

Google Ads Reporting Template

A comprehensive monthly reporting framework for tracking Google Ads performance, analysing trends, and planning optimisations. Use this template to build consistent, data-driven reports that stakeholders can understand and act upon.

10 <small>CORE KPIS TRACKED MONTHLY</small>	5 <small>REPORTING SECTIONS</small>	MoM <small>MONTH-ON-MONTH TREND ANALYSIS</small>	Free <small>GOOGLE ADS REPORTING TEMPLATE</small>
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How to Use This Template

Complete this report at the end of each month. Start with the Executive Summary Scorecard to capture top-level KPIs. Then drill into keyword, ad copy, device, and location performance. End with clear recommendations and next month's strategy. Share with stakeholders within 3 business days of month-end for maximum relevance.

Consistent, structured reporting is what separates reactive PPC management from proactive optimisation. This template covers **five reporting areas**: executive summary, keyword analysis, ad copy performance, device and location breakdowns, and actionable recommendations. Agencies that report in a structured format retain clients **40% longer** than those using ad-hoc reporting.

What This Template Covers

- ✓ Executive summary scorecard with 10 KPIs
- ✓ Campaign-level performance summary
- ✓ Keyword performance analysis (Top 10)
- ✓ Ad copy effectiveness review
- ✓ Device and location breakdowns
- ✓ Day-of-week performance grid
- ✓ Priority action recommendations
- ✓ Budget utilisation tracking

Reporting Best Practices

- Report within 3 days of month-end
- Always include MoM comparisons
- Lead with insights, not just data
- Tie performance to business outcomes
- Include clear next steps and owners
- Highlight wins and opportunities equally
- Use RAG status for quick scanning
- Set context with benchmarks

Client / Business:

Reporting Period:

Prepared By:

Date Prepared:

1 Executive Summary Scorecard

Capture your top-level performance metrics at a glance. Compare this month to last month and note the percentage change. Circle the arrow to indicate positive or negative trends.

METRIC	THIS MONTH	LAST MONTH	CHANGE	CHANGE %	TREND
Impressions					↑ ↓
Clicks					↑ ↓
Click-Through Rate (CTR)					↑ ↓
Average CPC (£)					↑ ↓
Conversions					↑ ↓
Conversion Rate (%)					↑ ↓
Total Cost (£)					↑ ↓
Revenue (£)					↑ ↓
ROAS					↑ ↓
Cost Per Acquisition (£)					↑ ↓

Campaign Performance Summary

Break down the top-level metrics by individual campaign to see where performance is coming from and where attention is needed.

CAMPAIGN	SPEND (£)	IMPR.	CLICKS	CTR	CONV.	CPA (£)	REVENUE (£)	ROAS
TOTAL								

Executive Summary Guidance

Write 3–5 bullet points summarising the month: what went well, what declined, and what drove the biggest changes. Tie metrics to business outcomes (e.g., "Conversions up 15% driven by new landing page on Brand campaign"). Avoid jargon when sharing with non-PPC stakeholders.

Month Summary Notes

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2 Keyword Performance

Review your top-performing and underperforming keywords. Sort by conversions or spend to identify winners and losers. Quality Score (QS) is critical – keywords below 6 need attention.

KEYWORD	MATCH	IMPR.	CLICKS	CTR	CPC (£)	CONV.	CPA (£)	QS
1.	Exact / Phrase / Broad							
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								

Quality Score Guidance

7–10: Excellent – keywords are well-matched to ads and landing pages. **5–6:** Average – review ad relevance and landing page experience. **1–4:** Poor – restructure ad groups, rewrite ad copy, or improve landing page relevance urgently. Every 1-point QS improvement can reduce CPC by 10–15%.

3 Ad Copy Performance

Review your top-performing ad variations. Identify which headlines and descriptions drive the best CTR and conversion rates, and use these insights to inform new ad tests.

HEADLINE	DESCRIPTION	IMPRESSIONS	CTR	CONV.	CONV. RATE

Ad Testing Best Practice

Always run at least 2 RSAs per ad group. Pin your strongest headline to Position 1 and your best CTA to Position 3. Let Google optimise the remaining headlines. Review asset-level performance in Google Ads to see which individual headlines and descriptions are rated "Best", "Good", or "Low".

4 Device Performance

Understand how your campaigns perform across devices. Significant differences in conversion rate by device should inform bid adjustments and landing page optimisation priorities.

DEVICE	IMPRESSIONS	CLICKS	CTR	CPC (£)	CONV.	CONV. RATE	CPA (£)	SPEND (£)
Desktop								
Mobile								
Tablet								
TOTAL								

Top Locations

Identify your best and worst performing geographic areas. Consider bid adjustments or exclusions based on location-level CPA and conversion data.

LOCATION	IMPRESSIONS	CLICKS	CTR	CONV.	CPA (£)	SPEND (£)
1.						
2.						
3.						
4.						
5.						

Day-of-Week Performance

Track performance by day to identify patterns. Use this data to inform ad scheduling and bid adjustments for specific days.

MON — Clicks — Conv.
TUE — Clicks — Conv.
WED — Clicks — Conv.
THU — Clicks — Conv.
FRI — Clicks — Conv.
SAT — Clicks — Conv.
SUN — Clicks — Conv.

Device & Location Optimisation Tips

If mobile CPA is significantly higher than desktop, check mobile landing page speed and user experience before reducing bids. For locations, focus budget on areas with proven conversion history. Consider time-of-day scheduling for B2B accounts where weekday business hours perform best. Review at least 30 days of data before making bid adjustments.

Common Reporting Pitfall

Do not make device or location bid adjustments based on a single month of data unless the sample size is large. Ensure each segment has at least 100 clicks and 15+ conversions before drawing conclusions. Small samples lead to false signals and poor optimisation decisions.

5 Recommendations & Next Steps

Document your priority actions, expected impact, ownership, and deadlines. This is the most important section of the report – it turns data into action.

Priority Action Table

PRIORITY	ACTION	EXPECTED IMPACT	OWNER	DEADLINE
High				
High				
Medium				
Medium				
Low				
Low				

Budget Utilisation

METRIC	PLANNED	ACTUAL	VARIANCE
Total Monthly Budget (£)			
Budget Utilisation (%)	100%		
Budget Remaining (£)	N/A		

Next Month Strategy Notes

Key Priorities for Next Month

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Tests to Run

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Budget Changes Proposed

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Prepared by: _____ Approved by: _____ Date: _____

Need Expert Google Ads Reporting & Management?

Our PPC team delivers transparent monthly reporting, proactive optimisation, and measurable results for your Google Ads campaigns.

www.cloudswitched.com/services/google-ads
info@cloudswitched.com