



CLOUDSWITCHED

FREE RESOURCE — TEMPLATE

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

CORE KPIS
TRACKED
MONTHLY

5

REPORTING
SECTIONS

MoM

MONTH-ON-
MONTH
TREND
ANALYSIS

Fillable

TICK & TYPE
IN ANY VIEWER

PERFORMANCE

KEYWORDS

AD COPY

BUDGET

PREPARED FOR

Cloudswitched Knowledge
Library

PREPARED BY

Cloudswitched Ltd.

VERSION

2026 Edition

FORMAT

Interactive PDF

00

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.

HOW TO USE THIS TEMPLATE

This is an **interactive PDF** — tick the boxes and type your numbers and notes directly in any modern PDF viewer (Adobe Reader, Preview, Foxit). Save a copy per month and version it by date.

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

01

Executive Summary Scorecard

Capture your top-level performance metrics at a glance. Compare this month to last month and note the percentage change. Tick the arrow that matches the direction of the trend.

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 (£)	_____	_____	_____	_____	☐ ↑ ☐ ↓

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.

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								

Month summary notes

WATCH OUT FOR

Average values can mask wild swings inside a single campaign — a Brand line with strong ROAS can easily hide a Non-Brand line bleeding budget. Always read the per-campaign rows alongside the totals before drawing conclusions.

02

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
01	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
02	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
03	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
04	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
05	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
06	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
07	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
08	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
09	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____
10	_____	Exact / Phrase / Broad	_____	_____	_____	_____	_____	_____	_____

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%.

03

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	IMPR.	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”.

Headline / description observations

Tests planned for next month

04

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	IMPR.	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	IMPR.	CLICKS	CTR	CONV.	CPA (£)	SPEND (£)
01	_____	_____	_____	_____	_____	_____	_____
02	_____	_____	_____	_____	_____	_____	_____
03	_____	_____	_____	_____	_____	_____	_____
04	_____	_____	_____	_____	_____	_____	_____
05	_____	_____	_____	_____	_____	_____	_____

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.

04

Day-of-Week Performance

Track performance by day to identify patterns. Use this data to inform ad scheduling and bid adjustments for specific days. Look for systematic dips or spikes that justify dayparting.

MON	CLICKS _____	CONV. _____	TUE	CLICKS _____	CONV. _____
WED	CLICKS _____	CONV. _____	THU	CLICKS _____	CONV. _____
FRI	CLICKS _____	CONV. _____	SAT	CLICKS _____	CONV. _____
SUN	CLICKS _____	CONV. _____	AVG	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.

Patterns observed

05

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
☐ H ☐ M ☐ L	_____	_____	_____	_____
☐ H ☐ M ☐ L	_____	_____	_____	_____
☐ H ☐ M ☐ L	_____	_____	_____	_____
☐ H ☐ M ☐ L	_____	_____	_____	_____
☐ H ☐ M ☐ L	_____	_____	_____	_____
☐ H ☐ M ☐ L	_____	_____	_____	_____

Budget Utilisation

METRIC	PLANNED (£)	ACTUAL (£)	VARIANCE
Total Monthly Budget	_____	_____	_____
Budget Utilisation (%)	_____	_____	_____
Budget Remaining (£)	_____	_____	_____

FROM DATA TO ACTION

A report without owners and deadlines is just commentary. Every priority action needs a name beside it and a date in the calendar — otherwise next month's report will read suspiciously similar to this one.

05

Next Month Strategy Notes

Capture the forward plan in three buckets. Keep each bucket tight — a focused half-page beats a sprawling roadmap nobody reads.

Key priorities for next month

Tests to run

Budget changes proposed

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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.

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