

PPC Ad Copy Feedback Sheet

CAMPAIGN DETAILS

Campaign Name		Ad Group	
Reviewer		Date	

AD COPY

Headline 1	
Headline 2	
Headline 3	
Description 1	
Description 2	
Final URL	

FEEDBACK

Criteria	Comments
Relevance to keywords	
Clarity of message	
CTA Effectiveness	

Grammar & Spelling	
Overall Feedback	

ACTION ITEMS