

# Search Terms Checklist

Use this checklist to ensure you're avoiding the Search Term Traps introduced in *How to Stop Wasting Money on Your Google Ads Campaigns*.

## Match Type

Are you using the right match types?

- Most of your keywords and ad spend are Exact Match.  
*Tip: Shoot for a long term goal of 70/30 or 60/40. In the beginning, you'll need more Broad Matches to find keywords you haven't discovered.*
- You are analyzing your Search Term Report and adding converting terms as Exact Match.

## Irrelevant Terms

Are you excluding irrelevant terms on an ongoing basis?

- You are excluding irrelevant search terms on a weekly or bi-weekly schedule.  
*Tip: Add this activity to your calendar to make sure it gets done regularly.*
- You are reducing bids or excluding ambiguous keywords that aren't converting.

## Message

Are you matching your message to your market?

- Your message is relevant to the search term and the mindset of the searcher.
- Your message and offer both stand out from your competition.
- Your ad copy qualifies your visitor by clearly stating your offer and benefit.
- Your landing page matches the ad.
- Your landing page has a strong call to action.

## Tracking

Are you analyzing your results?

- You are tracking your conversions whether they are sales, lead forms, or phone calls.



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