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

Hey, my name is Lior Krolewicz…

As promised in just few minutes I am going to show you exactly where you are losing money in your Google AdWords 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.

<mark>Use this to check your own work or the work of your agency.</mark> 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.
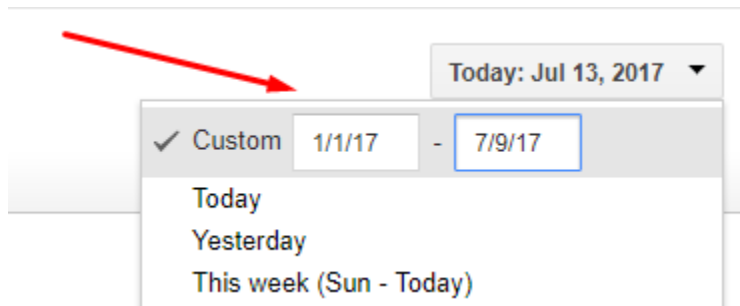
Follow these instructions step by step to uncover your losses:

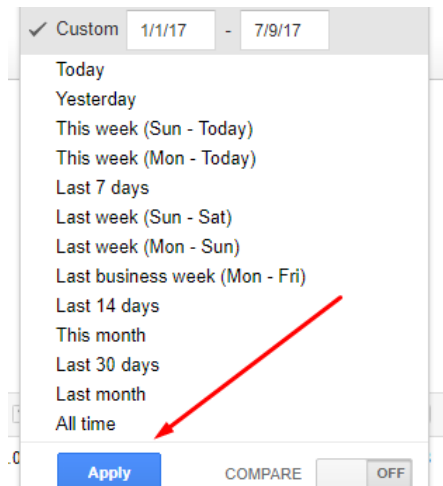**STEP 1:** Log into your Google AdWords account at https://adwords.google.com

STEP 2: On the top right of your screen, click on the **Date Range → Custom**
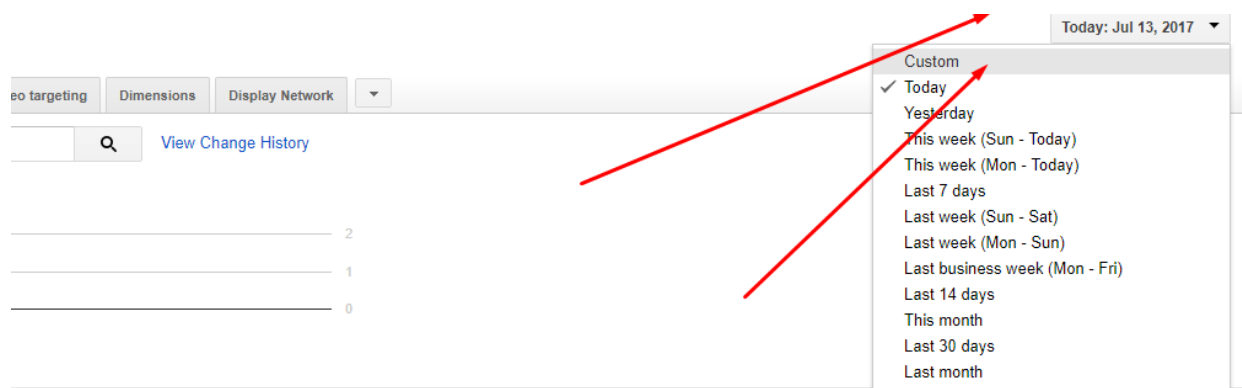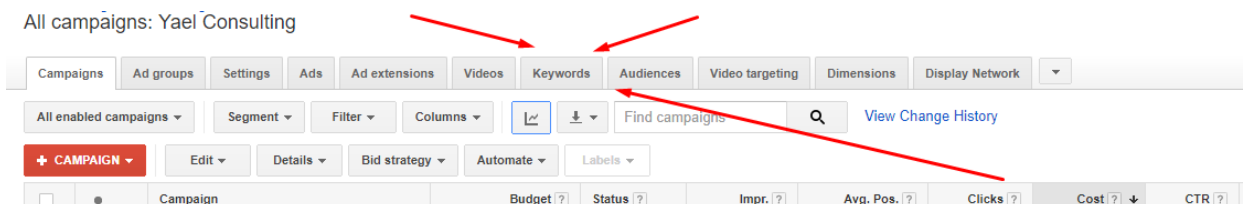

- Change the date range from **1/1/2017** until **today's date**
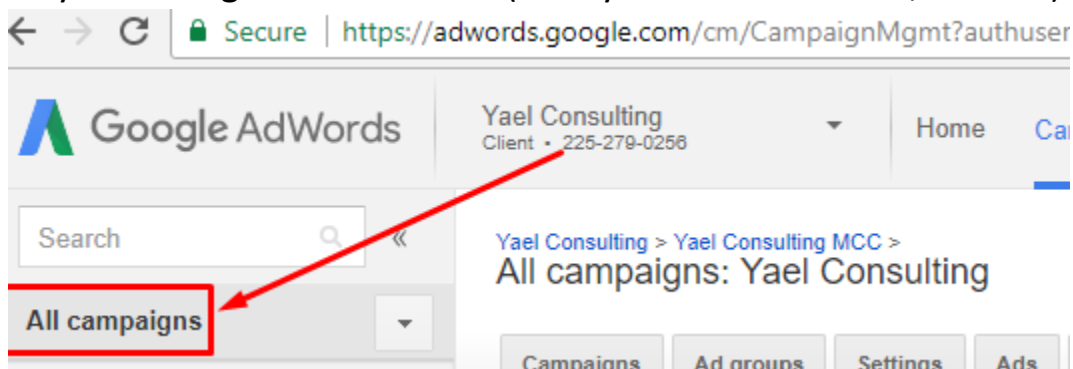 - This will allow us to collect a good amount of data

Today: Jul 13, 2017

✓ Custom 1/1/17 - 7/9/17
Today
Yesterday
This week (Sun - Today)

o Click on the **Apply** button

✓ Custom 1/1/17 - 7/9/17
Today
Yesterday
This week (Sun - Today)
This week (Mon - Today)
Last 7 days
Last week (Sun - Sat)
Last week (Mon - Sun)
Last business week (Mon - Fri)
Last 14 days
This month
Last 30 days
Last month
All time

Apply COMPARE OFF

STEP 3: On the main menu click on **Keywords** tab

All campaigns: Yael Consulting

| Campaigns | Ad groups | Settings | Ads | Ad extensions | Videos | Keywords | Audiences | Video targeting | Dimensions | Display Network | ▼ |

All enabled campaigns ▼   Segment ▼   Filter ▼   Columns ▼   📈   ⬇ ▼   Find campaigns   🔍   View Change History

+ CAMPAIGN ▼   Edit ▼   Details ▼   Bid strategy ▼   Automate ▼   Labels ▼

| ☐ | ● | Campaign | Budget ? | Status ? | Impr. ? | Avg. Pos. ? | Clicks ? | Cost ? ↓ | CTR ? |

To make sure we are looking at ALL the data just click on **All campaigns** all the way on the right of the screen (it may not look clickable, but it is)

← → C   🔒 Secure | https://adwords.google.com/cm/CampaignMgmt?authuser

Google AdWords   Yael Consulting
Client • 225-279-0256   ▼   Home   Ca

Search 🔍 «   Yael Consulting > Yael Consulting MCC >
All campaigns: Yael Consulting

All campaigns ▼ | Campaigns | Ad groups | Settings | Ads |
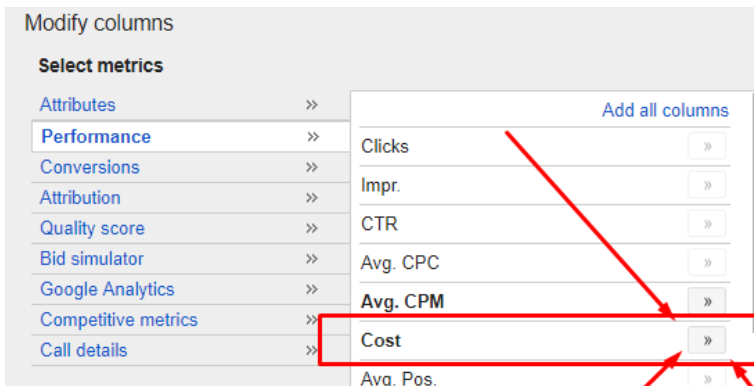
STEP 4: Click on the **Search terms** button

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)

** if you don't see **Cost** then go to the button Columns → Modify Columns

- Next click on the button to add **Cost** (then sort column as explained above)

IF YOU HAVE THE <mark>NEW GOOGLE ADWORDS</mark> INTERFACE, FOLLOW THE SAME INSTRUCTIONS PER THE IMAGE BELOW (IT JUST LOOKS A BIT DIFFERENT):
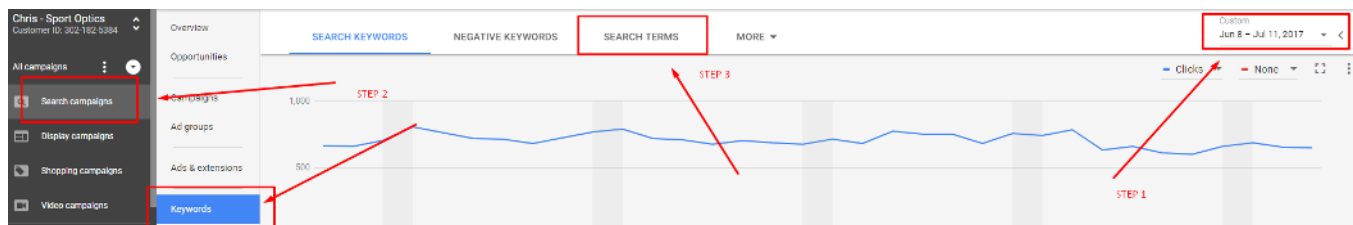
*****Same image as above but zoomed in a bit*****

First, let me explain what you are looking at

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 AdWords and you put the keyword "food for dogs" in your account. Then Google sees that a user is searching for "buy dog food" and figures that that search term closely resembles your AdWords keyword "food for dogs" so they decide to show your ad to this person.

Even though you put the keyword "food for dogs" in AdWords, 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 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 did in Google) 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, here are $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.

Here is how you fix your problem

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

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 AdWords 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. You need to invest in a proper structure – the foundation of your advertising– only then can you be effective with Google AdWords.

There are better routes, but no shortcuts

There are many ideas and theories on how to structure a Google AdWords 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, then 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. "Good service isn't cheap and cheap service isn't good". You know your business well and probably have some time to structure the AdWords account properly. However, you don't know HOW to structure it the right way, because you probably don't live and breathe Google AdWords or tested hundreds of accounts over the years.

"Experts" neglect small budget accounts

I audit AdWords accounts of all sizes and recently a few smaller accounts. 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 an AdWords agency that relies on their customer's ignorance of AdWords to do minimum work and consequently waste their money.

This isn't only about losing money though. See, Mike invested in AdWords 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

If you found that your AdWords account was losing a good amount of money, then it's time you change the way its running. This means either hiring someone to manage it for you and finding a new agency to take it over. When looking for someone to take it over, make sure they at least uncover the opportunity you saw for yourself – but you should expect them to **show you** exactly where **more** opportunities lie. Luckily in AdWords, the accounts have data to guide us.

Note from Lior

Lior Krolewicz, founder of Yael Consulting

I sincerely hope this helped answered your questions of why Google AdWords 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, Direct #: 424-239-9434