

Google Ad Analysis Worksheet

Company Information

Your Name _____ Phone _____
 Company Name _____ Cell _____
 Address _____
 City _____ State _____ Zip _____
 Web Site URL _____ Email _____

Search Information

Google Search Term: _____
 Date of Search: _____ Total Google Ads Returned _____

Ad Categories

Find logical ad categories and count the number of ads in each group

CATEGORY	NO.	CATEGORY	NO.

Direct Competitors

From all returned ads, visit web sites and select those that sell the same product/service as yours

1	NAME	6	NAME
	URL		URL
2	NAME	7	NAME
	URL		URL
3	NAME	8	NAME
	URL		URL
4	NAME	9	NAME
	URL		URL
5	NAME	10	NAME
	URL		URL

TOP 5 DIRECT COMPETITORS - IN DEPTH ANALYSIS

1. Name _____
 Primary Appeal _____
 Positives _____
 Negatives _____
 Landing Page _____

