

datawiza

Datawiza Google Ads Audit



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Make sure conversion tracking is implemented

- Currently, there are no conversion tracking set up in the account
 - We see there are only default conversion actions in the account, but these are not important for tracking important actions we want people to take.

Phone call lead <small>Account-default goal 6 of 6 campaigns</small> Edit goal						
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Calls from Smart Campaign Ads	Primary	Call from Ads	0.00	0.00	No recent conversions	
1 - 1 of 1						

Contact <small>Account-default goal for 1 source 6 of 6 campaigns</small> Edit goal						
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Clicks to call	Primary	Google hosted	0.00	0.00	No recent conversions	
<input type="checkbox"/> contact us	Primary	Website (Google Analytics (GA4))	0.00	0.00	No recent conversions	
1 - 2 of 2						

Get directions <small>0 of 6 campaigns</small> Edit goal						
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Local actions - Directions	Primary	Google hosted	0.00	0.00	No recent conversions	
1 - 1 of 1						

- We should implement conversion tracking to record all important actions visitors do on our website when they become leads, like:
 - Start a Free Trial
 - Book a Demo
 - Subscribe
 - Fill out the Contact Form
- Accurate conversion tracking is one of the most important things since we collect signals that inform machine learning algorithms who are our potential customers and helps us in finding more people who would be interested in our product. Also, without conversion tracking, we can't know what works and what is not working so we can't efficiently optimize campaigns.

Make sure UTM parameters are passed from page to page

- One of the issues with conversion tracking that can occur is issues with passing UTM parameters.
- When we go from page to page, and on different subdomains where forms are hosted, the UTM parameters and GCLID are stripped and they are required for accurate attribution.
- We should **make sure tracking parameters are passed correctly** to get accurate attribution for different channels.

Make sure GEO targeting is aligned and accurate

- Currently, not all campaigns are targeting the same locations.
- We see some campaigns are targeting only US and Canada while some target 5 countries

Locations

Select locations to target ⓘ

All countries and territories

United States and Canada

United States

Enter another location

Targeted locations (5)	Reach ⓘ	⊗
Australia country	21,700,000	⊗
Canada country	34,700,000	⊗
New Zealand country	4,390,000	⊗
United Kingdom country	62,600,000	⊗
United States country	288,000,000	⊗

[Advanced search](#)

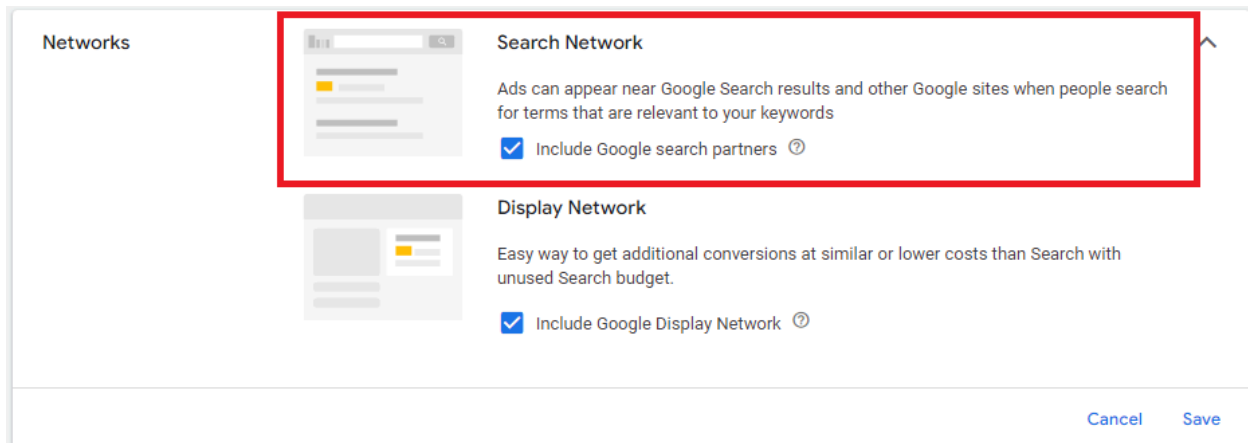
For example, a country, city, region, or postal code

[Location options](#)

[Cancel](#) [Save](#)

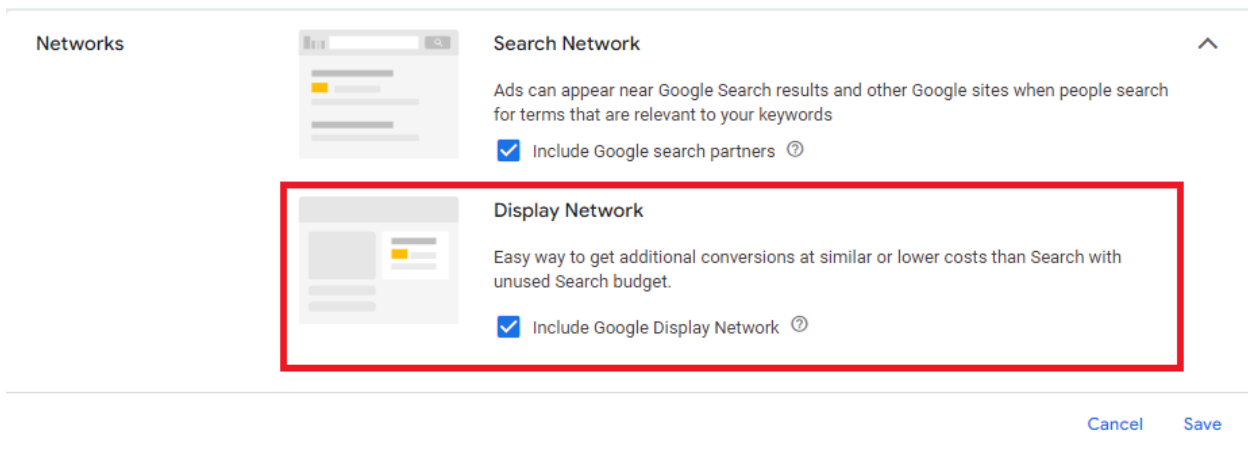
- We should make sure the campaigns are targeting relevant locations - the more we target, the more opportunities for cheaper conversions and scaling.

Remove Search Partners Placements and focus on Google Search



- We see that we are currently targeting Search Partners placements next to Google Search
 - In the early stages, it is best to exclude search partners and focus only on Google Search
 - Search partners tend to bring low-quality leads, and it is best to experiment with search partner placements in later stages when the account already has established performance metrics with Google Search placements only.

Exclude Display Network from Search Campaigns



- Currently, we are **opt-in** to show our search ads on the display network.
 - Display network is large and much lower quality than the search network
 - By selecting to show ads on the display network next to the search network, google will display our search ads on display placements which is not the best practice.
- We should **remove Display Network from all search campaigns**.
 - We can always create separate, dedicated Display campaigns that we can better control and improve results.

Create a Dynamic Search campaign

- Create one low-budget and low-bid dynamic search campaign in the account.
 - Dynamic search campaigns are an excellent way to generate potential new keywords that we can then use for targeting.
 - Dynamic campaigns are unique because they don't use keywords, but a website to show the most relevant ad to the person's search query.

Create Display Remarketing Campaign

- Create a display remarketing campaign that will target all website visitors and people who haven't yet converted
- If possible, a good idea would be to offer them some lead magnet (eBook) or discount to capture their information
- If we need to make remarketing more focused, we can target only visitors to our most important pages

Set Relevant In-Market and Affinity audiences on Observation

The screenshot displays the Google Ads interface with several key sections:

- Audience segments:** A red box highlights this section at the top, which includes the text "Add audience segments" and a link to "Add audience segments".
- Insights about top performing audience segments coming your way:** This section contains a red arrow pointing upwards, the text "Add Audiences to Observation", and an icon of a coffee pot and a coffee cup.
- Demographics:** A bar chart showing the distribution of clicks across different age groups. The x-axis categories are 18-24, 25-34, 35-44, 45-54, 55-64, 65+, and Unknown. The y-axis represents the number of clicks, ranging from 0 to 180. The 18-24 age group has the highest number of clicks, followed by 25-34, 35-44, 45-54, 55-64, 65+, and Unknown.
- Exclusions:** A section at the bottom with the text "Add exclusions to define who should not see your ads" and a link to "Add exclusions".

Age Group	Clicks
18-24	180
25-34	60
35-44	45
45-54	30
55-64	15
65+	30
Unknown	30

- Our search campaigns currently **don't have any audiences on Observation.**
 - Observation is a good way to monitor the performance of individual audiences, and then based on performance, we can bid more or less to improve results even further.
- We should add relevant audiences to the observation in all search campaigns that we are running

Import 1st party customer audience to Google Ads

Audiences	Your data segments	Custom segments	Combined segments
Segments	+ Add filter		
Your data insights	Segment name ↑	Type	Membership status
Your data sources	Not in use		
	<input type="checkbox"/> AdWords optimized list Combined audience based on available data sources	Custom combination segment Automatically created	Open Too small to serve 1,000
	<input type="checkbox"/> All Users of Datawiza-G4 All users	Website visitors Automatically created	Open Too small to serve 0
	<input type="checkbox"/> Purchasers of Datawiza-G4 Users who have made a purchase	Website visitors Automatically created	Open Too small to serve 0

- We currently don't have any customer list imported into Google ads
- Since 3rd party cookies are more and more restricted in today's digital world, Google and other platforms are getting **more and more reliant on 1st party data**.
 - That means that Google ads will benefit a lot from "feeding" it with data from our most valuable audience - customers.
- By importing our Customer Audiences, we are giving Google signals on our most valuable targets, and we are **helping the algorithm to optimize in finding new people who would be most likely to convert**.

Use different bidding strategies instead of MAX Clicks

- Currently, all but one campaign uses the **Maximize Clicks bidding strategy**.

Campaign	Budget	Status	Optimization score	Campaign type	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type	Clicks
Draft: Website traffic-Search-MFA-Legacy-Apps Finish	\$0.00/day	In progress	–	Search						–	
Draft: Okta-access-gateway Finish	\$20.00/day	In progress	–	Search						–	
Azure AD Migration	\$15.00/day \$450.00/month	Paused	–	Search	48,233	397 clicks	0.82%	\$0.54	\$215.56	Maximize clicks	397
Amazon-Cognito-Search	\$80.00/day	Paused	–	Search	4,806	341 clicks	7.10%	\$0.32	\$109.08	Maximize clicks	341
Website traffic-Search-MFA-Legacy-Apps	\$30.00/day	Paused Some ads limited by policy. All a...	–	Search	6,114	212 clicks	3.47%	\$0.29	\$61.35	Maximize clicks	212
Website traffic-Search-1	\$40.00/day	Paused All ads limited by policy	–	Search	7,286	69 clicks	0.95%	\$2.35	\$161.98	Maximize clicks	69
JDE page	\$40.00/day	Paused All ads limited by policy	–	Search	735	16 clicks	2.18%	\$14.59	\$233.41	Maximize clicks	16
Website traffic-mfa-legacy-apps	\$43.40/day	Paused	–	Search	361	11 clicks	3.05%	\$0.88	\$9.70	Maximize conversions	11
MFA-Legacy-Apps	\$50.00/day	Paused All ads limited by policy	–	Search	0	0	–	–	\$0.00	Maximize clicks	0

- Since we are interested in getting conversions and not just visitors, it is best to use more relevant bidding strategies that optimize bidding for lead generation.
- Maximize clicks strategy only looks at how to get the most, cheapest clicks, and we know that clicks are not the same thing as conversions.
- We should use **Maximize Conversions** or, even better, **Target CPA** bidding strategy when we have enough data
 - If campaigns won't work on Maximize conversions bidding due to not enough conversion data, we should start with **Manual CPC**, and then work toward **Maximize Conversions** and ultimately **Target CPA** bidding.

Make sure we target users in targeted locations only

^ Location options

Target ⓘ

Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

Presence: People in or regularly in your targeted locations

Search interest: People searching for your targeted locations

Exclude ⓘ

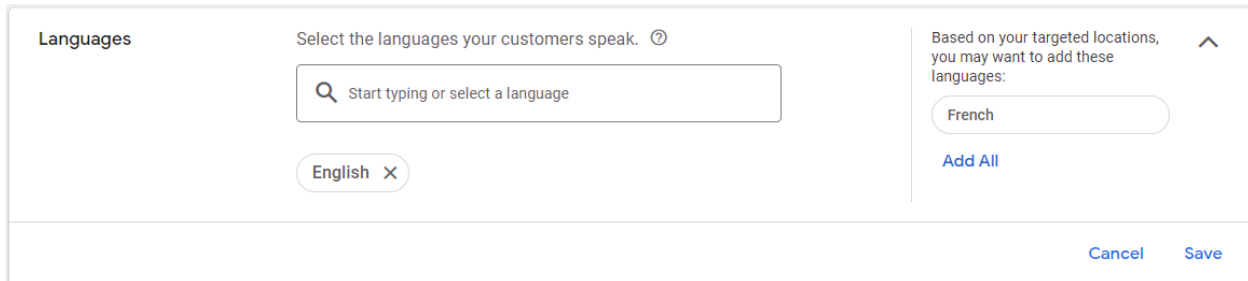
Presence: People in your excluded locations (recommended)

Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

- We see that campaigns are targeting people who also show interest in our target location.
 - That means, for example, if someone in India researches something about the USA, they will be eligible to see our ads although we are not targeting India.
- We should target only people who are in our targeted locations by selecting “Presence: People in or regularly in your targeted locations”

Test Targeting all languages instead of English only

- Currently, our campaigns are targeting only the English language.
 - That means only people who have browser language settings to English will see the ads.



The screenshot shows the 'Languages' targeting section in Google Ads. On the left, under the heading 'Languages', there is a search box with the placeholder text 'Start typing or select a language' and a magnifying glass icon. Below the search box is a pill-shaped button labeled 'English' with a close icon (X). To the right, there is a section titled 'Based on your targeted locations, you may want to add these languages:' with an upward-pointing arrow icon. Below this text is a pill-shaped button labeled 'French'. Underneath the 'French' button is a blue link labeled 'Add All'. At the bottom right of the interface are two blue buttons: 'Cancel' and 'Save'.

- Although this sounds perfectly logical, data on other accounts show that is more beneficial to target all languages.
 - There are many people who know English but have a browser language in their native language so they won't be eligible to see the ads.
 - And since we are using English keywords, people need to search in English to be eligible to see our ads - thus we are sure they know English.

Link YouTube Channel to Google Ads Account

- It would be beneficial to connect the YouTube channel to the Google Ads account.
 - This will enable us to collect organic data from the YouTube channel to create new, more important audiences that we can then target or retarget across YouTube.
 - We can connect [Datawiza](#) YouTube channel.

The screenshot displays the Google Tag Manager interface. At the top, there is a 'Google tag' section with a '+ Connect Product' button. Below this is a 'Connected products' section listing 'Google Analytics (GA4) & Firebase' and 'Google Analytics (UA)', both marked as '1 linked'. The 'Recommendations' section shows a task to 'Finish setting up conversion tracking'. The 'Popular products' section is the main focus, featuring a grid of product cards. A red arrow points from the text 'Link to Google ADs' to the 'YouTube' card, which is also highlighted with a red border. Other products in the grid include Google Merchant Center, Search Console, Google Play, Google Business Profile, Things to Do Center, Google Hotel Center, Ads Data Hub, Ads Creative Studio, Amazon Redshift, Amazon S3, Google BigQuery, Google Cloud Storage, HTTP HTTPS, MySQL, PostgreSQL, Salesforce, SFTP, Snowflake, and Third-party app analytics. A 'Search all' link is located at the bottom left of the products grid.

Create A/B tests and run experiments to find best-performing combinations

- Currently there was never any experiments running on the account.
 - We should have some tests running at all times to constantly search for best-performing combinations that bring the best performance
 - Some of the examples we can test:
 - Bidding strategies
 - Network targeting (google search only vs. google search + search partners)
 - Device targeting
 - Different Ad headlines and descriptions
 - Audience targeting etc.

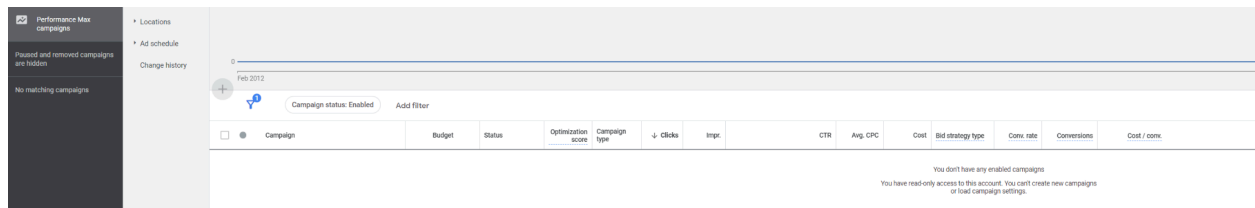
Create a dedicated Competitors campaign and test bidding on competitor keywords

- We should create a dedicated competitors campaign and bid on the most relevant competitor keywords from Datawiza.
 - On many accounts, competitor bidding brings excellent performance and high-quality leads so that is one of the things that is definitely worth trying.
- Also, we can utilize Capterra and the G2 Crowd platform to find competitors and create ad groups for each.
 - Then we can create an Ad Copy with Datawiza's Unique value proposition to get prospects to sign up for Datawiza instead of the targeted competitor.

Create a Dedicated Branded campaign

- Currently, we are not using branded campaigns.
- We should create dedicated Branded campaigns and sort keywords based on the brand in ad groups.
 - This way we can tailor ad copy around the brand name itself and better control budgets and bids on our most valuable keywords
 - Brand keywords are also the cheapest ones so we want to make sure they have separate budgets to prevent competitors from stealing leads that were searching for our brand.

Create a Performance Max campaign



- Contrary to traditional campaigns, this campaign type has a broad reach across Google's Network, reaching customers on: Display, Search, Maps, Discover Feed, YouTube, Gmail, and Shopping Ad Inventory.
- With a focus on goals, [Performance Max campaigns](#) use automated bidding and targeting technology to help you invest your budget more efficiently to spend where the highest ROI opportunities are.
- Different asset groups with relevant audience signals should be created so we make sure the traffic is as relevant as possible.
- Currently, there are no Performance max campaigns in the account and we should create this type of campaign.

Restructure Ad Groups to create clear themes

- Currently, we have ad groups that don't have clear focus/name and ad groups that are targeting the same theme in more campaigns.

The screenshot shows the Google Ads interface. On the left, a sidebar lists campaigns such as 'Amazon-Cognito-Search', 'Azure AD Migration', 'JDE page', 'JDE keywords and ads', 'MFA-Legacy-Apps', 'Website traffic-Search-1', 'Website traffic-Search-MFA-Legacy-Apps', 'Website-traffic-mfa-legacy-apps', and 'mfa-legacy-apps'. Several 'Ad group 1' entries are highlighted with red boxes, and 'mfa for legacy apps' and 'mfa-legacy-apps' are highlighted with orange boxes. The main area shows a table of ad groups with columns for 'Ad group' and 'Campaign'. The table lists several ad groups, many named 'Ad group 1', associated with various campaigns like 'Amazon-Cognito-Search', 'Website traffic-Search-1', 'JDE page', 'Website-traffic-mfa-legacy-apps', 'Website traffic-Search-MFA-Legacy-Apps', 'Website traffic-Search-MFA-Legacy-Apps', and 'MFA-Legacy-Apps'. At the bottom, there are summary rows for 'Total: All but removed a...' and 'Total: Account'.

- We should Restructure our ad groups (and campaigns) to have a clear theme, use that theme keywords in each ad group, and tailor Ad Copy related to that theme
 - Grouping the same themed keywords in the same ad groups is currently the best practice and we should utilize it for best performance and easier management.
 - We can use solutions sections or any other categories from the website for the Ad group theme creation.

Solutions

- Multi-tenant SSO for SaaS
- Secure Homegrown Apps
- Secure Legacy Apps
- Secure Open Source Tools

Use different keyword match types instead of broad

- Currently, **all keywords** in the account (991) are on **broad match**.
 - Broad match keywords are most wide and trigger all sort of search terms, so are generally lowest performing keyword.

Keyword	Match type	Campaign	Ad group	Status	Final URL	Impr.	Interac	Interaction rate	Avg. cost
Total: Filtered keywords						2,301	30 clicks	1.30%	\$0.72
azure ad migration	Broad match	Website traffic-Search-1	Ad group 1	Not eligible Campaign paused	https://www.datawiza.com/blog/azure-ad-migration	0	0	-	-
azure active directory ldap	Broad match	Website traffic-Search-1	Ad group 1	Paused Campaign paused	-	0	0	-	-
azure ad account	Broad match	Website traffic-Search-1	Ad group 1	Paused Campaign paused	-	0	0	-	-
azure iam	Broad match	Website traffic-Search-1	Ad group 1	Paused Campaign paused	-	0	0	-	-
Total: Filtered ...						2,301	30 clicks	1.30%	\$0.72
Total: Account						4,620	341 clicks	7.38%	\$0.32

- Especially on new accounts and where we don't have enough conversion data, we should **avoid broad match keywords**
- Instead, **we should use [Exact match] and "phrase match" keywords** that are much more focused keyword type. They will activate exact keyword, or similar phrases and not something just loosely related to the keyword we used.
 - Then in future, we can consider expanding to **broad match** from keywords that are performing well in other match types

Add negative keywords and negative keyword list

Negative keywords

You don't have any negative keywords yet.
You don't have any negative keywords yet.
You have read-only access to this account. You can't add keywords.

- Currently, none of the campaigns have negative keywords in use. We should add negative keywords to prevent triggering irrelevant searches.
- Also, we should apply more generic negative keywords (more than 700) that we have collected over time.
- We should also check search terms to exclude irrelevant search terms on the campaign level so they are not triggered in the future.
- This would significantly reduce wasted spend.

Go thoroughly through search terms and add negative keywords to prevent wasted spending

Search terms ⓘ						
Add filter						
<input type="checkbox"/> Search term	Match type	Added/Excluded	Campaign	Ad group	↓ Impr.	Interactions
Total: Search terms ⓘ					6,095	75 clicks
<input type="checkbox"/> from aws to azure	Broad match	None	Website traffic-Search-1	Ad group 1	1,190	0
<input type="checkbox"/> cognito	Exact match	✓ Added	Amazon-Cognito-Search	Ad group 1	868	5 clicks
<input type="checkbox"/> duo	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	270	0
<input type="checkbox"/> azure cloud server	Broad match	None	Website traffic-Search-1	Ad group 1	139	0
<input type="checkbox"/> data center azure	Broad match	None	Website traffic-Search-1	Ad group 1	138	0
<input type="checkbox"/> aka ms mfa setup	Broad match	None	Website traffic-Search-1	Ad group 1	115	2 clicks
<input type="checkbox"/> aka ms authapp	Broad match	None	Website traffic-Search-1	Ad group 1	88	3 clicks
<input type="checkbox"/> user authentication	Broad match	None	Amazon-Cognito-Search	Ad group 1	76	5 clicks
<input type="checkbox"/> how to enable 2fa	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	52	0
<input type="checkbox"/> iam	Broad match	None	Website traffic-Search-1	Ad group 1	44	0
<input type="checkbox"/> aws cognito	Exact match	✓ Added	Amazon-Cognito-Search	Ad group 1	38	1 clicks
<input type="checkbox"/> i think i need a new duo	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	36	0
<input type="checkbox"/> how to get 2fa	Exact match (close variant)	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	36	0
<input type="checkbox"/> mfa	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	35	1 clicks
<input type="checkbox"/> microsoft authenticator	Broad match	None	Website traffic-Search-1	Ad group 1	33	6 clicks
<input type="checkbox"/> amazon cognito	Exact match	✓ Added	Amazon-Cognito-Search	Ad group 1	26	2 clicks
<input type="checkbox"/> mfa	Exact match (close variant)	✓ Added	Website traffic-Search-MFA-Legacy-Apps	Ad group 1	25	0
<input type="checkbox"/> what is sso	Broad match	None	Website traffic-Search-1	Ad group 1	22	0
<input type="checkbox"/> i need a new duo	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	22	0
<input type="checkbox"/> 2fa	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	20	0
<input type="checkbox"/> sso meaning	Broad match	None	Website traffic-Search-1	Ad group 1	19	0
<input type="checkbox"/> how to enable 2fa	Phrase match (close variant)	None	Website-traffic-mfa-legacy-apps	mfa-legacy-apps	18	0
<input type="checkbox"/> duo please	Broad match	None	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	17	0
<input type="checkbox"/> aws lambda	Broad match	None	Amazon-Cognito-Search	Ad group 1	16	0
<input type="checkbox"/> duo factor authentication	Phrase match (close variant)	None	Website-traffic-mfa-legacy-apps	mfa-legacy-apps	15	2 clicks

- We see there are search terms triggering that are spending but are irrelevant or too broad to achieve results.
 - As already mentioned, conversion tracking should help in evaluating the value of all keywords and search terms
 - Also, using [exact] and “phrase” match type keywords should reduce the triggering of irrelevant search terms.
- It would be good to revamp keywords that are in use in the account and add only relevant, high-intent keywords.

Improve the quality of Responsive search ads

- Currently, there are 4 responsive search ads that have “average” ad strength from the total of 7 in the account.

Ads							
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad Ad status: Enabled, Paused Add filter							
<input type="checkbox"/>	Ad	Campaign	Ad group	Status	Ad strength ↓	Ad type	Impr.
<input type="checkbox"/>	Datawiza Adds MFA to Any App Extend MFA for Legacy App Extend MFA for On-Prem Apps +12 more www.datawiza.com MFA/ZFA - Microsoft Entra ID, Office 365, M365, Azure AD B2C, Google, Okta, Duo, Microsoft Entra... View assets details	Website traffic-Search-MFA-Legacy-Apps	Ad group 1	Not eligible Policy (Trademarks in ad text), Ad group paused, +2	Excellent	Responsive search ad	338
<input type="checkbox"/>	Deliver Zero Trust Security Enable Azure MFA Granular Access Control +12 more www.datawiza.com A SaaS-delivered no-code/low-code solution. Enable OIDC/OAuth, SAML SSO, MFA... View assets details	Website traffic-Search-1	Ad group 1	Not eligible Policy (Trademarks in ad text +1 more), Campaign paused	Good	Responsive search ad	7,286
<input type="checkbox"/>	SSO and MFA for JDE in mins SSO Oracle JDE SSO and MFA for oracle apps +10 more www.datawiza.com Add SSO and MFA to Oracle JD Edwards (JDE) in minutes. Microsoft 365 (Azure AD), Okta, Ping... View assets details	JDE page	JDE keywords and ads	Not eligible Policy (Trademarks in ad text), Campaign paused	Good	Responsive search ad	735
<input type="checkbox"/>	Datawiza Microsoft Partner Add MFA to Legacy Apps in Mins +12 more www.datawiza.com Acting as an MFA Proxy, Datawiza Adds MFA to Your Apps without Rewriting Them. Add MFA to... View assets details	Website-traffic-mfa-legacy-apps	mfa-legacy-apps	Not eligible Campaign paused	Average	Responsive search ad	361
<input type="checkbox"/>	MFA in Minutes – No Coding Instant MFA for Web Apps Fast MFA, Zero Code Changes +12 more www.datawiza.com Safeguard your web applications with our easy and quick MFA setup. No coding needed! Boost your... View assets details	Website traffic-Search-MFA-Legacy-Apps	mfa for legacy apps	Paused Ad group paused, Campaign ended, +1	Average	Responsive search ad	5,776
<input type="checkbox"/>	Add Amazon Cognito in Mins Amazon Cognito without Coding Fast Track to Amazon Cognito... www.datawiza.com Datawiza enables Amazon Cognito SSO login and MFA for web apps in mins. Datawiza: No-code... View assets details	Amazon-Cognito-Search	Ad group 1	Not eligible Campaign paused	Average	Responsive search ad	4,806
<input type="checkbox"/>	No-Code MFA Solutions Instant MFA for Web Apps Instant MFA for Legacy Apps +12 more www.datawiza.com/mfa-for-apps Datawiza is a cybersecurity company that adds MFA to legacy apps. Datawiza integrates with MF... View assets details	MFA-Legacy-Apps	Ad group 1	Not eligible Policy (Trademarks in ad text), Campaign paused	Average	Responsive search ad	0

- Lower ad quality scores can negatively impact CTR (click-through rate) and consequently the Conversion rate. It can increase the Cost per click and ultimately, the cost per conversion.
- We should **update Ad headlines and descriptions to make the ad quality Good or excellent.**
 - That should increase CTR and have a positive impact on cost per click and in the end, on conversion rate.

Use Dynamic Keyword Insertion in our Ad Headlines

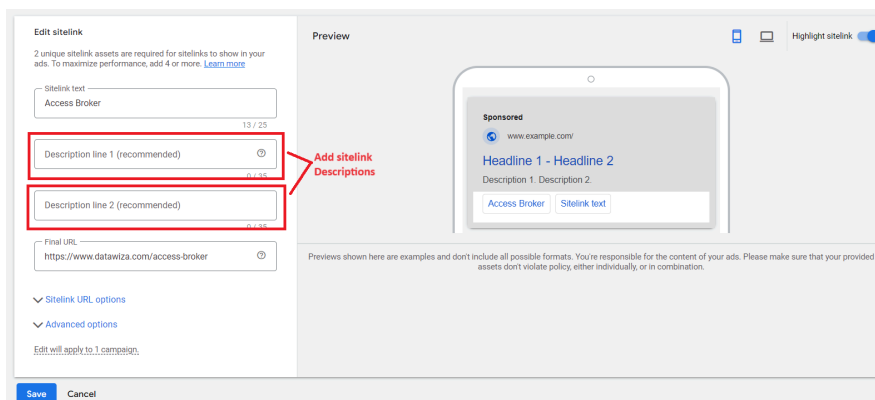
- All ads have our Headlines and Descriptions in responsive search ads hardcoded and don't use dynamic insertion.
 - Dynamic insertion is when we automatically insert the searched keyword in the ad.
 - For example, If we have Headline: **#1 {Keyword:Multi-Factor Authentication} Tool**
 - If a person searches *sso integration*, it will see **#1 sso Integration Tool**
 - If a person searches *mfa solutions*, it will see **#1 mfa Solutions Tool**
 - If a person searches a keyword that is too long, it will see the default - **#1 Multi-Factor Authentication Tool**
 - This is an excellent strategy that consistently increases CTR and impacts positively on performance since it shows a hyper-relevant ad.
- We should create Dynamic Keyword insertion headlines to make our ads more relevant

Improve CTA in our Ad Copy

- None of our current ads have a clear CTA (call to action) message.
 - We should add 2-3 CTA Headlines of what we want our users to do that are aligned with the website CTA and actions we want visitors to take.
 - Using Headlines like “Try Datawiza For Free” or “Book Demo Today” is a great way to put prospects in the right frame of mind on what to do when they visit our website.

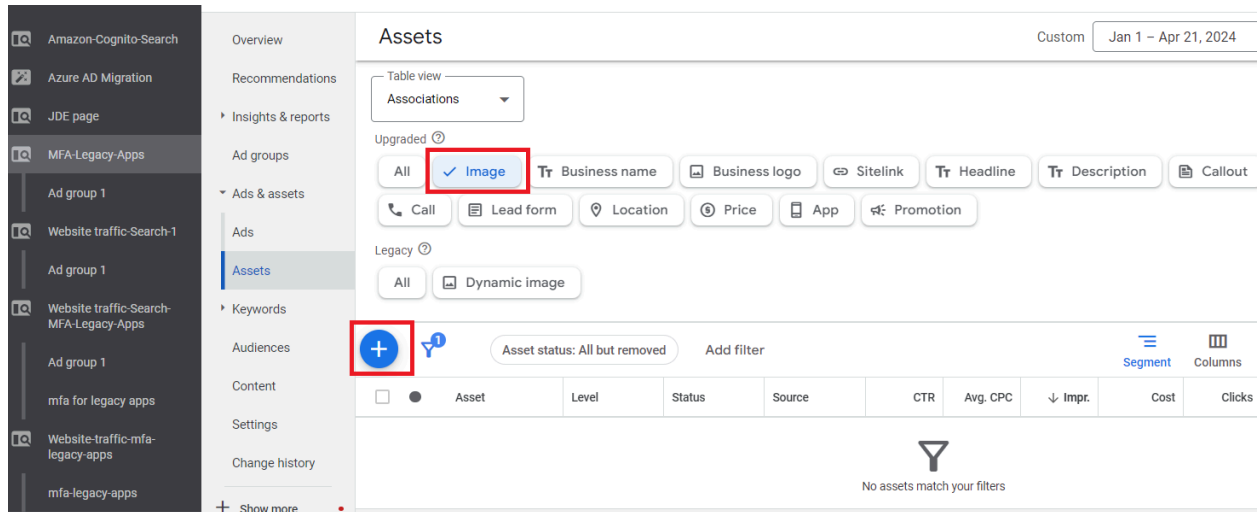
Make sure Sitelinks Extensions are fully utilized

- Currently, our Sitelink Extensions **only use Sitelink Text** and are **not using 2 sitelink descriptions**.



- Without descriptions, we are not utilizing our full potential and short Text is usually not enough to convey the message to readers.
- So having at least 4 sitelink extensions that are fully completed will make sure we show the most value, take the most real estate on SERP, and have the highest possible Ad Rank.

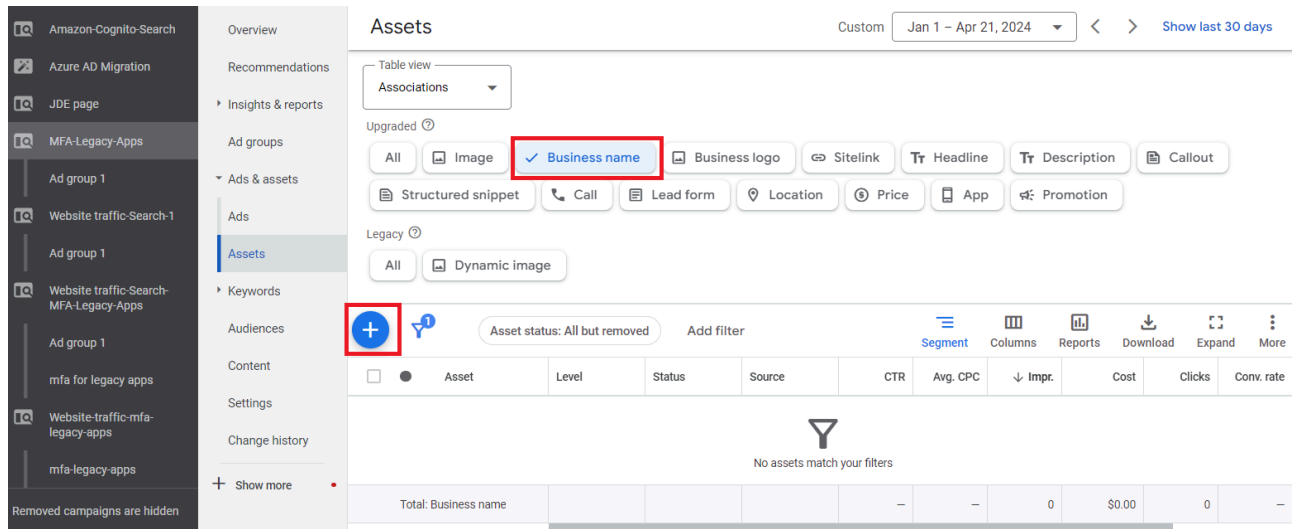
Add Image Extensions



- Currently, there are no Image extensions in all campaigns.
- We should create relevant image extensions in all campaigns so our ads take more real estate on Google search to increase CTR.

Create a Business Name Extension

- We should **create a Business Name Extension** that we can use in our search campaigns.
 - Currently, the Business Name extension is not in use in every campaign.



- Business Name extension should help in better brand recognition when serving our ads on Google Search

Turn off Automated Extensions

- Currently, all but one automated extensions are turned on

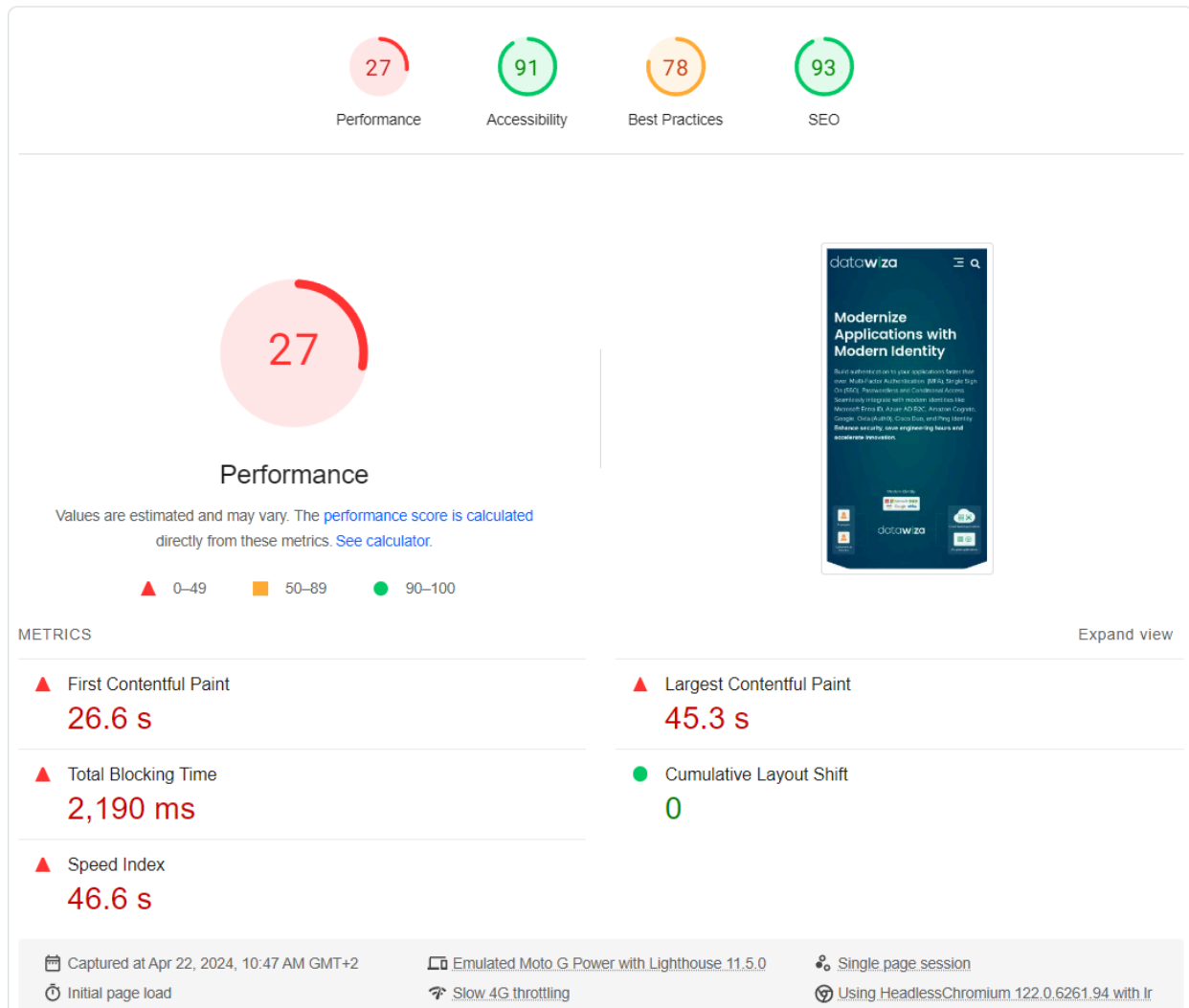
Dynamic sitelinks	On	▼
Dynamic callouts	On	▼
Dynamic structured snippets	On	▼
Seller ratings	On	▼
Longer ad headlines	On	▼
Automated apps	On	▼
Automated locations	On	▼
Dynamic images	Off	▼
Dynamic business names NEW	On	▼
Dynamic business logos NEW	On	▼

- We should turn off all automated extensions and manually create the extensions that we need.
 - The reason is, that Google uses assets from the website to create automated extensions, and most of the time they can turn awkward and nonsensical
 - So to keep the level of professionalism and to best convey the message we want, we should **keep automated extensions on OFF** and manually create the ones we need.

Improve the Website to make it faster and to pass the Core Web Vitals Assessment

- Running a [PageSpeed insights](#) test we can see that the website is poorly optimized.
 - The **Mobile performance score is 27 from 100**
 - The **Desktop performance score is 55 from 100**

Diagnose performance issues



- Website experience has a great impact on search results - organic and paid equally.
 - Considering our paid search campaigns, a poorly optimized website leads to a lower ad rank that increases CPC.
 - Also, poor user experience decreases the chance the user will actually convert.
- By optimizing the website or making dedicated landing pages, we can improve the landing page experience which can in turn increase the overall campaign performance.

Make sure there are no redirects in URLs we are using

- Currently, some of the landing pages that we are using in paid campaigns are redirecting to a different URL.
 - URL that is redirecting:
 - <https://www.datawiza.com/enable-sso-mfa-for-oracle-jd-edwards/>
 - We should update URLs that are redirecting to the desired pages.
 - Redirects are slowing the page load and that is influencing negatively the quality score.
 - Also, it can raise red flag among Google algorithms which increases the chance that the ad will get disapproved

Make Looker (Data) Studio Report for Real-time reporting

- It is good to create reports that will show all relevant KPIs and data in one place in real-time.
 - For that, we can use a Data Studio report that is dynamic and connect all platforms we use for advertising to show all performance data in one place.
- Example of Campaign Data for Google Ads:

