

Google Search Campaign Structure

Architecture & Ad Group Framework

Professional Audit Framework

Prepared by

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Account Architecture

- ☐ Separate Search, Display & Performance Max campaigns
- ☐ Geo-Targeting set to 'Presence: People in or regularly in'
- ☐ Budget distributed based on high-ROAS campaign priority
- ☐ Standardized naming conventions (Network_Geo_Objective)

Keyword & Match Types

- ☐ Focus on Exact & Phrase Match for core intent
- ☐ Broad Match used selectively with Smart Bidding
- ☐ Brand Protection keywords added to dedicated campaign
- ☐ Search Intent validated before keyword addition

Ad Group Segmentation

- ☐ Tightly themed Single Topic Ad Groups (STAGs)
- ☐ 3 to 5 closely related keywords per ad group
- ☐ Dedicated landing page alignment per ad group
- ☐ Separate Brand vs Non-Brand campaign structures

Ad Copy & Responsive Search Ads

- ☐ Minimum 1 Good/Excellent RSA per ad group
- ☐ Incorporate top keywords into Headline 1 & 2
- ☐ Include clear localized value propositions & pricing
- ☐ Pin critical disclaimers or unique offers if required

Ad Assets & Extensions Setup

- ☐ 4+ Sitelink Extensions with descriptions added
- ☐ 4+ Callout Extensions highlighting key differentiators
- ☐ Structured Snippets for service offerings
- ☐ Call & Location Extensions linked and active
- ☐ Promotional Assets applied for special deals

Note: This campaign structure framework serves as a scalable blue-print and should be customized according to budget, conversion volume, and business scale.

Campaign Structure Roadmap & Analysis

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Structural Quality & Health Checks

- | | |
|---|--|
| ✓ Ad Relevance: Target Above Average | ✓ Impression Share: Monitor Lost IS (Rank) |
| ✓ Ad Strength: Maintain Good/Excellent | ✓ Click-Through Rate: Benchmark > 5.5% |
| ✓ Quality Score: Maintain Avg 7-10 | ✓ Cost Per Acquisition: Aligned with Target CPA |

COMMON ISSUES FOUND

- ✗ **Overcrowded Ad Groups:** Mixing unrelated keywords diluting Quality Score
- ✗ **Broad Match Leakage:** Uncontrolled Broad Match burning daily budget
- ✗ **Missing Ad Assets:** Failing to utilize full SERP space without sitelinks
- ✗ **Mixed Geo-Targets:** Targeting national instead of localized service zones
- ✗ **Generic Landing Pages:** Sending traffic to homepages instead of specific services

EXPECTED AUDIT OUTCOMES

- ✓ **Higher Quality Scores:** Lower CPC through hyper-relevant ad relevance
- ✓ **Improved CTR:** Dominating SERP real estate with rich ad assets
- ✓ **Better Ad Rank:** Consistently outranking competitors at lower cost
- ✓ **Clean Data & Insights:** Clear reporting on top-performing ad themes
- ✓ **Scalable Campaign Setup:** Easy to expand into new service locations

Ready to Generate More Qualified Leads?

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