

# Hygiene Checklist

Bucket	Lever	Max Score	Bucket Score
Always On	Imp Lost due to Budget (14 Days)	8 pts	15 pts
	BudgetDeliveryMode	7 pts	
Extensions	Is Using Sitelinks	8 pts	20 pts
	Is Using Callout	4 pts	
	Is Using App Extension	1 pts	
	Is Using Call Extension	1 pts	
	Is Using Location Extension	1 pts	
	Is Using Review Extension	1 pts	
	Is Using Structured Snippets Extensions	4 pts	
Settings	Ad Rotation Mode	4 pts	10 pts
	Search Partners Opt in	2 pts	
	Is using Conversion tracking	2 pts	
	Is using auto bidding strategy	2 pts	
Mobile	Mobile Bid Adjustment	7 pts	15 pts
	Number Of Mobile Preferred Ads	1 pts	
	Avg. Pos. Mobile (1 month)	7 pts	
Targeting	KW with Low QS	8 pts	35 pts
	Conflicting Negative KWs	3 pts	
	KW with High QS	7 pts	
	Imp Lost due to Bid (14 Days)	5 pts	
	Avg. Ads Per Ad Group	5 pts	
	Avg. KW Per Ad Group	1 pts	
	KW with Bid Below First Page	3 pts	
	Avg Pos 14day	3 pts	
Audience	Has Search Audiences	3 pts	5 pts
	Audience Revenue w/o Bid Adjustments (last 10 days)	2 pts	