

Google Ads audit checklist

Account _____
Date _____ Checked by _____

1. Whose account is it?

- ☐ Someone in the business has Admin access, on a business email
- ☐ You know who else has access and why; leavers removed
- ☐ Billing is in the business's name

2. Is tracking counting the right thing?

- ☐ A real test enquiry appears in Google Ads
- ☐ Conversion actions count sent enquiries, not page views or clicks
- ☐ Lead actions count one conversion per ad click
- ☐ Any key events imported from Analytics are sound

3. What changed, and who changed it?

- ☐ Change history read back to when results were last good
- ☐ Recommendations set to apply automatically reviewed, one by one

4. Where are the ads showing?

- ☐ Search partners: performance checked separately; keep or remove
- ☐ Display Network box on Search campaigns: ticked on purpose, or not at all
- ☐ Location option: people in the area, if you only serve people nearby

5. What searches are you paying for?

- ☐ Search terms report, last 30 or 90 days, sorted by cost
- ☐ Searches that could never become customers added as negatives
- ☐ Match types checked; broad match used deliberately

6. Does the click land somewhere that sells?

- ☐ Each ad goes to the page that answers the search
- ☐ The page says near the top what the ad promised
- ☐ Works on a phone; form or phone number easy to reach

7. Could the sums ever work?

- ☐ What an enquiry is worth: conversion to customer, value of a customer
- ☐ What you pay per enquiry now
- ☐ If a well-run account could not close the gap: stop

Work through it in order: a problem early in the list can hide the ones after it.

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