

FREE RESOURCE

Google Ads Audit Checklist

30-point checklist to identify wasted spend and lower your cost per lead.

Account Structure

- ✓ Campaigns organized by service/product category (not one catch-all)
- ✓ Ad groups contain 5-15 tightly themed keywords each
- ✓ Match types are intentional (exact for proven, phrase for discovery)
- ✓ Campaign names follow a consistent naming convention
- ✓ Budget allocation matches revenue priority of each service

Keyword Health

- ✓ Negative keyword lists are applied at account and campaign level
- ✓ Search Terms Report reviewed in the last 7 days
- ✓ Irrelevant search terms added as negatives
- ✓ Long-tail keywords with proven conversions have dedicated ad groups
- ✓ No keywords with 0 conversions running for 60+ days

Ad Copy & Extensions

- ✓ Each ad group has 3+ responsive search ads
- ✓ Headlines include primary keyword and unique value proposition
- ✓ Descriptions include CTA, social proof, or specific benefit
- ✓ Sitelink extensions active with relevant landing pages
- ✓ Callout extensions highlight key differentiators
- ✓ Structured snippet extensions show service categories

Landing Pages

- ✓ Each ad group points to a dedicated, relevant landing page
- ✓ Landing page headline matches ad copy keyword/promise
- ✓ Page loads in under 3 seconds on mobile
- ✓ Single clear CTA above the fold
- ✓ Mobile experience tested and optimized

Bidding & Budget

- ✓ Bid strategy matches data volume (manual if <30 conversions/month)
- ✓ Target CPA or ROAS set based on actual data, not aspirational
- ✓ Daily budget not limiting high-performing campaigns
- ✓ Bid adjustments set for device, location, and time of day
- ✓ Shared budgets avoided (they mask individual campaign performance)

Tracking & Measurement

- ✓ Google Ads conversion tracking is properly firing
- ✓ GA4 linked to Google Ads with auto-tagging enabled
- ✓ Conversion actions defined for each meaningful action (call, form, purchase)
- ✓ Attribution model set to data-driven (not last-click)
- ✓ Monthly CPL and ROAS trends tracked in a dashboard

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