



COVID-19 GOOGLE ADS ACCOUNT RECOVERY:
Account Structure Checklist

CAMPAIGN SIZE

Verify each campaign has 10 ad groups or less.
Restructure if more than 10 ad groups exist.

AD GROUP SIZE

Verify each ad group has 15 keywords or less.
Restructure if more than 15 keywords exist.

AD COUNT

Verify each ad group have at least 3 ads.
BONUS TIP: Verify at least one responsive text ad exists.