkbox"/>	<input checked="" type="radio"/>	www.vyro.com.au (web) savings_calculator_submit	Website (Google Analytics (GA4))	<u>Recording conversions</u>	<u>Primary</u>
<input type="checkbox"/>	<input checked="" type="radio"/>	www.vyro.com.au (web) trade_in_submit	Website (Google Analytics (GA4))	<u>No recent conversions</u>	<u>Primary</u>
<input type="checkbox"/>	<input checked="" type="radio"/>	www.vyro.com.au (web) finance_calculator	Website (Google Analytics (GA4))	<u>Recording conversions</u>	<u>Primary</u>
<input type="checkbox"/>	<input checked="" type="radio"/>	www.vyro.com.au (web) drive_finance_application	Website (Google Analytics (GA4))	<u>No recent conversions</u>	<u>Primary</u>

Actions

Suggest optimising these Goals once we have access to GTM.






The main conversion “sign-up” is not working

<input type="checkbox"/>		Conversion action	Conversion source	Tracking status
Sign-ups (Account-default goal)				
<input type="checkbox"/>		Sign-up	Website	<u>Tag inactive</u>

Actions

This needs to be fixed. Will require access to GTM in order to do so.

Campaign names are confusing


		Add filter		Search
<input type="checkbox"/>	●	Campaign		
<input type="checkbox"/>	●		09/05/22 - Website Traffic (Search) - Vyro/Competitors	
<input type="checkbox"/>	●		Generic_BOF_Sydney	
<input type="checkbox"/>	●		Generic_Makes-Models_MOF_Sydney	
<input type="checkbox"/>	●		08/12/21 - Website Traffic (Search) - Generic EV	
<input type="checkbox"/>	●		Brand_BOF_Sydney	

Actions

- Suggest a complete restructure for campaigns and their ad groups.
- Recommend renaming campaigns to be more understandable.

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The campaign “Brand_BOF_Sydney” is not returning any activity due to its bid strategy.

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Avg. cost	Cost	Bid strategy type	Conv. rate	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	 09/05/22 - Website Traffic (Search) - Vyro/Competitors	A\$1.49	A\$1,582.12	Maximise conversions (Target CPA)	0.53%	5.67	A\$279.20
<input type="checkbox"/>	<input checked="" type="radio"/>	 Generic_BOF_Sydney	A\$1.22	A\$2,386.32	Maximise conversions (Target CPA)	3.76%	73.72	A\$32.37
<input type="checkbox"/>	<input checked="" type="radio"/>	 Generic_Makes-Models_MOF_Sydney	A\$1.48	A\$1,099.79	Maximise conversions (Target CPA)	2.77%	20.61	A\$53.36
<input type="checkbox"/>	<input checked="" type="radio"/>	 08/12/21 - Website Traffic (Search) - Generic EV	A\$1.39	A\$104.21	Maximise conversions	2.67%	2.00	A\$52.10
<input type="checkbox"/>	<input checked="" type="radio"/>	 Brand_BOF_Sydney	—	A\$0.00	Manual CPC	0.00%	0.00	A\$0.00
Total: All enabled campaigns in your current ... 			A\$1.34	A\$5,172.44		2.65%	102.00	A\$50.71
	Total: Account 		A\$1.34	A\$5,172.44		2.65%	102.00	A\$50.71

Actions

Suggest updating the bid strategy to maximize clicks with a max CPC in place.

Keywords are not relevant to their ads – causing limitations on reach.

<input type="checkbox"/>	<input type="radio"/>	Campaign		Status	Optimisation score	Campaign type	Impr.	Interactions	Interaction rate	Avg. co
<input type="checkbox"/>	<input checked="" type="radio"/>	09/05/22 - Website Traffic (Search) - Vyro/Competitors		<input checked="" type="checkbox"/> Limited by	67.1%	Search	23,717	1,059 Clicks	4.47%	A\$1.4
<input type="checkbox"/>	<input checked="" type="radio"/>	Generic_BOF_Sydney		<input checked="" type="checkbox"/> Limited by	77.3%	Search	19,135	1,961 Clicks	10.25%	A\$1.2
<input type="checkbox"/>	<input checked="" type="radio"/>	Generic_Makes-Models_MOF_Sydney		Limited by search vo				745		A\$1.4
<input type="checkbox"/>	<input checked="" type="radio"/>	08/12/21 - Website Traffic (Search) - Generic EV		Eligible						A\$1.3
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand_BOF_Sydney		Eligible						A\$1.3
Total: All enabled campaigns in your current ...										
<input checked="" type="checkbox"/>		Total: Account								A\$1.3

Eligible (Limited)
Your campaign's reach is limited because your ads may not be showing for all the queries that are relevant to your business

Target new searches

Add new keywords +5.4%

Show your ads more often to people searching for what your business offers

Recommended because you're not targeting searches that could be relevant to your business

[Apply all](#) [View](#)

[Reporting is not carried out in real time.](#) Time zone for all dates and times: (GMT+08:00) Australian Western Standard Time
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Actions

Suggest redoing the copywriting of ads to be relevant to their targeted keywords.

Competitor campaign does not mention competitors fully

Keyword status: Enabled, Paused

Add filter

<input type="checkbox"/>	<div></div>	Keyword	Match type	Status	Conversions	Cost / conv.
<input type="checkbox"/>	<div></div>	sale vehicle	Broad match	Eligible	1.67	A\$297.59
<input type="checkbox"/>	<div></div>	2nd hand auto	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	second car sales	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	carsales used	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	volvo xc40 pure electric	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	carsales	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	car sales website	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	volvo xc40 price	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	volvo xc40	Broad match	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<div></div>	kia electric car price	Broad match	Eligible	0.00	A\$0.00
Total: Keywo... ?					5.67	A\$278.76
<div></div>	Total: Ad gro... ?				5.67	A\$278.76

Actions

Suggest a complete redo for competitor campaign dividing it into multiple ad groups where each one targets a specific competitor.


More than 10-15 keywords in an ad group is bad practice.

All 42 selected Edit Search terms Label Auction insights					
<input checked="" type="checkbox"/>	<input type="radio"/>	Keyword	Match type	Ad group	Status
Total: Keywords in your current ...					
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	ev cars	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	electric car	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	drive electric	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	electric vehicle	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	ev vehicles	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	electric vehicles for sale	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	cheapest electric car	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	electric suv	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	electric cars for sale	Broad match	Ad group 1	Eligible
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	used electric cars	Broad match	Ad group 1	Eligible

Actions


Ad groups need to be divided and grouped accordingly. Having a max of 10 keywords per ad group allows Google to optimize better for that ad group.

Account is eligible for customer match lists but – it's not being used.

 Upload Customer Match lists +6%

Show impactful and personalised ads to your existing customers by using the contact information that they share with you

Customer match segments let you target ads to people who have interacted with your business while they browse across Google sites. You can also reach new, potential customers by targeting similar audience segments to your most valuable customer segments. [Learn more](#)

Recommended because you're eligible to use Customer Match features 

[Back to recommendations](#) [Dismiss all](#)

Upload your customers' information, such as email and phone numbers, to access these benefits:

- **Target and tailor your ads** to reach those customers as they browse across Google sites like Google Search, YouTube and Gmail
- **Strengthen your auto-bidding** campaigns' optimisation by attaching these segments
- **Reach new, potential customers** through similar audiences based on your customer match segments

You could create audience segments like these:

- Loyalty programme members
- Newsletter subscribers
- Churners

Check the [Customer Match policy](#) [Cancel](#) [Get started](#)

Actions

Customer match lists are one of the best methods used for retargeting where you provide Google a list of emails and they will find that person where Google's network is able to reach. Suggest doing a display campaign making use of customer lists if we have the data. If we do not have any email data, then we ought to start building a list.

Mostly “Broad match” set for keywords where many have not returned any conversions.

1st Mar ~ 24th Mar

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Ad group	Status	↓ Conversion	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	byd atto 3 for sale	Broad match	BYD Atto 3	Not eligible Ad group paused	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	kia niro for sale	Broad match	Kia Niro	Eligible (Limited) Rarely shown (low Quality Score)	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	mazda mx-30	Broad match	Mazda MX-30	Not eligible Ad group paused	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	mazda mx-30 for sale	Broad match	Mazda MX-30	Not eligible Ad group paused	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	hyundai ioniq for sale 	Broad match ▾	Hyundai IONIQ	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	MG ZS EV for sale	Broad match	MG ZS EV	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	hyundai kona sale	Broad match	Hyundai Kona	Eligible	0.00	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Hyundai Kona for sale	Broad match	Hyundai Kona	Eligible	0.00	A\$0.00

Actions

Looking at historic data – a substantial amount has been spent on non-converting keywords. Suggest pausing these keywords and going for more goal focused keywords using “phrase match” so as not to allow Google to target broadly relevant search queries.

Lots of room for improvement in terms of “Ad Strength”

<

>

Try including more keywords in your headlines

Ad strength ⓘ

Average

✓ Add more headlines [View ideas:](#)

☐ Include popular keywords in your headlines [View ideas:](#)

✓ Make your headlines more unique [View ideas:](#)

✓ Make your descriptions more unique [View ideas:](#)

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads. ⓘ

Final URL ⓘ

Final URL

This will be used to suggest headlines and descriptions

Display path ⓘ

vyro.com.au

Preview

<


>

☰

📱

🖥

Sponsored

 Business name
www.vyro.com.au/

Easy, Instant Online Trade In | Vyro: Buy Electric Cars Online

Vyro is Australia's first virtual dealership for electric vehicles. Check out what's in stock. Haggle and hassle free. Speak with our friendly team.

Actions

Ad strength is mainly calculated based on how specific the ad is to their keywords targeted in an ad group. Suggest improving the ads and try to go for “Good” or “Excellent” ad strength scores to increase impression share.