Google Ads Account Audit Checklist

A comprehensive checklist to audit every aspect of your Google Ads account. Evaluate account structure, keywords, ad copy, bidding, conversion tracking, landing pages, quality score, and performance to maximise ROI and eliminate wasted spend.

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GLOBAL DIGITAL AD SPEND 2025	CLICKS GO TO PAID ADS FOR COMMERCIAL QUERIES	AUDIT SECTIONS	GOOGLE ADS AUDIT CHECKLIST

How to Use This Checklist

Work through each of the eight sections systematically. Tick items that are fully implemented and verified. Use the score boxes to rate each area out of 10. Prioritise quick wins first, then tackle the areas with the largest potential impact on ROAS. This audit is designed for Search, Shopping, Display, and Performance Max campaigns.

This audit covers **eight core areas** of Google Ads management: Account Structure, Keyword Strategy, Ad Copy & Extensions, Bidding & Budget, Conversion Tracking, Landing Pages, Quality Score, and Performance Analysis. A thorough audit typically takes 3–5 hours depending on account complexity.

What This Audit Covers

- ✓ Campaign & ad group structure
- ✓ Keyword match types & negatives
- ✓ Ad copy quality & extensions
- ✓ Bidding strategies & budget pacing
- ✓ Conversion tracking accuracy
- ✓ Landing page relevance & speed
- ✓ Quality Score optimisation
- ✓ KPI benchmarking & trends

Common Issues Found

- ✗ Broad match keywords with no negatives
- ✗ Broken or missing conversion tracking
- ✗ Low ad relevance & poor Quality Scores
- ✗ Budget limited campaigns with no priority
- ✗ Landing pages that don't match ad intent
- ✗ No search term review process
- ✗ Outdated ad extensions
- ✗ Missing audience signals

Google Ads Account ID: ....

Audit Date: ....

Audited By: ....

1 Account Structure

A well-organised account structure is the foundation of efficient Google Ads management. Review your campaigns, ad groups, and naming conventions for clarity and scalability.

Campaign Organisation

- ☐ **Campaign types** are separated logically — Search, Display, Shopping, Video, and Performance Max each in their own campaigns
- ☐ **Campaign naming convention** is consistent and descriptive (e.g., [Type]_[Product/Service]_[Geo]_[Match Type])
- ☐ **Campaign goals** align with business objectives — each campaign has a clear purpose (leads, sales, awareness)
- ☐ **Geographic targeting** is appropriate for each campaign — no unnecessary broad targeting or location overlap
- ☐ **Network settings** are reviewed — Search Partners and Display Network opt-ins are intentional, not default
- ☐ **No duplicate campaigns** exist competing for the same keywords or audiences

Ad Group Organisation

- ☐ **Ad groups** are tightly themed — each group targets a specific keyword cluster or product
- ☐ **Ad group naming** clearly reflects the theme, making reports easy to read at a glance
- ☐ **Keyword count per ad group** is manageable (typically 5–20 keywords) for ad relevance
- ☐ **SKAGs or STAGs** are considered for high-value keywords where tight control is required
- ☐ **Paused or low-performing ad groups** have been reviewed and either optimised or removed
- ☐ **Labels** are applied to campaigns and ad groups for easy filtering and reporting

Account Structure Score: [____]/10

2 Keyword Strategy

Keywords are the backbone of Search campaigns. Review match types, negative lists, and search term reports to ensure you are reaching the right audience with maximum efficiency.

Match Types & Coverage

- ☐ **Match types** are used strategically — exact for precision, phrase for reach, broad only with Smart Bidding
- ☐ **Keyword list** is comprehensive and covers all relevant search intents for each product or service
- ☐ **Long-tail keywords** are included to capture high-intent, lower-competition searches
- ☐ **Keyword status** is reviewed — no "Below first page bid" or "Rarely shown" warnings ignored

Negative Keywords

- ☐ **Negative keyword lists** are maintained at both campaign and account level
- ☐ **Search term reports** are reviewed weekly/fortnightly and irrelevant terms are added as negatives
- ☐ **Cross-campaign negatives** prevent ad groups and campaigns from competing against each other
- ☐ **Shared negative keyword lists** are used for common exclusions across campaigns
- ☐ **Brand vs non-brand** campaigns are separated with appropriate negative keywords applied

Keyword Strategy Score: [____]/10

3 Ad Copy & Extensions

Compelling ad copy and well-configured extensions directly impact click-through rate, Quality Score, and ultimately conversion rates. Review ad relevance, testing methodology, and asset coverage.

Responsive Search Ads (RSAs)

- ☐ **Each ad group** has at least one active RSA with "Good" or "Excellent" ad strength
- ☐ **Headlines** include the primary keyword, a unique value proposition, and a clear call-to-action
- ☐ **Descriptions** expand on benefits, address objections, and include relevant details (pricing, offers, USPs)
- ☐ **Pin usage** is intentional — key messages are pinned to specific positions where necessary
- ☐ **Ad variations** are being tested — at least 2 RSAs per ad group to allow performance comparison
- ☐ **Display URLs** use path fields to reinforce keyword relevance (e.g., /google-ads/audit)

Ad Extensions (Assets)

- ☐ **Sitelink extensions** are configured with at least 4 sitelinks per campaign pointing to relevant pages
- ☐ **Callout extensions** highlight key benefits (free delivery, 24/7 support, no contracts, etc.)
- ☐ **Structured snippets** are used to showcase categories, services, or product types
- ☐ **Call extensions** are enabled for campaigns targeting phone leads, with call tracking in place
- ☐ **Location extensions** are linked to Google Business Profile for local businesses
- ☐ **Image extensions** are uploaded where eligible to improve visual presence on SERPs
- ☐ **Promotion extensions** are used for seasonal offers or special deals

> **Common Mistake**
> Many accounts rely on a single RSA per ad group with "Poor" or "Average" ad strength. Google prioritises ads with "Good" or "Excellent" strength, so improving headlines and descriptions diversity is a quick win.

Ad Copy & Extensions Score: [____] /10

4 Bidding & Budget

Your bidding strategy and budget allocation directly determine campaign efficiency. Review whether you are using the right strategy for your goals and whether budgets are optimally distributed.

Bidding Strategy

- ☐ **Bid strategy** aligns with campaign goals — Maximise Conversions, Target CPA, Target ROAS, or Manual CPC as appropriate
- ☐ **Sufficient conversion data** exists before using automated bidding (minimum 30 conversions in 30 days recommended)
- ☐ **Bid adjustments** are reviewed for device, location, time of day, and audience segments
- ☐ **Portfolio bid strategies** are considered for campaigns with shared goals to pool conversion data

Budget Management

- ☐ **Daily budgets** are set to avoid "Limited by budget" warnings on high-performing campaigns
- ☐ **Budget pacing** is monitored — spend is on track for monthly targets, not front-loaded or under-delivering
- ☐ **Shared budgets** are used appropriately where campaigns have similar priorities
- ☐ **Budget allocation** prioritises campaigns with the best CPA or ROAS, not equal distribution
- ☐ **Seasonal adjustments** are planned for peak periods (Black Friday, Q4, summer, etc.)

Bidding & Budget Score: [____] /10

5 Conversion Tracking

Accurate conversion tracking is essential for measuring ROI and powering automated bidding. Without it, you are optimising blind. Verify that every valuable action is tracked correctly.

- [ ] **Google Ads conversion tag** is installed correctly on all thank-you/confirmation pages
- [ ] **Google Tag Manager** is used for tag deployment (preferred over hardcoded tags for maintainability)
- [ ] **Conversion actions** are defined for all key goals — form submissions, phone calls, purchases, downloads
- [ ] **Conversion values** are assigned where applicable (e-commerce revenue, lead values by type)
- [ ] **Attribution model** is appropriate — data-driven attribution is preferred when sufficient data exists
- [ ] **Conversion window** is configured correctly (default 30-day click-through, 1-day view-through)
- [ ] **Enhanced conversions** are enabled to improve measurement accuracy in a cookieless environment
- [ ] **Google Analytics 4** is linked and conversions are imported where appropriate (avoiding double-counting)
- [ ] **Offline conversion imports** are configured if sales close offline (CRM integration or manual upload)
- [ ] **Conversion tag fires** are verified using Google Tag Assistant and real test submissions

Pro Tip
Use the Google Ads Diagnostics tab and Google Tag Assistant to verify that tags are firing correctly. Misconfigured conversion tracking is one of the most common and costly errors — it leads to incorrect automated bidding decisions.

Conversion Tracking Score: _____ /10

6 Landing Pages

The landing page experience directly impacts Quality Score, conversion rates, and cost per acquisition. Ensure your landing pages are relevant, fast, and optimised for conversions.

- [ ] **Landing page relevance** — each ad group points to a landing page that matches the ad's promise and keywords
- [ ] **Page speed** scores above 80 on Google PageSpeed Insights for both mobile and desktop
- [ ] **Mobile experience** is fully optimised — responsive design, easy-to-tap buttons, readable text without zooming
- [ ] **Clear call-to-action** is visible above the fold on every landing page
- [ ] **Form length** is appropriate — only essential fields are required for lead generation pages
- [ ] **Trust signals** are present — testimonials, reviews, certifications, client logos, security badges
- [ ] **No broken elements** — all images load, links work, forms submit correctly
- [ ] **Message match** between ad headline and landing page headline is strong and consistent
- [ ] **Navigation** is minimal or removed to reduce exit paths and keep focus on the conversion goal

Landing Pages Score: _____ /10

7 Quality Score

Quality Score affects your ad rank and cost per click. A higher Quality Score means better positions at lower costs. Review the three components and take action to improve each one.

Quality Score Components

- ☐ **Expected CTR** is "Average" or "Above Average" for majority of keywords
- ☐ **Ad relevance** is "Average" or "Above Average" — ads closely match keyword intent
- ☐ **Landing page experience** is "Average" or "Above Average" for the majority of keywords
- ☐ **Keywords with QS below 5** are identified and an improvement plan is in place

Improvement Actions

- ☐ **Ad copy** includes the target keyword in at least one headline for improved ad relevance
- ☐ **Landing pages** contain the target keyword naturally in the H1, body copy, and meta description
- ☐ **Ad group themes** are tight enough that all keywords share the same intent and can use the same ad
- ☐ **CTR improvements** are being tested — new headlines, descriptions, extensions to increase click-through rate
- ☐ **Historical performance** is considered — low-QS keywords with poor history may need replacing

> **Quality Score Benchmarks**
>
> **7–10:** Excellent — maintain and protect. **5–6:** Average — look for ad relevance and landing page wins. **1–4:** Poor — restructure ad groups, rewrite ads, or replace keywords.

Quality Score Section Score: _____ /10

8 Performance Analysis

Regular performance analysis ensures you are making data-driven decisions. Review KPIs, set benchmarks, and identify trends to continuously improve account performance.

KPI Review

- ☐ **Key metrics** are tracked — CTR, CPC, conversion rate, CPA, ROAS, impression share
- ☐ **Benchmarks** are established for each metric based on industry averages and historical performance
- ☐ **Conversion rate** is healthy (industry average: 3–5% for Search) and trending positively
- ☐ **Impression share** is monitored — lost IS (budget) and lost IS (rank) are both reviewed

Reporting & Trends

- ☐ **Regular reporting** is in place (weekly for active campaigns, monthly for strategic review)
- ☐ **Month-on-month trends** are tracked to identify seasonal patterns and performance shifts
- ☐ **Device performance** is segmented and bid adjustments reflect mobile vs desktop results
- ☐ **Geographic performance** is reviewed — underperforming locations are excluded or bid-reduced
- ☐ **Day and hour performance** data is used to inform ad scheduling decisions
- ☐ **Competitor analysis** is conducted using Auction Insights to understand competitive landscape

Performance Analysis Score: _____ /10

⚠ Action Plan & Scoring Summary

#	AREA	SCORE	PRIORITY
1	Account Structure	/ 10	H / M / L
2	Keyword Strategy	/ 10	H / M / L
3	Ad Copy & Extensions	/ 10	H / M / L
4	Bidding & Budget	/ 10	H / M / L
5	Conversion Tracking	/ 10	H / M / L
6	Landing Pages	/ 10	H / M / L
7	Quality Score	/ 10	H / M / L
8	Performance Analysis	/ 10	H / M / L
TOTAL SCORE		**/ 80**	

Score Interpretation

65–80: Excellent Google Ads foundation — focus on scaling and marginal gains.
45–64: Good base but significant gaps exist. Prioritise sections scoring below 6.
Below 45: Major account issues. Seek professional PPC support to build a remediation plan.

Priority Action Matrix

QUICK WINS (THIS WEEK)	MEDIUM EFFORT (THIS MONTH)	MAJOR PROJECTS (QUARTER)

Notes

Need Expert Google Ads Management?
Our PPC team delivers audits, campaign builds, and ongoing optimisation to maximise your return on ad spend.

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Completed by: _____ Date: _____ Next review: _____