

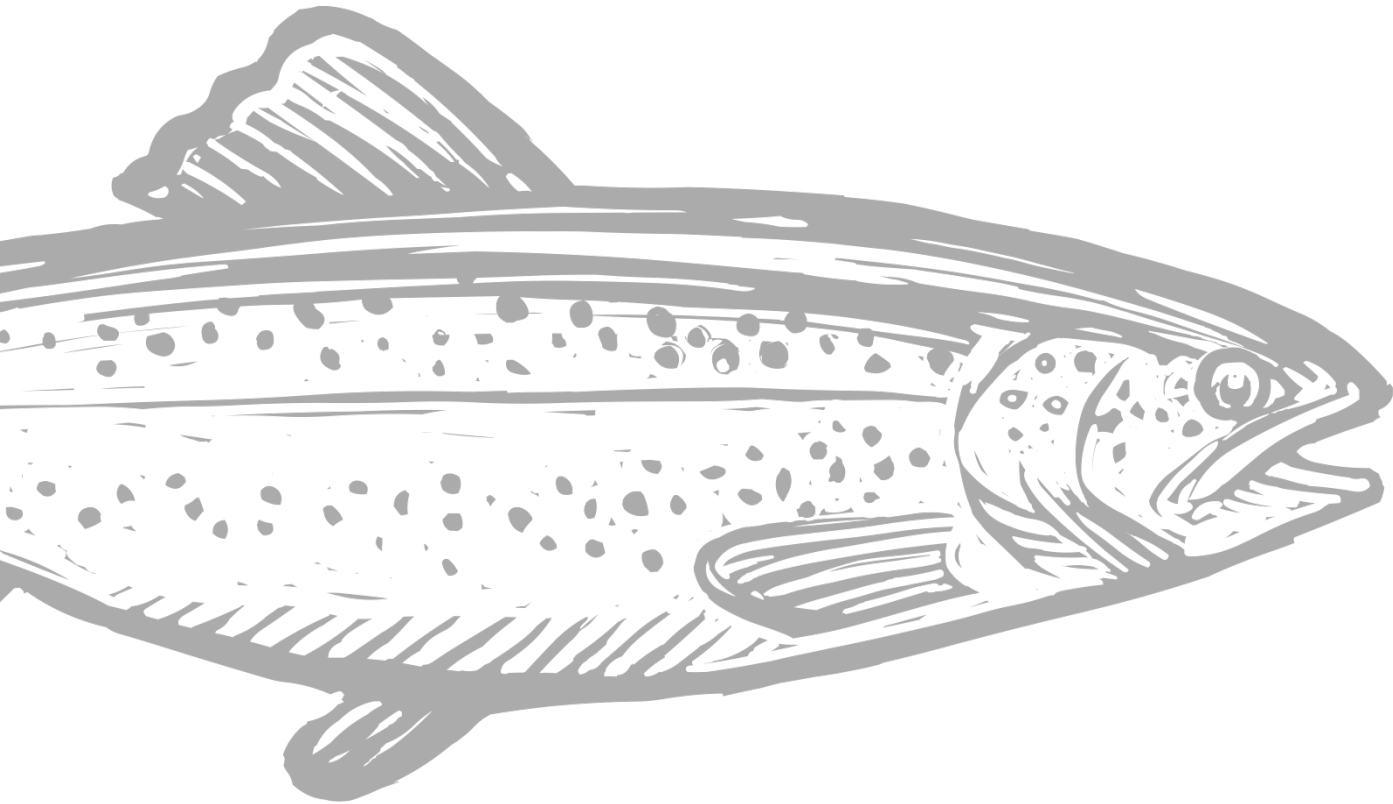
# PPC Campaign Audit Checklist for RV Dealerships

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

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## Why RV Dealers Need a PPC Audit

Running a **pay-per-click (PPC) campaign** can be a powerful way for RV dealers to attract potential buyers and drive sales. However, without regular audits, these campaigns can become inefficient, resulting in wasted ad spend and missed opportunities. A **PPC campaign audit** helps identify areas where your campaign can improve, ensuring that you're targeting the right audience, optimizing your budget, and delivering high-quality ads that convert.

In this guide, we will provide an actionable **PPC Campaign Audit Checklist** specifically designed for RV dealers. The checklist covers critical elements such as **keyword optimization**, **ad copy** effectiveness, **budget allocation**, and **targeting settings** to help RV dealers maximize their PPC performance.

## Section 1: Keyword Optimization

The foundation of any successful PPC campaign is choosing the right keywords. Keyword optimization ensures that your ads are shown to potential buyers who are actively searching for RVs or related services.

### Checklist for Keyword Optimization:

1. **Review Current Keywords:** Start by reviewing the keywords you are currently bidding on. Are they relevant to your target audience? Ensure that each keyword aligns with your RV inventory or services.
  - **Action:** Use Google Ads' **Search Terms Report** to see what actual terms people are searching for when they see your ads.
2. **Identify High-Intent Keywords:** Focus on **high-intent keywords** that indicate strong purchase intent. For RV dealers, these might include terms like “buy RV near me,” “best

Class A motorhomes,” or “new travel trailers for sale.”

- **Action:** Regularly add new high-intent keywords and phase out low-performing ones.

3. **Leverage Long-Tail Keywords:** Long-tail keywords are more specific and typically have lower competition, making them more cost-effective. For example, instead of just targeting “buy RV,” use phrases like “buy Class C RV for family camping.”

- **Action:** Use tools like **Google Keyword Planner** and **SEMrush** to find long-tail keyword opportunities.

4. **Use Negative Keywords:** Prevent wasted ad spend by adding **negative keywords**. If you don’t sell used RVs, make sure “used” is added as a negative keyword.

- **Action:** Regularly review your search terms report and identify irrelevant searches to add to your negative keywords list.

**Pro Tip: Refresh your keyword list monthly or at least every quarter to adapt to market trends and seasonality. As RV buyers often search more during peak vacation seasons, align your keywords accordingly.**

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## **Section 2: Ad Copy Best Practices**

Writing compelling and relevant ad copy is crucial for attracting clicks. Your ad copy needs to clearly communicate what you offer and how it benefits the user.

### **Checklist for Ad Copy:**

1. **Align Ad Copy with User Intent:** Your ads should reflect the intent behind the search. For example, if someone searches for “best

RV for family road trips,” your ad could mention family-friendly features like spacious interiors or additional seating.

- **Action:** Tailor each ad to match the specific keywords you're targeting.

2. **Highlight Unique Selling Points (USPs):**

Showcase what sets your RV dealership apart from competitors. For example, mention special promotions, warranties, or exclusive offers like “free RV delivery within 100 miles.”

- **Action:** Use the **Responsive Search Ads** feature in Google Ads, which allows you to test multiple headlines and descriptions to see which combinations drive the best results.

3. **Include Strong CTAs:** Encourage users to take action with clear **calls-to-action (CTAs)**, such as “Browse Our Inventory,” “Get a Free Quote,” or “Schedule a Test Drive.”

- **Action:** Make sure your CTAs are compelling and match the user's search intent.
4. **Test Ad Variations:** Use A/B testing to experiment with different versions of your ads to see what resonates with your audience.
- **Action:** Regularly rotate your ads and test variations in headlines, descriptions, and CTAs.

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### **Section 3: Budget Allocation**

Allocating your budget effectively ensures that you're not overspending on underperforming keywords or campaigns, while also capitalizing on high-converting opportunities.

#### **Checklist for Budget Allocation:**

1. **Review Campaign Budgets:** Ensure that each campaign has a budget that reflects its importance and performance. If certain

campaigns or keywords are outperforming others, consider shifting more budget to them.

- **Action:** Use the **Campaign Performance Report** in Google Ads to identify which campaigns are delivering the best results and reallocate budget accordingly.
2. **Set a Realistic Daily Budget:** Make sure your daily budget is sufficient to stay competitive but also sustainable for your overall ad spend.
    - **Action:** Review your average daily spend and adjust if your ads are being limited by budget constraints.
  3. **Monitor Cost-Per-Click (CPC):** Keep an eye on your **CPC** for each keyword. If certain keywords are driving up costs without delivering conversions, consider reducing your bids or pausing those keywords.



- **Action:** Set bid adjustments for high-converting keywords to maximize ROI.
4. **Use Bid Adjustments:** Adjust bids based on factors such as device type, location, or time of day. For example, if your RV dealership performs better on mobile searches, increase your mobile bids.
- **Action:** Use the **Google Ads Device Report** to analyze performance by device and adjust bids accordingly.
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## Section 4: Targeting Settings

Targeting the right audience is key to making sure your ads reach potential buyers. Ensure that your targeting settings are properly configured for maximum impact.

### Checklist for Targeting:

1. **Set Geographic Targeting:** RV buyers tend to come from a specific region or

locality. Target users in your dealership's service area, such as within a 50 to 100-mile radius, to avoid wasting ad spend on users outside your reach.

- **Action:** Use **location targeting** to narrow your audience to your target market.

2. **Leverage Audience Targeting:** Use **audience targeting** to reach people who are in-market for RVs or who have previously visited your website. Google Ads allows you to target users based on their search behavior, making it easier to reach those with higher purchase intent.

- **Action:** Set up **Remarketing Lists for Search Ads (RLSA)** to retarget previous visitors and increase the chances of conversion.

3. **Adjust Bids for Demographic Groups:** Certain demographics may be more likely to

purchase RVs (e.g., users aged 35-65). Adjust your bids accordingly to prioritize the most relevant demographic groups.

- **Action:** Use the **Google Ads Demographics Report** to analyze your audience segments and optimize bids.

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## **Section 5: Conversion Tracking and Reporting**

Tracking conversions is critical to understanding how well your campaigns are performing and identifying areas for improvement.

### **Checklist for Conversion Tracking:**

1. **Set Up Conversion Tracking:** Ensure that you have conversion tracking enabled to measure actions such as form submissions, phone calls, or test drive bookings.
  - **Action:** Use **Google Ads Conversion Tracking** to track valuable actions on your website.

2. **Monitor Key Performance Indicators (KPIs):** Track metrics such as CTR, conversion rate, and cost-per-conversion (CPA). These metrics will help you determine if your campaigns are performing as expected.
  - **Action:** Use the **Google Ads Dashboard** to monitor campaign KPIs in real time.
3. **Analyze Your Quality Score:** Quality score affects your ad placement and cost-per-click. Make sure your keywords, ad copy, and landing pages are highly relevant to maintain a high quality score.
  - **Action:** Use **Google's Quality Score Report** to identify areas for improvement.
4. **Create Custom Reports:** Use Google Ads' custom reporting tools to create regular performance reports that highlight areas for optimization.

- **Action:** Set up weekly or monthly reports to track performance and make data-driven decisions.
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## **Regular PPC Audits Drive Better Results**

Conducting regular PPC audits helps RV dealers maintain a high-performing and cost-effective campaign. By focusing on **keyword optimization, ad copy, budget allocation, and targeting settings**, you'll be able to identify areas for improvement and ensure your campaigns deliver maximum ROI.

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