

Yandex Direct Audit Template

1. General information

1.1. Current information of advertising campaigns

Parameter name	Value (last 90 days) from ... to ...
Active advertising campaigns	
Active ad groups	
Active text ads	
Active keywords	
Clicks total	
Average monthly expenses	
Expenses, total	
Search expenses	
Expenses in YAN (Yandex advertising network)	
Conversions, total	
Search Conversions	
Conversions in YAN (Yandex advertising network)	
Average Conversion Rate	
Average Search Conversion Rate	
Average CPA conversion price	

* All data on conversions are taken from Yandex Direct

1.2. Materials from the Lira Agency

Table of USPs (unique selling proposition):

A link to the USP table in Google Docs.

Conversion table:

Link to the macro and micro conversion table in Google Docs.

1.3. Materials from the client (conversion table, etc.)

2. List of main competitors

2.1. Search network

Make a list of the main competitors through Serpstat, the issuance of Yandex and Google, statistics of Adwords auctions.

The main competitors in the issue are:

2.2. Based on data from the client (supplement the list of competitors)

List of competitors.

2.3. The keywords that competitors have, but we do not have

3. Settings of the advertising account

- Automatically correct errors and typos —.
- Total score —.
- Automatic account replenishment —.
- Chief Representative (e - mail) —.
- Favicon added and indexed by Yandex —.
- Yandex Direct and Yandex Metrica accounts are linked —.
- Direct + Reference: ads on Maps * (the system compares data organization from a vCard in the Directory with information about it in the Directory and complements ad.) —.
- The account has a Yandex Metrica counter for new campaigns —.

4. Account structure, advertising campaign settings and strategies

4.1. Account structure

- Advertising campaigns are splited into Search and Network —.
- Retargeting campaigns are highlighted separately —.
- Campaigns are logically structured —.
- The structure of the account corresponds to the structure of the advertised website —.
- Campaigns are splited by GEO (geographically) —.

Commentary on the section:

4.2. General settings

- The external system of automation of advertising is used —.
- All advertising campaigns have a daily budget limit —.
- Advanced geographic targeting disabled —.
- Created "Polygons" as GEO —.
- Device adjustment is used in campaigns —.
- Adjustments are made for social adjustment by sex and age —.
- Adjusting bids by region —.
- Business cards are configured with business cards, the correct data is specified —.
- Standard display mode —.

- Campaigns time schedule is correct —.
- Whether temporary adjustments to rates are used —.
- Openstat tags are disabled —.
- "Site monitoring" option is turned on in all campaigns —.
- The option "Do not substitute a part of the text in the header" is turned off —.

Commentary on the section:

4.3. Search campaigns

- YAN is disabled in all search only campaigns —.
- Only manual bidding —.
- The option "Show on search under results only" is disabled —.
- Automatic strategies are used (if yes, which ones) —.
- The Related keywords is adjusted with Maximum expenditure 10% from total campaign expenditures —.
- List of search campaigns limited by budget —.

Commentary on the section:

4.4. Dynamic search campaigns

- Mode of operation of dynamic advertising campaigns (site or feed) —.
- Throughout the site —.
- For individual sections —.

Commentary on the section:

4.5. RLSA campaign

- We've created separate RLSA search remarketing campaigns —.

Commentary on the section:

4.6. YAN (Yandex advertising network) campaigns

- Search network is disabled in all YAN campaigns —.
- Only manual bidding is used —.
- Automatic strategies are used (if yes, which ones) —.
- List of campaigns that are limited by budget —.
- Negative keywords at the campaigns level —.

Commentary on the section:

4.7. Retargeting campaigns

- Individual retargeting advertising campaigns have been created —.

Commentary on the section:

5. Search campaigns

- Search campaigns —.
- Dynamic search campaigns —.
- RLSA search campaign —.

5.1. Analysis of the Keywords

5.1.1. Quality

- Obvious requests (basic queries, directly formulated keywords) —.
- Synonyms —.
- Translit —.
- Another language —.
- Slang —.
- Mistakes —.
- Abbreviations —.
- Brand (company name, specialists, domain) —.
- Competitors (names and domains) —.
- Problem (keywords that reflect the nature of the problem) —.
- GEO (country, region, city, district, street, alternative and slang Identification) —.
- Number of semantics in the status of "Rarely served" —.

Commentary on the section:

5.1.2. Analyze negative keywords

- There are campaigns without negative keywords —.
- Use of negative phrases —.
- Negative keywords at the group level —.
- Made cross-minus (keywords) —.

Commentary on the section:

5.1.3. Keywords with high traffic, but low conversion

Keywords that require special attention. They spent the most money, but did not bring conversions.
A link to the table in Google Docs.

Commentary on the section:

5.1.4. Using Match Agents

- Broad match —.
- Phrase match —.
- Exact match —.
- Fixation of word forms —.
- The plus sign of the prepositions —.

Commentary on the section:

5.1.5. Keyword Ungrouping

- The search uses SKAG ungrouping (1 group = 1 key) —.
- The presence in the account of a large number of keywords in the status of "Rarely served" —.
- You need to rearrange keywords in your account because of the "Rarely served" status —.

Commentary on the section:

5.1.6. Keyword Duplicates

Commentary on the section:

5.1.7. Relevance of keywords, ads, and landing pages

Commentary on the section:

5.1.8. Impressions without phrases on search

- Included display ads on search without selecting keywords —.

Commentary on the section:

5.2. Ad Analysis

5.2.1. Requirements for ad text and compliance with the information style

- Advertising stamps —.
- Spelling errors and typos —.
- The abuse of exclamation marks —.
- The calls to action —.
- Thrash calls to action —.
- A call to action in the ad matches the call to action on a landing page —.
- In the texts used allowed characters © ™ ® □ \$ —.
- Contain a strong USP (unique selling proposition) —.

Commentary on the section:

5.2.2. Ad headlines

- Fits the keyword —.
- Processed for visual perception —.
- Supercapitalization (All Words From the Great Letter) —.
- Uses 2 headers —.
- Contain the USP —.
- Contain facts, specifics —.
- Contain GEO of the USP —.
- Heading 1 contains 35 characters —.
- Heading 2 contains 33 characters —.

Commentary on the section:

5.2.3. Ad Texts

- Contains USPs —.
- Contains facts, specifics, benefits, advantages —.
- Contain GEO USP —.
- The ad text contains 81 characters —.

Commentary on the section:

5.2.4. Ad extensions

- Sitelinks —.
- The 4th Sitelinks contains a call to action —.
- Description of Sitelinks —.
- A vCard is attached to each ad —.

- Callouts —.
- Display link —.
- All extensions consist of a USP —.

Commentary on the section:

5.2.5. Testing your ads

- Headers —.
- USPsets in texts —.
- Calls to action —.
- Display link —.

Commentary on the section:

5.2.6. Templates in the ad

- Headers —.
- Texts —.
- Links —.
- Display links —.

Commentary on the section:

5.2.7. Ad Moderation

- There are disapproved ads —.

Commentary on the section:

6. YAN Campaigns

- Number of YAN campaigns —.
- Number of retargeting campaigns —.

Commentary on the section:

6.1. Groups

- Campaigns in the YAN are formed according to the SKAG —.
- Campaigns YAN use grouping —.

Commentary on the section:

6.2. Used Targeting

- Keywords —.
- Keywords are used in broad match —.
- Keywords are used in another match —.
- Yandex Audiences are used —.
- Goals from Metrica —.
- Segments from Metrica —.

Commentary on the section:

6.3. Yandex Audiences

- Phone numbers —.
- E-mail addresses —.
- Mobile device ID —.
- Based on data from Metrica —.
- Look-alike created audience on the geography level and device type —.
- Geolocation —.
- Pixel —.
- Similar segments —.
- The context+media advertising *targeting those who have already seen our banner or video —.

Commentary on the section:

6.4. Analysis of negative placements and negative keywords

- Negative placements are used —.
- In excluded placements there are no random or unreasonably excluded quality sites —.
- Negative keywords are disabled in the NDS campaigns —.
- Cross-minus in the YAN campaigns is missing —.

Commentary on the section:

6.5. Keyword Duplicates

Commentary on the section:

6.6. Used ad formats

- Text-and-graphic —.
- Ads contain 1 variant of the picture —.
- Text-and-image ads contain 3 variants (in size) of the picture (1: 1, 4: 3, 16: 9) —.
- Graphical —.
- Smart Banner —.

Commentary on the section:

6.7. Targeted Targeting in Retargeting

- Without keywords.
- Yandex Audiences.
- By goals from Metrica.
- By segments from Metrica.

Commentary on the section:

6.8. The ad formats used in remarketing

- Text-and-graphic —.
- Text-and-image ads contain 3 image options (1: 1, 4: 3, 16: 9) —.
- Graphical —.
- Smart Banner —.

Commentary on the section:

6.9. Testirova ction ads

- Texts —.
- Pictures —.

Commentary on the section:

6.10. Ad Moderation

- There are ads disapproved —.
- There are ads with disapproved pictures —.

Commentary on the section: