

# 5 Red Flags That Mean It's Time to Get Google Ads Help



How well are your Google Ads campaigns working? For the non-expert, it can be hard to tell. Use this checklist to identify critical areas of **wasted spending** and **wasted opportunity** that may indicate it's time to get expert help. The following pages provide further details.

## The 5 Red Flags

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- 1. You don't know if campaign performance is meeting your business objectives**  
Are leads or transactions being fully tracked within Google Ads? If not, then you can't calculate cost per lead, revenue or ROI. Perhaps you don't know what the performance targets should be. In that case, how can anyone properly optimize your campaigns?
- 2. You know and measure your campaign targets, but you're nowhere close**  
You've been running campaigns for at least 2-3 months but are still far from reaching your performance targets. And you aren't closing the gap quickly enough. Optimization does take time, but you can't survive long spending ad money with insufficient return.
- 3. Your ads are losing more than 10% of possible impressions due to budget**  
Of all the ways to miss opportunity in Google Ads, this is the most pernicious. When your campaigns are budget limited you lose ad impressions across the board – for good and bad prospects alike. This is a key indicator of poorly managed campaigns.
- 4. Your ads are losing more than 30% of possible impressions due to ad rank**  
You don't always want your ads to show in the #1 spot. That can be too expensive. But if you are losing many ad impressions due to low ad rank (bid \* quality score), then you're not giving your ads enough opportunity to be noticed by your best prospects.
- 5. Your ads are showing for non-relevant search queries**  
When you check the user search queries you might be shocked by how many have low relevance to your product or service, or no relevance at all. It's easy to get into this situation in Google Ads, and it's all wasted ad spend.

**Contact Prometheus PPC to receive our complimentary "Insights Audit" for your Google Ads campaigns. Learn in detail what's working, what isn't, and how to fix it: [www.PrometheusPPC.com](http://www.PrometheusPPC.com)**

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Notice that we didn't say anything about CPC, CTR, Conversion Rate, Quality Score and many other metrics. These can provide useful data, especially when comparing performance between campaigns, ad groups, ads and targeting methods. But the absolute value of these metrics is honestly a don't-care for your business. All that matters is meeting your key performance targets such as # leads, cost/lead, revenue, ROI, etc., while maximizing opportunity and minimizing waste. All other metrics are merely signposts along the way.

### How to Check the 5 Red Flags

If you're not experienced with Google Ads, you might not know how to check each of the red flags. Here is step-by-step guidance. First, open the main Google Ads interface.

#### 1. To see what leads or transactions are being tracked

Click **Tools & Settings** (top-right) and then click **Conversions** beneath Measurement



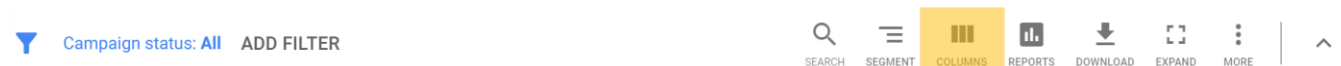
You will see all conversion actions that are being tracked within your account.

If your purpose is **lead generation**, you should see conversion actions enabled for some or all of the following lead actions: form submissions, phone calls, emails, chats, calls from ads

If your purpose is **ecommerce**, you should see a conversion action enabled that tracks ecommerce transactions. These are most often imported from Google Analytics. It's essential that transaction value be tracked in addition to transaction count.

#### 2. To see performance metrics

From any regular page, click the **Columns** button and then click **Modify columns**



You will see a multitude of metrics available depending on the particular type of data you're viewing. Enable the most common key performance metrics as follows:

For **lead generation**, select under **Conversions: Conversions & Cost / conv.**

For **ecommerce**, also select under **Conversions: Conv. value & Conv. value / cost (ROI)**

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### 3. To see ad impressions lost due to budget

Follow the steps for #2 above, and then select under **Competitive metrics:**  
**Search lost IS (budget)**

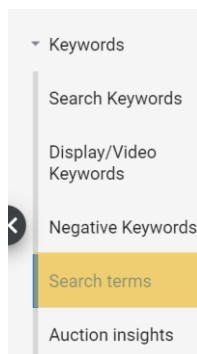
Note that this metric is only available when viewing data at the campaign-level.

### 4. To see ad impressions lost due to ad rank

Follow the steps for #2 above, and then select under **Competitive metrics:**  
**Search lost IS (rank)**

### 5. To see the search queries that trigger your ads (and cost you money)

First navigate to the desired level (account, campaign, or ad group). Then click the **Keywords** pull-down in the vertical menu and click **Search Terms**.



You can click the **Cost** column to sort by that metric and see which queries are costing the most, or the **Impression** column to see which queries your ads show for the most often.

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