

FREE RESOURCE — CHECKLIST

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 ROAS and eliminate wasted spend.

£663B

GLOBAL
DIGITAL
AD SPEND 2025

65%

CLICKS TO PAID
ADS
ON
COMMERCIAL
QUERIES

8

AUDIT
SECTIONS
COVERED

/10

SCORE EACH
SECTION

SEARCH

SHOPPING

PERFORMANCE MAX

CONVERSION TRACKING

PREPARED FOR

Cloudswitched Knowledge
Library

PREPARED BY

Cloudswitched Ltd.

VERSION

2026 Edition

FORMAT

Interactive PDF

00

How to use this checklist

Work through each of the eight sections systematically with whoever manages your Google Ads — in-house, agency or freelancer. Tick every checkpoint that is **fully in place and verified in the account today** — not partially, not "we're working on it", but live and demonstrable. Then award each section a score out of 10 based on how many checkpoints you can confidently tick.

This audit is designed for **Search, Shopping, Display and Performance Max** campaigns. Prioritise the quick wins first, then tackle the areas with the largest potential impact on ROAS. A thorough audit typically takes **3–5 hours** depending on account complexity. This is an interactive PDF — tick the boxes and type your scores and notes directly in any modern PDF viewer.

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, and KPI benchmarking & trends.

COMMON ISSUES THIS AUDIT CATCHES

Broad-match keywords with no negatives, broken or missing conversion tracking, low ad relevance and 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budget-limited campaigns with no priority, landing pages that don't match ad intent, no search-term review process, outdated ad extensions and missing audience signals.

Account details

GOOGLE ADS ACCOUNT ID

AUDIT DATE

AUDITED BY

01

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 — a tidy account is easier to optimise, report on and hand over.

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.

SECTION 01 SCORE _____ / 10

Aim for 8+. Below 6 = structural debt.

02

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.

WHAT GOOD LOOKS LIKE

A negatives list that grows every week. New irrelevant search terms are surfaced via the search-term report, debated, and pushed up to a shared list. The account is never simply "set and forget".

SECTION 02 SCORE / 10

Aim for 8+. Below 6 = leak through irrelevant clicks.

03

Ad Copy & Extensions

Compelling ad copy and well-configured extensions directly impact click-through rate, Quality Score and 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*).
- 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.

SECTION 03 SCORE / 10

Aim for 8+. Below 6 = weak CTR, weak Quality Score.

04

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 across campaigns.

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*).

Headline numbers

MONTHLY SPEND

AVERAGE CTR

AVERAGE CPA

SECTION 04 SCORE / 10

Aim for 8+. Below 6 = wasted spend.

05

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 and silently wasted budget.

SECTION 05 SCORE _____ / 10

Aim for 9+. Below 6 = bidding blind.

06

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.

WHAT GOOD LOOKS LIKE

Every ad clicks to a page whose headline echoes the ad headline, loads in under two seconds on mobile, and has a single primary call-to-action above the fold. Anything else is friction.

SECTION 06 SCORE / 10

Aim for 8+. Below 6 = high CPA, low CVR.

07

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 the 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 and extensions to lift 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.

SECTION 07 SCORE _____ / 10

Aim for 8+. Below 6 = paying CPC premium.

08

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 the competitive landscape.

SECTION 08 SCORE _____ / 10

Aim for 8+. Below 6 = optimising on gut feel.



Audit score summary

Transfer the score for each section into the table. Set a priority (H/M/L) based on the gap to target. Anything below 6 is a candidate for the top-three actions on the next page.

#	AUDIT AREA	SCORE / 10	PRIORITY
01	Account Structure	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
02	Keyword Strategy	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
03	Ad Copy & Extensions	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
04	Bidding & Budget	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
05	Conversion Tracking	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
06	Landing Pages	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
07	Quality Score	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
08	Performance Analysis	_____ / 10	<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L
Σ	TOTAL SCORE	_____ / 80	—

HOW TO READ THIS TABLE

Sections scoring 8–10 are working — protect what you have. Sections scoring 5–7 have room for improvement and are good candidates for medium-effort optimisation. Anything below 5 is an active drag on ROAS and should be a priority action.



Interpretation & priority actions

Translate your total score into a risk band, then commit to a small number of next steps. The goal is one page of decisions, not a wish list.

Score interpretation

65-80

Excellent foundation. Focus on scaling and marginal gains — experimentation, audience expansion and feed quality.

45-64

Good base, significant gaps. Prioritise sections scoring below 6 with owners and deadlines.

Below 45

Major account issues. Seek professional PPC support to build a remediation plan before scaling spend.

Top 3 priority actions

01

02

03

Additional notes

COMPLETED BY

DATE

NEXT REVIEW

Need expert Google Ads management?

Our PPC team delivers audits, campaign builds and ongoing optimisation to maximise your return on ad spend — from search and shopping to Performance Max.

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