

PPC Step-by-Step Audit

# Maximizing Results with Call Intelligence



**Y**our paid search accounts need routine audits to prevent mistakes and help you spot new moneymaking opportunities. It's easy to get bogged down tweaking the everyday knobs and levers, but taking a step back to evaluate your efforts from a big-picture standpoint is critical.

This checklist will help you discover new ways you can leverage call intelligence to seriously boost performance. If you are completely new to driving and tracking call conversions, this checklist will help you determine how to start using call intelligence to achieve the greatest impact.

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## Scoring

For each question you answer "yes" to, give yourself one point. Add your points for each section, then add up each section for your total score.



To learn more about how call intelligence can up your PPC game, check out our new ebook "**Paid Search for the Mobile Era**".

**INVOKA**  
The power of talk

1

### Do you proactively drive calls?

- Do you use call extensions in ads?
- Do you display your phone number prominently on landing pages?
- Do you use click-to-call buttons on mobile landing pages?
- Do your ad CTAs encourage phone calls?
- Do your landing page CTAs encourage phone calls?

SCORE \_\_\_\_ /5

2

### Do you track all calls generated from paid search advertising?

- Do you use unique tracking phone numbers in ad extensions?
- Do you use dynamic call tracking for calls made from your website or landing page?
- Do you track calls down to the keyword?
- Are you tracking all the same parameters for calls as for online traffic?

SCORE \_\_\_\_ /4

3

### Do you regularly check call performance?

- Do you know which campaigns, ad groups, and keywords convert better over the phone than online?
- Do you know your average cost per conversion (including online and call conversions)?
- Do you know how often people call directly from the ad or from the landing page?
- Do you monitor how many call conversions result in revenue?
- Do you track call durations?
- Do you use conversation intelligence to track call outcomes (sales, reservations, appointments, etc.)?
- Do you use conversation intelligence to scan calls for certain spoken keywords that signal quality and caller intent?
- Have you assigned a value to your call conversions?

SCORE \_\_\_\_ /8

4

### Are you adjusting keywords and bids based on call analytics?

- Are your call analytics integrated with your PPC analytics or bid management solution?
- Do you adjust keyword bids based on call conversions?

- Do you adjust keyword bids based on call quality? (For example, if a campaign is driving a large volume of low-quality calls that don't turn into sales, you should probably reduce your keyword bid.)
- Do you assess peak days and times of calls and make ad scheduling bid adjustments to target audiences during those times?
- Do you change your bids based on device so that campaigns or ad groups that convert well over the phone are targeting mobile audiences?
- Do you listen to calls for new potential keywords?

SCORE \_\_\_\_ /6

5

### Do you use call analytics for more precise targeting?

- Have you created different landing pages for different device types with different types of conversions?
- Do you analyze caller regions and adjust your campaign location targeting?
- Do you use call analytics to create more informed remarketing lists and campaigns?

SCORE \_\_\_\_ /3

6

### Do you use call analytics to optimize the user experience?

- Do you conduct A/B tests with different call buttons? Do you customize your call prompts to reflect the same messaging as your campaign and landing page?
- Do you optimize your filtering and routing to ensure the right caller always gets to the right person, branch, or department?
- Do you listen to calls and optimize ad and landing page copy to address common questions or concerns?

SCORE \_\_\_\_ /4

Total Score \_\_\_\_ /30

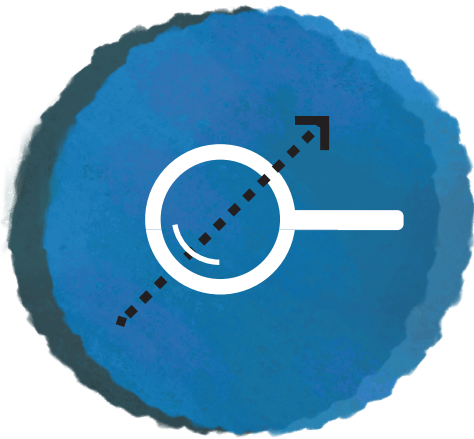


#### SCORES: 1-10

### You're Sitting on a Huge Opportunity

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**If you scored 10 points or below, don't worry; you're like a lot of paid search marketers.** Maybe you're using call extensions and Google's call reporting, but it just about ends there. Maybe you have nothing to do with calls because, after all, they have traditionally fallen outside your line of responsibility. With the rise of mobile, however, you've got an enormous opportunity before you. Paid search is a complex art, with limitless room to improve and optimize. But few things have the capacity to make as big a difference as taking advantage of phone calls. If you run paid search for a business that values phone calls or handles transactions over the phone, it's time to spring into action. Get started by integrating phone number tracking in your ads and landing pages. From there, it's time to start leveraging serious call analytics that will give you the data to scale growth.

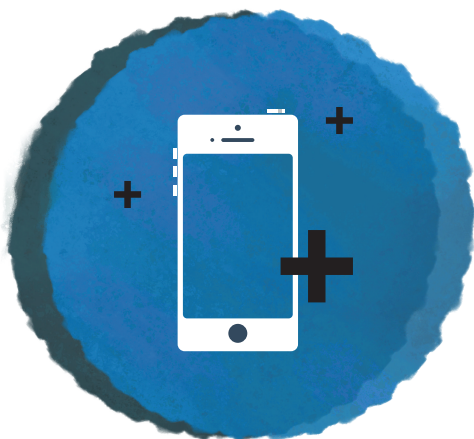


#### SCORES: 11-23

### You've Got Great Potential

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**You are a savvy marketer who knows calls are part of the new paid search landscape.** You probably haven't invested heavily in making calls part of your strategy, but you are leveraging call conversions. That's a great start, but you still have tremendous potential to grow. It's time to seriously commit to calls; mobile isn't going anywhere and neither is paid search. Neither are phone calls. Start making them a bigger priority. Explore how deeper analytics can positively impact your decisions. Delve into the caller experience and find ways to optimize. Call intelligence can help you take your paid search to a new level.



#### SCORES: 24-30

### You're Leading the Pack

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**You are ahead of the game.** You're already taking advantage of call conversions, and now it's just a matter of refining your efforts for the best ROI possible. You're already familiar with call tracking, so now just make sure you have the right solution with the features you need to keep growing—such as conversation intelligence, call automation, and integrations with your CRM, analytics and or marketing automation solution.



Call us at 844-335-2802 **or click here** to schedule a custom demo