

In the table below, for each Google Ads recommendation, document whether you will immediately apply it, plan to apply it, or dismiss it. Then, enter the reason behind each of your decisions. If you decide that you plan to apply a recommendation later, in the last column of the table, list next steps or things that need to happen before you can apply that recommendation.

Recommendation	Predicted impact	Your decision A = Apply P = Plan D = Dismiss	Reason	Next steps, if any
Some ad groups do not have ads.	Get ads running by adding ads to each ad group in your campaign.	D	Adding ads will need to be budgeted for.	Talk to the executive in command about increasing the budget.
Bid more efficiently with Maximize Conversion Value.	Get more conversion value at a similar ROAS with a value-based bidding strategy.	A	Using a value-based bidding strategy will get better conversion rates.	Apply this recommendation automatically.
Bid more efficiently with Maximize Conversions using a target CPA.	Get more conversions at a lower or similar CPA with a fully automated bid strategy.	A	Opting on a fully automated bid strategy will get us more conversions.	Apply this recommendation automatically.
Add sitelinks to your ads.	Your ads aren't as prominent as they could be if you use sitelinks.	P	We are not able to rush adding links to ads.	Pause ads with no link and develop landing pages for them if needed.
Use optimized ad rotation.	Automatically show your best ads at auction time.	A	Showing best performing ads at auction time will help the conversion rate.	Apply this recommendation automatically.
Raise your budget.	Your ads stopped running on your busiest days. Fixing your	D	Increasing the budget needs executive approval.	Talk to the executive in command about

	limited budget can help.			increasing the budget.
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