

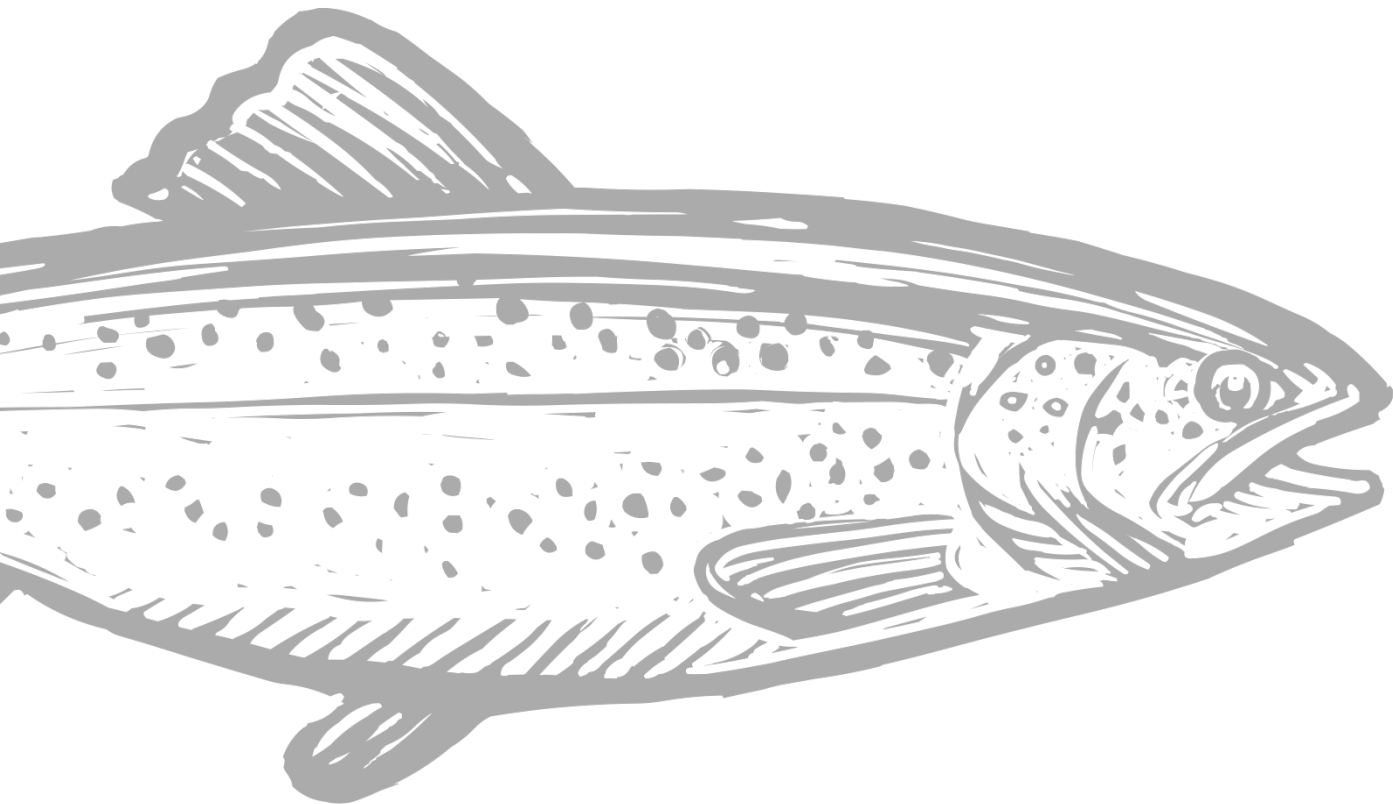
PPC Campaign Audit Checklist for Hunting Guides and Outfitters

Expertly Crafted Marketing Strategies by **Big Canoe Digital**

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Running a **PPC (pay-per-click)** campaign for your **hunting guide or outfitter business** can be a highly effective way to attract clients, drive bookings, and increase brand awareness.

However, without regular audits, your campaigns can become inefficient, leading to wasted budget and missed opportunities. A well-executed **PPC audit** will help you identify areas for improvement, optimize your ad spend, and maximize results.

This **PPC Campaign Audit Checklist** is designed specifically for hunting guides and outfitters to ensure their campaigns are optimized for performance. This step-by-step guide will help you evaluate essential aspects of your campaigns, including **keyword optimization, ad copy best practices, budget allocation, and targeting settings.**

Section 1: Keyword Optimization

Keywords are the foundation of any PPC campaign, determining who sees your ads and when. It's crucial to ensure that your **keyword strategy** aligns with your target audience's search intent. For hunting guides and outfitters, this means focusing on terms that match the services you offer, your location, and the specific types of hunting trips you provide.

Checklist for Keyword Optimization:

1. **Review Current Keywords:**
 - Audit your existing keyword list to ensure they are still relevant to your business. Keywords should align with your services, such as “guided elk hunts,” “bowhunting trips in [State],” or “whitetail deer outfitters.”

- **Pro Tip:** Use Google Ads' **Search Terms Report** to identify irrelevant search terms that may be triggering your ads.
2. **Expand with Long-Tail Keywords:**
- **Long-tail keywords** are more specific, typically with lower competition, and often lead to higher conversion rates. Examples include “guided turkey hunts in Colorado” or “bowhunting trips for beginners.”
 - **Actionable Tip:** Use tools like **Google Keyword Planner** or **SEMrush** to find high-intent, long-tail keywords that can drive quality traffic.
3. **Identify Negative Keywords:**
- Implement **negative keywords** to filter out irrelevant searches. For example, if you don't offer DIY hunting trips or fishing

trips, add “DIY” or “fishing” as negative keywords to avoid wasting ad spend.

- **Actionable Tip:** Regularly review your **Search Terms Report** to find irrelevant queries and continuously update your negative keyword list.

4. **Evaluate Keyword Match Types:**

- Ensure you are using the correct **match types** for your campaign. Use **exact match** for highly targeted terms (e.g., “guided mule deer hunts in Wyoming”) and **phrase match** to capture broader variations (e.g., “guided hunting trips”).

Section 2: Ad Copy Best Practices

Your **ad copy** is the first impression potential clients have of your business. It needs to be engaging, relevant, and aligned with the search intent to drive clicks and conversions.

Checklist for Ad Copy:

1. **Align Ad Copy with Search Intent:**
 - Ensure that your ad copy closely reflects the keywords you're bidding on. If a user searches for "guided elk hunts in Montana," your ad should clearly mention elk hunts in Montana, highlighting why your outfitter stands out.
 - **Pro Tip: Use Dynamic Keyword Insertion (DKI)** to automatically insert the user's search query into your ad copy, making it more relevant to their search.
2. **Use Strong Calls-to-Action (CTAs):**
 - Each ad should include a compelling **CTA** that encourages users to take action, such as "Book Your Hunt Today," "Check Availability," or "Reserve Your Spot Now."

- **Actionable Tip:** Test different CTAs to see which generates the most engagement and conversions.
3. **Highlight Unique Selling Points (USPs):**
- Differentiate your services by highlighting what makes your hunts unique. Do you offer exclusive access to private land? Experienced guides? Luxury accommodations? These **USPs** should be clearly mentioned in your ad copy.
 - **Pro Tip:** Use **ad extensions** like sitelink extensions or call extensions to provide more information about your hunts, making your ads more attractive to potential clients.
4. **Test Ad Variations:**
- Regularly test different ad variations (headlines, descriptions, CTAs) to identify which combinations drive the best

results. This process, known as **A/B testing**, will help optimize your ad performance over time.

- **Pro Tip: Leverage Responsive Search Ads (RSAs)** to automatically test different headlines and descriptions, allowing Google to display the best-performing combination.

Section 3: Budget Allocation

Your PPC budget determines how often your ads are shown and how competitive you can be. It's important to allocate your budget wisely to avoid wasting ad spend on underperforming campaigns.

Checklist for Budget Allocation:

1. **Evaluate Campaign Budgets:**
 - Review the budget for each campaign and determine if it's being allocated

effectively. For example, if your whitetail deer hunting campaign consistently drives bookings, consider increasing its budget while reducing spend on lower-performing campaigns.

- **Pro Tip:** Use Google Ads' **Budget Report** to track daily spending and adjust accordingly.

2. **Check for Under-Utilized Campaigns:**

- Ensure that high-performing campaigns aren't being capped by their daily budget. If a campaign regularly runs out of budget but has a high conversion rate, consider reallocating funds from underperforming campaigns.
- **Pro Tip:** Use automated rules to adjust bids or pause underperforming ads automatically, helping you manage budget more efficiently.

3. **Monitor Cost Per Conversion:**

- Track your **cost-per-conversion** (CPC) and ensure it aligns with your revenue goals. If the cost to acquire a booking is higher than your profit margin, adjust your bids and targeting to reduce CPC.
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Section 4: Targeting Settings

Proper **audience targeting** ensures your ads are being shown to users who are most likely to book a guided hunt. Fine-tuning your targeting settings will help you maximize your campaign's efficiency.

Checklist for Targeting Settings:

1. **Review Geographic Targeting:**

- Ensure that your ads are being shown to users in relevant locations. If your business operates in specific states or regions, focus your geographic targeting

on those areas. For example, if you offer hunts in Colorado and Wyoming, target those states specifically.

- **Pro Tip: Use location bid adjustments** to increase bids for regions that generate the most bookings and decrease bids for low-performing areas.

2. **Use Audience Targeting:**

- Implement **audience targeting** to focus your ads on users who are interested in hunting or outdoor adventures. You can target users based on their interests, demographics, and behaviors (e.g., users interested in bowhunting or outdoor recreation).
- **Pro Tip: Leverage in-market audiences** to target users actively searching for hunting trips or guided outdoor experiences.

3. **Demographic Targeting:**

- Use **demographic targeting** to narrow down your audience based on age, gender, or income. For instance, if your client base tends to be older male hunters, prioritize that demographic.
- **Pro Tip:** Use Google Ads' **demographics report** to refine your targeting based on the data you've collected.

4. **Retargeting:**

- Set up **remarketing campaigns** to target users who have previously visited your website but didn't complete a booking. This can help re-engage potential clients who may be on the fence about booking a hunt.
- **Pro Tip:** Use remarketing lists for users who viewed specific hunting trips but

didn't convert, showing them tailored ads with special offers or incentives.

Optimizing PPC Campaigns for Hunting Guides and Outfitters

A successful PPC campaign for hunting guides and outfitters requires regular audits to ensure that your ads are targeting the right audience, using relevant keywords, and staying within budget. By following this **PPC Campaign Audit Checklist**, you can identify areas for improvement and make the necessary adjustments to optimize your campaigns for better performance and more bookings.

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