

Google Ads URL Checker

The URL Checker report is a time and money-saving way to check URLs for errors.

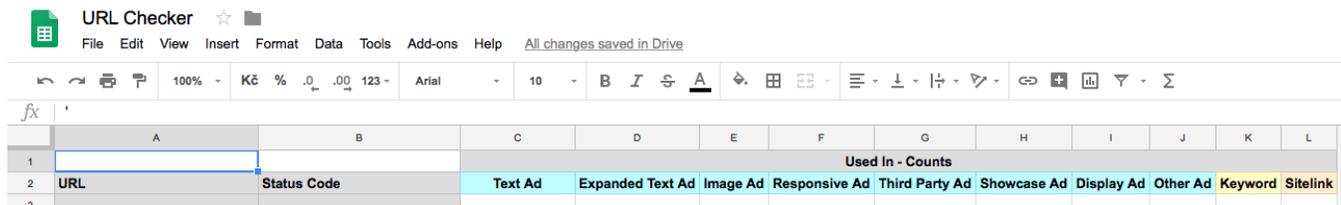
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What does it do?

The URL Checker template report checks all Final URLs in the account for errors. It should be utilized on all accounts, due to the fact that it is quite common for PPCers to mistakenly advertise on bad or broken URLs. This results in wasted money spent, and the larger the client, the more often this happens. However, this is incredibly easy to avoid using this report.

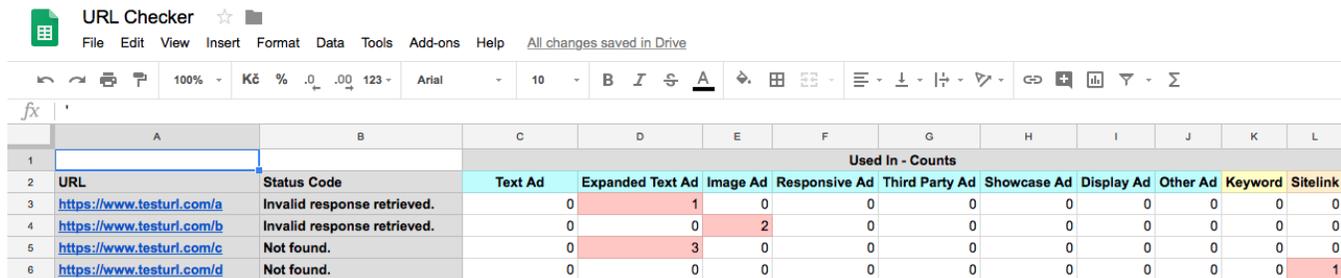
What does the output look like?

Ideally your report output will be blank, which means that there are zero URL errors and all of your ads are landing on good web pages.



The screenshot shows a Google Sheets spreadsheet titled "URL Checker". The interface includes a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar with various icons. The spreadsheet has columns labeled A through L. Row 1 is a header row with a blank cell in column A and a row label "Used In - Counts" spanning columns B through L. Row 2 is the main header row with "URL" in column A, "Status Code" in column B, and various ad types in columns C through L: "Text Ad", "Expanded Text Ad", "Image Ad", "Responsive Ad", "Third Party Ad", "Showcase Ad", "Display Ad", "Other Ad", "Keyword", and "Sitelink". Row 3 is a blank row.

However, if URL Checker finds an error you will be notified immediately in the [PPC Robot Notification Center](#) and, depending on your [Email Notification](#) settings, in your email. When errors exist the output will include an overview of the URL, Status Code (i.e. 404 Not Found), where the error was found (Expanded Text Ad, Image Ad, Display Ad, Keyword, Sitelink, etc.) and how many times the bad URL is being used.



The screenshot shows a Google Sheets spreadsheet titled "URL Checker" with data rows. The columns are the same as in the previous screenshot. Row 3 contains the first error: "https://www.testurl.com/a" with status "Invalid response retrieved." and a count of 1 in the "Expanded Text Ad" column. Row 4 contains the second error: "https://www.testurl.com/b" with status "Invalid response retrieved." and a count of 2 in the "Image Ad" column. Row 5 contains the third error: "https://www.testurl.com/c" with status "Not found." and a count of 3 in the "Expanded Text Ad" column. Row 6 contains the fourth error: "https://www.testurl.com/d" with status "Not found." and a count of 1 in the "Sitelink" column.

	A	B	C	D	E	F	G	H	I	J	K	L
1			Used In - Counts									
2	URL	Status Code	Text Ad	Expanded Text Ad	Image Ad	Responsive Ad	Third Party Ad	Showcase Ad	Display Ad	Other Ad	Keyword	Sitelink
3	https://www.testurl.com/a	Invalid response retrieved.	0	1	0	0	0	0	0	0	0	0
4	https://www.testurl.com/b	Invalid response retrieved.	0	0	2	0	0	0	0	0	0	0
5	https://www.testurl.com/c	Not found.	0	3	0	0	0	0	0	0	0	0
6	https://www.testurl.com/d	Not found.	0	0	0	0	0	0	0	0	0	1

In the second tab (Errors - Details) you will find more detailed information about the error(s) including the Campaign, AdGroup, Type, Status, Headline 1, Headline 2, and Description.

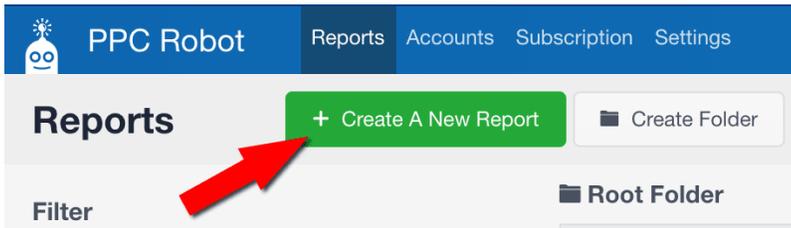
Used In - Details								
URL	Status Code	Campaign	AdGroup	Type	Headline 1	Headline 2	Description 1	Description 2
https://www.testurl.com/a	Invalid response retrieved.	Campaign A	AdGroup A	Text	Sample headline	Sample headline	Sample description	
https://www.testurl.com/b	Invalid response retrieved.	Campaign A	AdGroup B	Image	Sample headline	Sample headline	Sample description	
https://www.testurl.com/c	Not found.	Campaign B	AdGroup C	Text	Sample headline	Sample headline	Sample description	
https://www.testurl.com/d	Not found.	Campaign B	AdGroup D	Text	Sample headline	Sample headline	Sample description	

There are also 2 tabs for redirects (i.e. 301 redirect) just like the error tabs. With the information from URL Checker you are able to quickly and easily fix or replace the broken URLs using Google Ads or Editor.

Step by step guide to setup URL Checker

Step 1: Select URL Checker template

From the Reports overview screen in PPC Robot, click on "+ Create A New Report" and then select the URL Checker template.



By default the Google Ads system tab is selected, so be sure to switch to Sklik if that is the system you are using.

Step 2: Report Settings

By default, URL Checker is built to be ready for use with minimal adjustments. There are two options for the report settings, Include Paused Ads and Keywords and Include Redirects in the Report. By default, URL Checker will only test URLs for active ads and keywords, but if you would like to check all URLs in the account then select this option. Redirects are included because they can also cause problems or are a sign of a bigger issue. If you would rather not include redirects in the report then deselect this option.

Report Settings

- i Please note that URL Checking might put the website under significant load. We reserve the right to limit or disable checking any domain without prior notice if we receive a complaint about high load.
- Include Paused Ads and Keywords
- Include Redirects in the Report.
Redirects will be included in separate sheets.

Step 3: Crawler Settings

The crawler settings should be suitable for most websites, however if URL Checker is putting an unacceptably heavy load on the website then you can lower the number of Simultaneous Connections (the number of pages that PPC Robot will check at the same time). If necessary, increase the Connection Timeout (the amount of time PPC Robot will wait for a web page to load before returning a connection timeout error) length for websites with longer loading times.

Crawler Settings

The following settings affect how our crawler accesses your site and how much load it puts on it. The default settings are suitable for most websites.

Simultaneous Connections:

Connection Timeout:

Step 4: Advanced Options

We recommend that you do not change the advanced options unless you are unable to get URL Checker to work correctly for a certain website. There are two options here, the first is Hide PPC Robot in the User Agent, which is helpful when a website blocks anything with "robot" in its user-agent. The second option is Use GET requests instead of HEAD, which is helpful when a website blocks HEAD requests (simulating a request without actually downloading the page).

PLEASE NOTE: do not use the second option, Use GET requests instead of HEAD, if your account has 100+ URLs.

▼ Advanced Options - beware of the dragons!

Hide PPC Robot in the User Agent

PPC Robot will not identify itself as a robot. However, this will prevent administrators from identifying traffic from PPC Robot during log analysis.

⚠ Use GET requests instead of HEAD 🐉 🐉 🐉

By enabling this option, you will put both PPC Robot and the target site under heavy load during checks. Use only after careful consideration and consultation with your admin!

Step 5: Download/upload parameters (optional)

If you would like to save and share your URL Checker setup, or if you would like to use someone else's, you can easily download and upload the parameters using the options at the bottom of the report.

⬇ Download parameters as file

⬆ Upload parameters from file

Step 8: Name report

Once you have your URL Checker setup how you like it, click "Next" in the bottom right-hand corner to go to the Output Settings and Account Selection screen. Here you can add a report name that will help you to identify your URL Checker reports in the [Reports Overview](#) screen. PPC Robot automatically adds the name of the account to the beginning of each report name, so you can simply name this report "URL Checker" and the final output name will be "Account: URL Checker". If you select multiple accounts for this report then you can rename each report individually in the reports overview screen.

Report Name:

Report names will be automatically generated. The name you enter above will be prepended with the name of the account and separated with a colon.

You can rename the report for each of the accounts you select below independently.

Step 9: Select output type

There are two options for output, Google Sheets and Microsoft Excel (XLSX) stored in Google Drive.

Output Type:

Google Spreadsheets

Update Frequency:

Google Spreadsheets

Microsoft Excel (XLSX) stored in Google Drive

Both of these options will create a file in your Google Drive (in the folder called PPC Robot which is automatically created by PPC Robot).

 PPC Robot

With Google Sheets you will be able to simply click on the report name in the [Reports Overview](#) screen and be taken to the online spreadsheet. With the Excel file, once you click on the report name, the report will download to your default local downloads folder on your computer.

The benefit of Google Sheets output is that it is saved online, it is easy to update, and it is easy to share with others. Also, any filtering, formatting, or additional columns added after the last column in the report will be saved even after updating the report.

The benefit of Excel output is that there is no limit to how many cells the report may contain. Google Sheets has a limit of 400,000 cells, a maximum of 256 columns, only 40,000 cells containing formulas, and other limitations.

Due to the fact that your report will not likely exceed the maximum allowable size, we recommend using the Google Sheets output for ease of viewing, sharing, and updating.

Step 10: Set update frequency

You can select from Monthly, Weekly, Daily, and Hourly for the automatic update frequency of your report. We recommend that you select daily and an early hour so that your report is up-to-date when you arrive at the office in the morning.

And, if you utilize the [email notifications](#), we recommend that you set those to arrive in the morning after your reports have run.

Step 11: Select Accounts

One of the great aspects of PPC Robot is the ability to apply your report to any and all of your accounts, and you can do this a number of ways. You can simply "Select All" to create the report for all of your accounts, or you can click on the account names individually, or you can search by account name or label by beginning to type them in the search box.

You can always come back later and add more accounts to the same report.

Step 12: Save and run report

The final step is to click "Save" which will take you back to the reports overview screen. Then you can find the report using the search filter, and click on the play button to run the report for the first time.

Name ↓	Type	# of Reports	Warnings	Last Updated	
 Account: URL Checker	URL Checker			Never	