

# 24 Things To Check When Your AdWords Ads Haven't Started Getting Impressions

## Billing



- Billing is setup correctly, payment method is accepted by AdWords, and there are no issues

## Statuses



- The campaign, ad group, or ads are set to paused
- The campaign, ad groups, or ads are removed

## Ad Approval Process



- The ad is still in the approval process
- The ad has been disapproved



## Device Bidding



- A 100% negative bid adjustment is applied to the device(s) you want to show ads on
- Negative bid adjustments of other amounts are too low

## Ad Schedule



- Ad schedule is too constricted
- Ad schedule is set to show ads during days or hours that your target market is not searching
- Negative bid adjustments are applied to the hours your ads are set to run



## Location Targeting



- Targeting is too narrow
- Targeting is set to locations where your target audience is not searching
- Locations you expect your ads to show are excluded
- Bid adjustments are too low for targeted locations

## Keywords



- Negative keywords are overlapping with targeted key words
- Keyword bids aren't high enough
- Quality score is too low
- Keywords have no search volume or low search volume



## Audiences



- Audience size does not meet minimum requirement

## Display Network



- Audiences are too narrow - several layers of targeting and Target & Bid is being used
- Too many campaign exclusions
- Not enough ad sizes

## Budget Constraints



- The campaign's daily budget is too low for the price of the targeted key words
- Standard bidding is being utilized with a low budget

