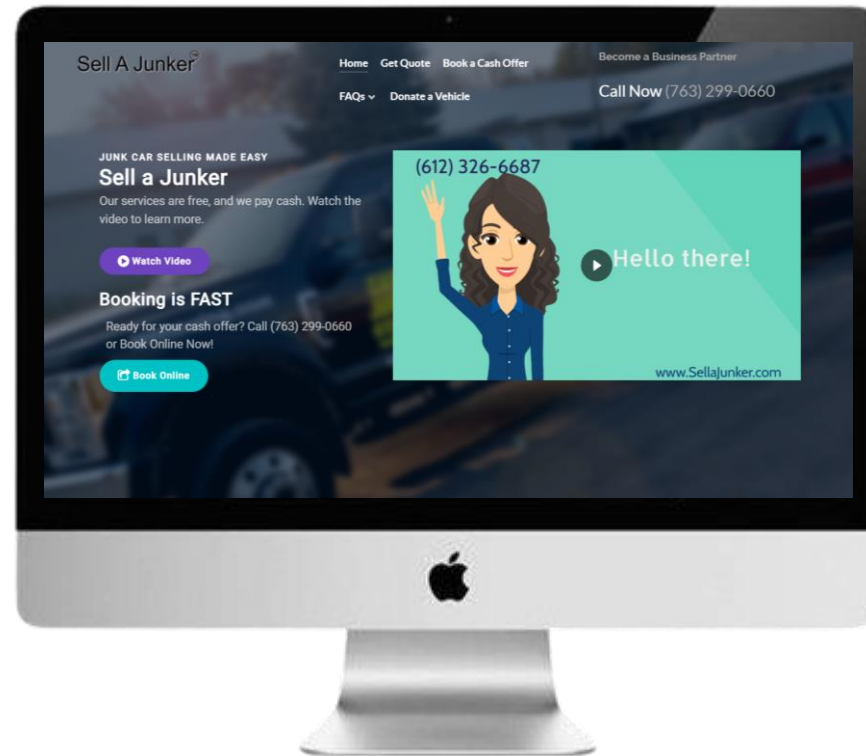


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Google Ads Audit Report

Audit Date Range: Last 180 days data

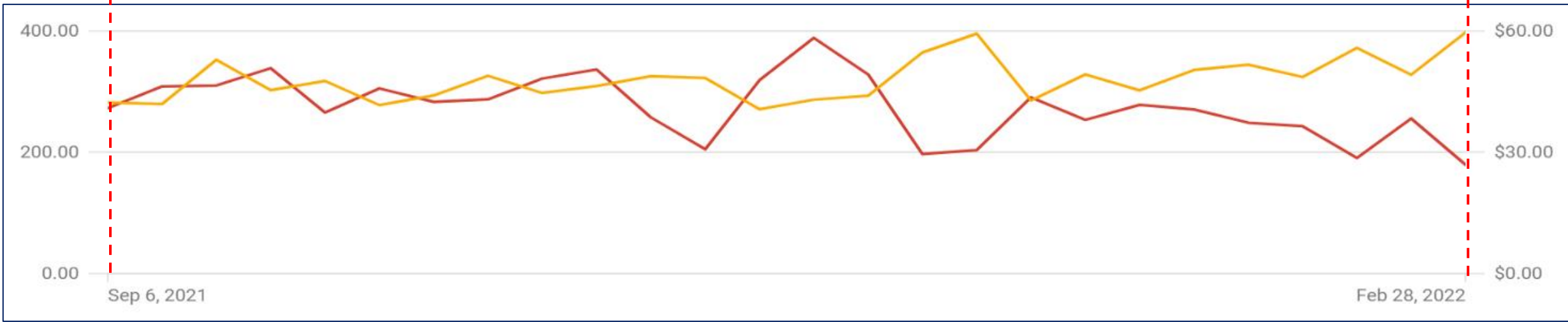
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Performance Overview

Performance Overview of Last 180 Days

Week of Sep 6, 2021
 ■ Conversions 272.66
 ■ Cost / conv. \$42.29

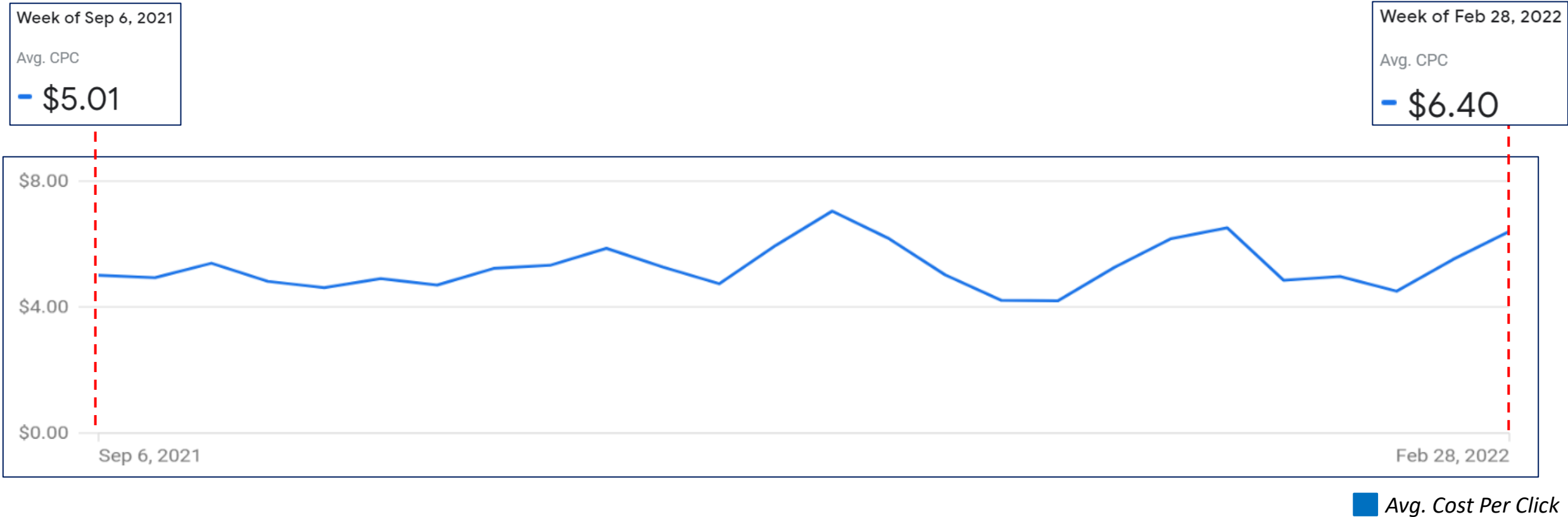
Week of Feb 28, 2022
 ■ Conversions 179.44
 ■ Cost / conv. \$59.60



■ Conversions
 ■ Cost / Conversions

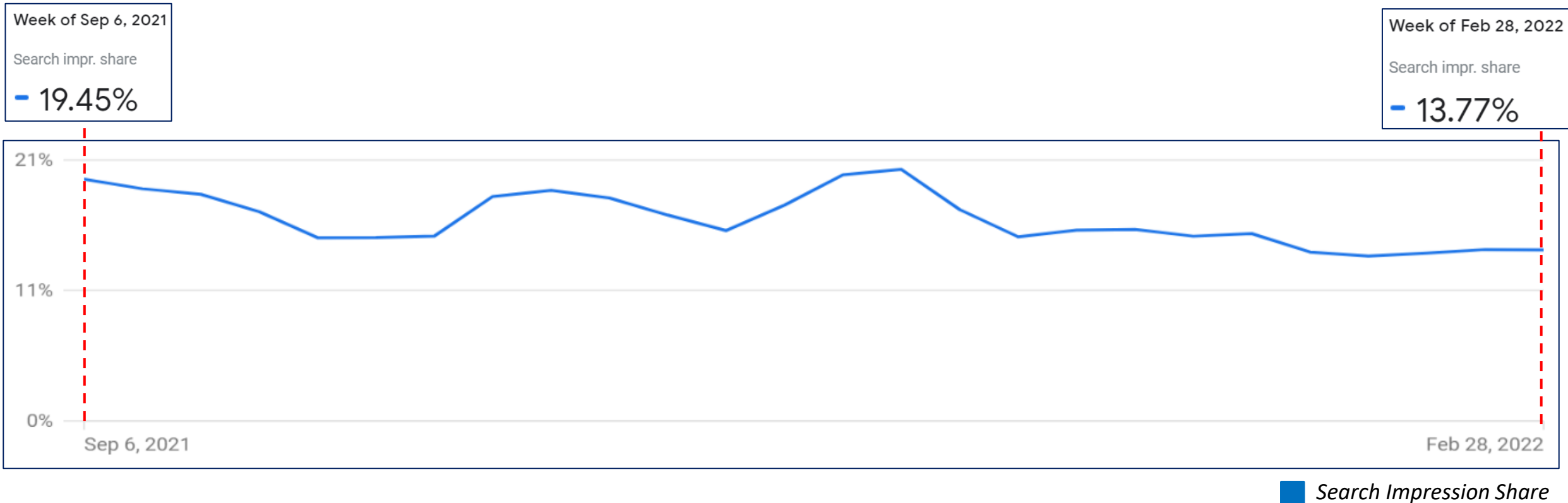
- *Conversions have dropped by 34%*
- *Cost / conv. have increased by 41%*

Change in CPC in Last 180 Days



- *Avg. CPC has increased by 28% in last 180 days.*

Change in Search Imp. Share in Last 180 Days



- Search impression share has dropped by 29% in last 180 days. Lesser impressions means lesser conversions.*

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Search Campaigns Performance

Auto Bidding

Negative Keywords Not Maintained

<input type="checkbox"/> Negative keyword ↑	Added to	Level	Match type
<input type="checkbox"/> auto parts	Auto Biding	Campaign	Broad match
<input type="checkbox"/> car parts	Auto Biding › Low Impression Key Words	Ad group	Broad match
<input type="checkbox"/> impound	Auto Biding › Low Impression Key Words	Ad group	Broad match
<input type="checkbox"/> [quiero vender mi carro como chatarra]	Auto Biding › Low Impression Key Words	Ad group	Exact match

1 - 4 of 4

- *Campaign has generated over 20K clicks but there are only 4 negative keywords added.*
- *Ads are getting triggered for irrelevant search terms <https://prnt.sc/LssZsFCfKrHH>*

Over-flooded Ad groups

100 selected Select all 203 Edit Search terms Label Auction insights										
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Keyword	Match type	Status	Conversion:	Cost / conv.	Final URL	Clicks	Impr.	CTR
Total: All enabled keywords ?					4,632.23	\$47.74		19,266	371,658	5.18%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	people that buy junk cars	Broad match	Eligible	5.00	\$21.31	—	5	32	15.63%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	who buys junk cars	Broad match	Eligible	64.15	\$51.93	—	169	838	20.17%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	sell your car for cash	Broad match	Eligible	1.00	\$115.44	—	6	170	3.53%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	top dollar for junk cars	Broad match	Eligible	1.00	\$111.07	—	6	98	6.12%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	cars for cash	Broad match	Eligible	297.88	\$44.39	—	721	6,126	11.77%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	cash for junk cars	Broad match	Eligible	287.33	\$49.30	—	802	6,048	13.26%

- *Ad groups are overflooded with keywords. Ad group “Low Impression Key Words” have over 200+ keywords. Too many keywords make it difficult to optimize performance and it impacts on the quality score too.*

Keywords Missing Out Impressions

100 selected Select all 134 Edit Search terms Label Auction insights Close												
<input checked="" type="checkbox"/>	Keyword	Conversion:	Cost / conv.	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Quality Score	Search lost IS (rank)
Total: Filtered keywords ?		976.56	\$48.85		7,132	225,964	3.16%	\$6.69	\$47,700.77	13.69%		85.55%
<input checked="" type="checkbox"/>	salvage yard minnesota	33.54	\$35.73	—	194	3,691	5.26%	\$6.18	\$1,198.25	17.29%	2/10	61.19%
<input checked="" type="checkbox"/>	Junk yard towing	23.27	\$56.41	—	156	3,552	4.39%	\$8.41	\$1,312.64	14.92%	—	59.38%
<input checked="" type="checkbox"/>	sell and buy car	10.00	\$66.56	—	144	7,263	1.98%	\$4.62	\$665.62	6.94%	—	> 90%
<input checked="" type="checkbox"/>	how to get rid of my car	40.04	\$36.43	—	142	2,892	4.91%	\$10.27	\$1,458.69	28.20%	—	51.23%
<input checked="" type="checkbox"/>	junk yards in minneapolis	22.44	\$44.10	—	141	2,262	6.23%	\$7.02	\$989.69	15.92%	1/10	55.16%

- *Out of 203 active keywords, 134 keywords have low quality score (less than 4) and because of that your keywords are losing out impression share.*

Internal Competition

- Ad groups aren't managed properly, therefore your keywords are competing with each other. When searched for keywords "sell my car", 31 keywords in 3 different campaigns were found competing with each other.*

The screenshot shows the Google Ads Ad Preview and Diagnosis Tool interface. The search term "sell my car" is entered in the search bar. The location is set to Hennepin County, Minnesota, the language is English, the device is Mobile, and the audience is "Users not in any audience".

A red dashed box highlights the search term "sell my car" in the search bar. Another red dashed box highlights a warning message: "Your ad is not showing" followed by "sell my car matched 31 keywords from 4 ad groups found in 3 campaigns".

The interface is divided into two tabs: "RESULTS" and "PREVIEW". The "RESULTS" tab is active, showing a table of campaigns with the keyword(s).

RESULTS	PREVIEW
<p>⌵ Campaigns with keyword(s)</p> <p>⌵ Tier 3 Zip Codes (26)</p> <p>⌵ Main Neg Bid Adjust -45 (15)</p> <p>⌵ Auto Bidding (2)</p>	<p>Ad group</p> <p>Reason</p>

No Bid Adjustment – Device Level

Device	Level	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Mobile phones	Ad group	—	18,784	332,144	5.66%	\$11.84	\$222,425.48	4,647.03	\$47.86	24.74%
Computers	Ad group	—	804	40,783	1.97%	\$6.80	\$5,465.62	137.70	\$39.69	17.13%
Tablets	Ad group	—	84	4,900	1.71%	\$5.55	\$466.10	8.00	\$58.26	9.52%

- No bid adjustments have been applied at device level. Computers have the lowest CPC and lowest cost / conv., hence bid adjustment must be applied.*


No Bid Adjustment – Demographic Level

Gender	Conversions	Cost / conv.	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conv. rate
Male	2,357.71	\$46.85	—	10,128	136,898	7.40%	\$10.91	\$110,450.75	23.28%
Female	1,584.31	\$48.25	—	5,471	73,281	7.47%	\$13.97	\$76,447.45	28.96%
Unknown	850.72	\$48.85	—	4,076	167,702	2.43%	\$10.19	\$41,554.26	20.87%
Total: Gen...	4,792.73	\$47.67		19,675	377,881	5.21%	\$11.61	\$228,452.46	24.36%

- *Similarly, no bid adjustments have been applied on gender level. A slight increase in bid (through bid adjustment) can drive additional conversions.*

Ads Aren't Optimized

- *Ad aren't fully optimized. Critical elements like headline 3 and description 2 are kept empty.*
- *This can cause a low quality score of your ad.*

 Starting June 30, 2022, you'll no longer be able to create or edit expanded text ads. [Learn more](#)

Final URL ?
<https://sellajunker.com/index.php/vehicle-salvage>

Headline 1 ?
 We Buy Junk Cars & Trucks

Headline 2 25 / 30 ?
 MN Towing And Sell A Junker

Headline 3 27 / 30 ?
 [Empty]

Display path ?
[sellajunker.com](#) / [fast-cash](#) / [free-tow](#)

Description 1 9 / 15 8 / 15 ?
 \$150-\$500 MN Towing Pays you Cash. Best Prices Guaranteed with free towing

Description 2 74 / 90 ?
 [Empty]

[Ad URL options](#)

Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

Highlight ad

Mobile

Ad · [sellajunker.com/fast-cash/free-tow](#) ?


We Buy Junk Cars & Trucks | MN Towing And Sell A Junker

\$150-\$500 MN Towing Pays you Cash. Best Prices Guaranteed with free towing Get Cash within 2 hours. Max cash for your Junker. Monday - Sat. 8am -10pm. Service catalog: Remove Non Running Cars, Dispose of Junk Car...

[Home](#)

[Book an Appointment](#)

[Request a Quote](#)

 Call 612-326-6687

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

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Display Campaign

Prospecting (Google Build)

Overview

- *Campaign objective isn't aligned with bidding strategy.*
- *Being a smart display campaign, Google has been optimize your campaign to get you maximum clicks rather than conversions*
- *Campaign has spent over \$18K with just 13 conversions since last 180 days*

Campaign subtype	Smart display campaign
Campaign name	Prospecting (Google Build)
Campaign status	● Enabled
Goals	Using campaign-specific goal settings
Marketing Objective	Website traffic
Locations	55005, Minnesota, United States (postal code) + 125 more
Languages	English
Bidding	Maximize conversions
Budget	\$100.00/day





Wrong Placements

<input type="checkbox"/> Placement	Conversion:	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
Total: Filtered placements	1.48	\$10,961.51	29,780	5,996,888	0.50%	\$0.54	\$16,205.47
<input type="checkbox"/> Mobile App: NewsBreak: Local News & Alerts (iTunes App Store), by Particle Me...	0.00	\$0.00	2,897	765,498	0.38%	\$0.84	\$2,429.48
<input type="checkbox"/> Mobile App: SmartNews: Local Breaking News (iTunes App Store), by SmartNe...	0.00	\$0.00	2,794	1,517,448	0.18%	\$0.41	\$1,148.60
<input type="checkbox"/> Mobile App: NewsBreak: Local News & Alerts (Google Play), by Particle Media I...	0.00	\$0.00	397	55,807	0.71%	\$0.98	\$390.95
<input type="checkbox"/> Mobile App: Muslim Pro: Quran Athan Qibla (iTunes App Store), by Bitsmedia Pt...	0.00	\$0.00	554	14,291	3.88%	\$0.55	\$306.85
<input type="checkbox"/> Mobile App: Happy Color® – Color by Number (iTunes App Store), by X-FLOW L...	0.00	\$0.00	441	44,326	0.99%	\$0.57	\$253.28
<input type="checkbox"/> Mobile App: Blockudoku: Block Puzzle Game (iTunes App Store), by Easybrain Ltd	0.00	\$0.00	306	19,569	1.56%	\$0.72	\$220.25

- *Your ads have been showing on website/apps that haven't delivered a single conversions in last 180 days.*

No Exclusion on Demographics

Prospecting (Google Build) > Prospecting 

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown 		<input checked="" type="checkbox"/> Unknown 

- No exclusion has been applied to any of the demographical state to save budgets.*

Ad Running with Limited Reach

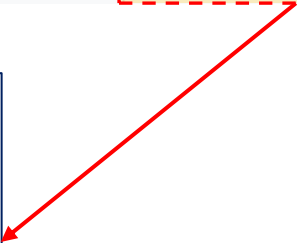
Ad	Ad group	Status
 <p>We p... +4 more Our Professio... Got a... +4 more View asset details</p> <p>+13 images, +5 videos</p>	<p>Prospecting</p>	<p>Eligible (Limited) Policy (Restricted Targeting in Housing, Employment or Credit +1 more)</p>

• *Your ads have been running with a limited reach because of a wrong reason, this can be fixed.*

Eligible (Limited)

Ad may run to a limited audience:

- ⚠ Restricted Targeting in Housing, Employment or Credit
 - [Read the policy](#)
- ✅ Housing
 - [Read the policy](#)



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Missed Opportunities

Overview

- *No remarketing campaign to re-target people who clicked your ads but didn't take any further actions.*
- *No separate campaign to target competitors*
- *No campaigns to target similar audience or custom match audience*
- *Lead form extensions not used*
- *Performance max campaign can be used to maximize reach and impressions*
- *RLSA (remarketing list of search ads) campaign missing*
- *Call-only campaign isn't active*

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THANK YOU

