

## How to Audit Your Account and See Where You are Losing Money

Hey, my name is Lior Krolewicz...

As promised I am going to show you exactly where you are losing money in your Google Ads account. It doesn't matter if you are doing it yourself or working with a large agency, I guarantee that you are losing money and I'll show you where.

**Use this to check your own work or the work of your agency.** I've used this method for hundreds of accounts and it has a 100% success rate. Losing money is a symptom of a poorly structure and/or managed account but before getting into that, I'll show you what I promised.

**Follow these instructions step by step to uncover your losses:**

**STEP 1:** Log into your Google Ads account at <https://ads.google.com>

- **STEP 2:** On the top right of your screen, click on the Change the date range for the past 60 days or a date range in which the account will show a few thousands of dollars in spend (or a few hundred for smaller accounts)
- I selected **11/17/2017** until **today's date**
  - This will allow us to collect a good amount of data

Custom 11/17/2019 — Jan 21, 2020

DEC 2019 < >

S M T W T F S

DEC 2019

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JAN 2020 1 2 3 4

5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Today  
Yesterday  
This week (Sun – Today) ▶  
Last 7 days  
Last week (Sun – Sat) ▶  
Last 14 days  
This month  
Last 30 days  
Last month  
All time  
30 days up to today  
30 days up to yesterday  
Compare ☐

CANCEL APPLY

- Click on the **Apply** button

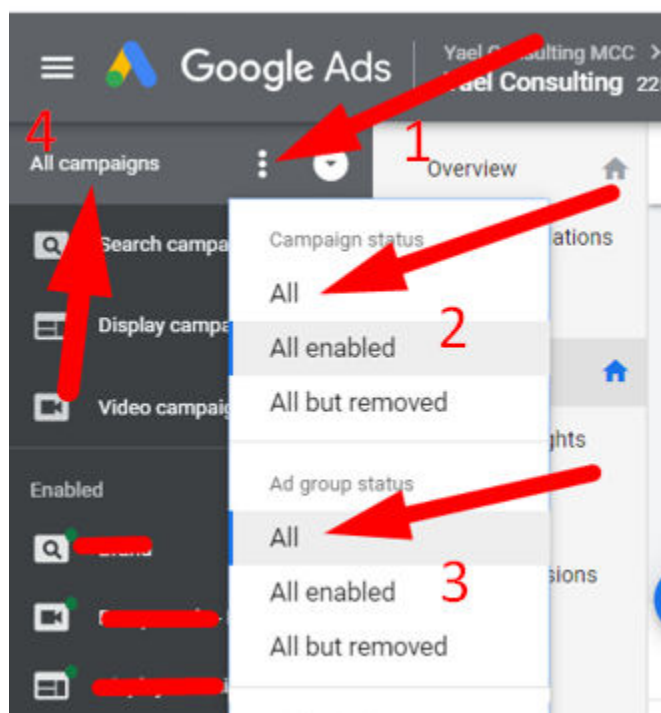
Last 30 days  
Last month  
All time  
30 days up to today  
30 days up to yesterday  
Compare ☐

22 23 24 25 26 27 28  
29 30 31  
JAN 2020 1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

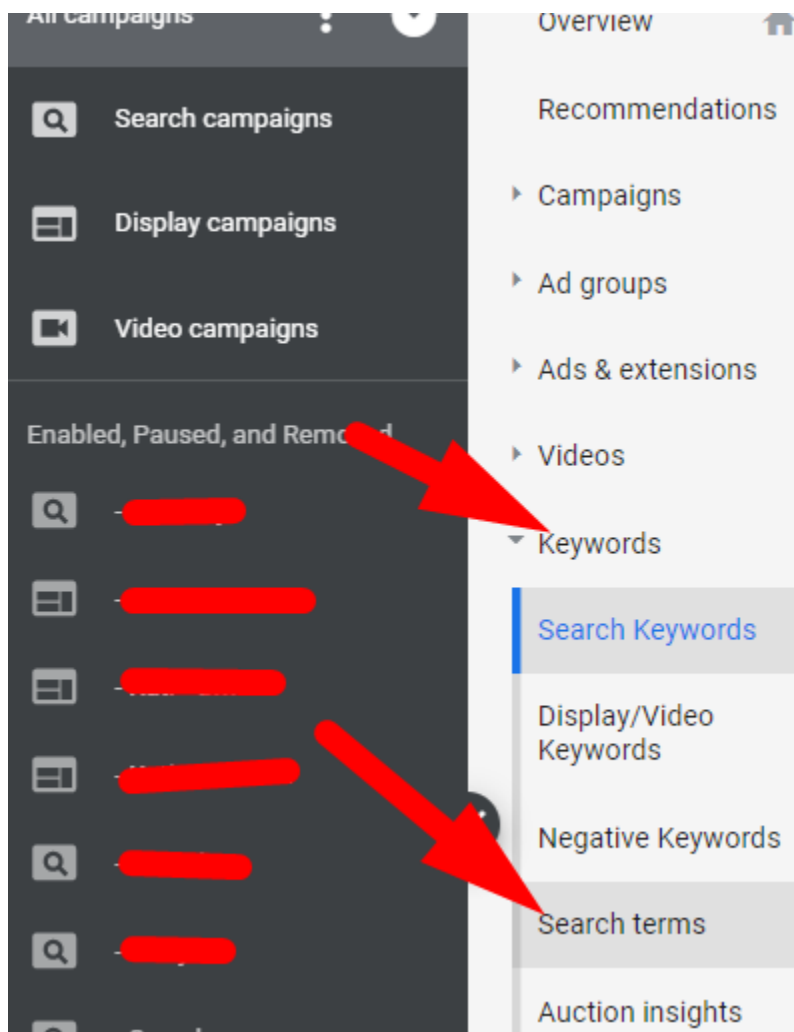
CANCEL APPLY

**STEP 3:** On the main menu, on the left, click on the three dots (step 1) and then select “Campaign status” to “All” (step 2) and “Ad group status” to “All” (step 3) and then “All campaigns” (step 4)

- This will allow us to see the data from all the campaigns and ad groups, regardless if they are currently live or not
  - Its better to see all the data to assess more of it



**STEP 4:** In the secondary menu, to the right of the previous one, click **Keywords** option, and then the “**Search terms**”

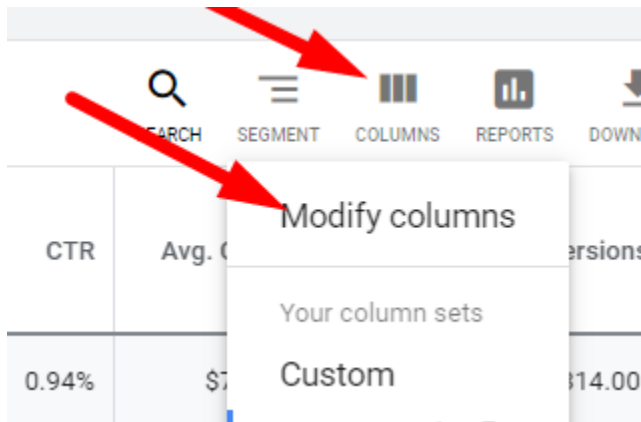


**STEP 5:** (final): Click on the column for **Cost** so your costs are descending (you will see the arrow next to the word Cost will point down)

The screenshot shows a Google AdWords interface with a table of keyword data. The table has columns for Keyword, Campaign, Ad group, Status, Max. CPC, Impr., Clicks, CTR, Avg. CPC, Cost, Conversion, Cost / conv., and Bounce rate. A red arrow points to the 'Cost' column header, which has a downward arrow next to it. A red text label 'Click to add new columns' points to the 'Columns' button in the top right.

Keyword	Campaign	Ad group	Status	Max. CPC	Impr.	Clicks	CTR	Avg. CPC	↓ Cost	Conversion	Cost / conv.	Bounce rate
Total: All enabled keywords					500,967	4,733	0.94%	\$7.88	\$37,298.31			

**\*\* if you don't see Cost or want to add additional columns, then click on the Columns button → Modify Columns**



- Next click on the button to add **Cost** (then sort column as explained above)
  - I would also add all the rest of the columns as I have it below. Some columns may not be available, so don't worry if you don't see them

Modify columns for keywords

You can search for the column name here then select it to add it in

Performance

Viewability

Conversions

Attribution

Attributes

Bid simulator

Competitive metrics

Google Analytics

Call details

Message details

YouTube Earned actions

Gmail Metric

Your columns  
Drag and drop to reorder

Status

Impr.

Clicks

CTR

Avg. CPC

Cost

Conversions

Cost / conv.

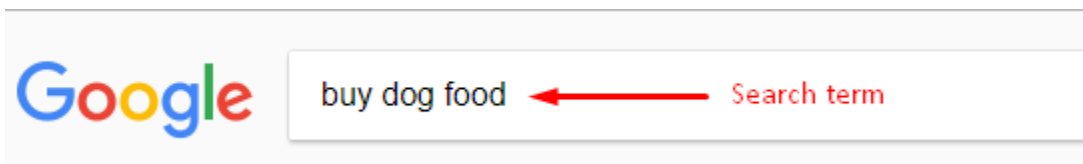
Bounce rate

Pages / session

Avg. session duration (seconds)

## First, let me explain what you are looking at and how to interpret it

Each time someone goes to Google.com and types something in, what they type in the search box is called the “**search term**”. So, these search terms are what the users actually searched for on Google.com when your ads showed up and perhaps were clicked.



Now, let's say you are advertising on Google Ads and you put the keyword “food for dogs” in your account and bid on it. Then when Google sees that a user on Google.com searches for “buy dog food” it may decide that that user's search term is relevant to your Google Ads keyword “food for dogs” so Google may show your ad to this person.

Even though you put the keyword “food for dogs” in Google Ads, Google showed your ad to someone who searched for “buy dog food”. This doesn't sound too bad, right?

The problem is that with a poor account structure, you let Google match your keywords to search terms that have **NOTHING to do with your business**.

## Google matching gone wrong (for you)

For example, your keyword “buy dog food” can match to the search term “how to make dog food”. Someone searching for that on Google.com will probably **never** actually buy your dog food so this is wasting your money – paying Google to bring someone to your website that will never buy.

Some say, well, if they clicked on my ad then maybe they intended to buy dog food after all. **NO!** If you show your ad to enough of the wrong people then some are going to click, it’s a numbers game. If I told you that you could spend \$2 on someone searching for “buy dog food” or \$2 on someone looking for “how to make dog food”, which would you choose?

## Here is how you are losing money

Each keyword on your list in the Search term report (the one we just pulled up in Google Ads above) that is not 100% aligned with your business is losing you money. Add up the costs for each keyword that is irrelevant. How much money you are losing? Again, as an example, if you sell dog food then “dog food recipes” is losing you money.

Just imagine you have a physical store selling dog food and someone pokes their head in and asks you if you have dog food recipes. Would you tell that person, “sure, I’ll give you \$2 if you come in to my store”? NO. You’d tell them they got the wrong place. Every time you get a click from a keyword that is not aligned with your business, you are paying Google for that person to come to your business.

If your search term report showed that you are spending a lot of money on irrelevant searches for your business. **Stop reading now**, pause your entire Google Ads account, then come back and read how **you will fix this**.

## Here is how you fix your problem

There will always be some degree of wrong keywords in your Search term report, because it's in Google's interest to show your keywords and Ads to as many searchers as possible. Why? Because Google Ads works like an auction, so every time your ad shows up, you enter the auction, complete with other advertisers, and drive the price up. Who benefits? Google.

This isn't about "Google is Evil" it's about you taking control of who you show your ads to, how and when. If you do a poor job at this, you will lose money. The key to fixing this is a proper account structure. A poor structure will lose you money 100% of the time and in never scales effectively. You need to invest in a proper structure – the foundation of your advertising– only then can you be effective with Google Ads.

## There are better routes, but no shortcuts

There are many ideas and theories on how to structure a Google Ads account, unfortunately most are terrible and unrealistic. If you pay an agency less than \$600 to structure your account, or rely on Google to do it, you are going to have a terrible structure.



No real expert is going to take the time to learn your business, study your website, then build you the perfect account for that amount of money. As the old adage goes: *“Good service isn’t cheap and cheap service isn’t good”*. You know your business well and may have some time to structure the Google Ads account properly. However, you don’t know HOW to structure it the right way, because you probably don’t live and breathe Google Ads or tested hundreds of accounts over the years.

### **“Experts” neglect small budget accounts**

I audit Google Ads accounts of all sizes, from \$200 per month to over \$1 million per month. Recently, after going through the steps above, within 5 minutes I discovered that an account was wasting 92% of its budgets. This isn’t a BS figure, its mind-blowing. What’s worse is that this person, we’ll call *Mike*, was paying an agency to waste his money. Seeing this, Mike was crushed but unfortunately, he couldn’t afford my service. I was torn. Mike’s small business was being taken advantage of by a Google Ads agency that relies on their customer’s ignorance to do minimum work and consequently waste their money.

This isn’t only about losing money though. See, Mike invested in Google Ads to *grow* his business, pay his employees, so they can all feed their families. When he wastes 92% of his budget over 5 months, Mike just cannot experience growth. So, he treads water, trusting that his agency’s promises will miraculously come true.

## Your Solution

You have all the resources needed to build a good Google Ads account except one thing: expertise. So, just as I created this tutorial on “how to audit your Google Ads account”, I created a course on how to structure it. The course has a video of me explaining the basic theory on how things work followed by the instructions on how to build your account the right way. Its supported by documents and spreadsheets.

Unlike most courses that offer fluff, just to say you “are paying for a million hours of expertise”, I do the exact opposite. I know you probably don’t care to live and breathe Google Ads like I do, nor are you looking to get a PHD in Google Ads. You just want an effective Google Ads account so you can go on growing your business. My goal was to create the shortest possible course that is clear, detailed and easy enough for you to act quickly and fix your account in the minimum amount of time.

To learn more or start fixing your account today sign up to my course on

**[How To Fix Your Google AdWords Account](#)**

## Note from Lior



I sincerely hope this helped answered your questions of why Google Ads wasn't working and that it stopped your losses, so you can grow your business online profitably. I'd love your feedback or will be happy to answer questions. You can reach me directly at [lior@yaelconsulting.com](mailto:lior@yaelconsulting.com), please put "Google Ads Course" in the subject line.

- Lior Krolewicz, founder of [Yael Consulting](http://Yael Consulting)



How To Fix Your Google AdWords Account

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