

Review your search terms.

Check each item after testing it. Save a copy or print this page for your team.

Campaign and review date range

Reviewed by

Review date

- ☐ I selected the intended Search campaign and recorded the date range.
- ☐ The review allows for conversion delay and incomplete recent results.
- ☐ I sorted by cost and checked active filters before reviewing queries.
- ☐ Each query is marked keep, investigate or exclude based on service fit.
- ☐ I checked what the reported conversion actions actually measure.
- ☐ I compared available lead records and left unknown outcomes unassigned.
- ☐ For relevant queries with weak results, I checked the page and call handling.
- ☐ Any proposed negative preserves useful searches and uses the right match type.
- ☐ I checked exclusion scope and any shared-list campaign assignments.
- ☐ I verified saved changes, or recorded that no change was needed.
- ☐ I recorded the decision, evidence, owner and follow-up date.
- ☐ The follow-up will compare qualified inquiries as well as cost.

Query or theme, evidence and decision. For exclusions: wording, match type and scope.

Recheck date

Keep, investigate or exclude based on intent and lead quality. A zero-conversion row alone is not a reason to block a useful search.