

Google Ads Audit Checklist

A step-by-step review of campaign structure and quick-win fixes

How to use this checklist

Work through each section in order. Every item has a priority level: **CRITICAL** items should be fixed immediately — they are directly losing you money. **HIGH** items have significant impact on performance. **MEDIUM** items are optimisations worth making. **LOW** items are best practice housekeeping. **QUICK WINS** can be actioned in under 30 minutes.

■ Campaign Structure

■	CRITICAL	Are your campaigns separated by goal type — Search, Display, Shopping, Video?
■	CRITICAL	Is each campaign limited to ONE network (Search OR Display — not both)?
■	HIGH	Do you have separate campaigns for branded vs non-branded keywords?
■	HIGH	Are location targets set at the campaign level and verified as correct?
■	HIGH	Is your daily budget allocated based on campaign priority and ROI?
■	MEDIUM	Are ad schedules set based on your actual conversion data?
■	MEDIUM	Are device bid adjustments applied based on performance data?
■	LOW	Do you have a clear campaign naming convention that's consistent?

■ Keywords & Targeting

■	HIGH	Are you using a mix of match types — Exact, Phrase, Broad Match?
■	CRITICAL	Do you have a negative keyword list applied at account or campaign level?
■	CRITICAL	Have you reviewed Search Terms reports in the last 30 days?
■	MEDIUM	Are you bidding on competitor brand terms (if appropriate for your business)?
■	HIGH	Are low Quality Score keywords (<5) being reviewed or paused?
■	CRITICAL	Are irrelevant search terms being added to your negative keyword list?
■	HIGH	Is your keyword list free of duplicates across ad groups?
■	MEDIUM	Have you excluded irrelevant audiences or demographics where applicable?

🏠 ■ Ad Copy & Creative

■	CRITICAL	Does every ad group have at least 2–3 active Responsive Search Ads (RSAs)?
■	HIGH	Are all RSA asset strength ratings "Good" or "Excellent"?
■	HIGH	Do your headlines include the primary keyword naturally?
■	HIGH	Do your descriptions include a clear, specific call to action?
■	CRITICAL	Are ad extensions (sitelinks, callouts, structured snippets) active?
■	MEDIUM	Are call extensions set up if phone leads are relevant to your business?
■	HIGH	Are you A/B testing ad variations to improve CTR over time?
■	CRITICAL	Does your ad copy match the messaging on the landing page it points to?

■ Bidding & Budget

■	CRITICAL	Is your bidding strategy aligned with your campaign goal (leads, sales, ROAS)?
■	HIGH	If using Smart Bidding, do you have at least 30 conversions/month to train it?
■	HIGH	Are you reviewing impression share data to identify budget constraints?
■	CRITICAL	Is your Target CPA or Target ROAS based on actual margin data — not a guess?
■	HIGH	Are any campaigns consistently hitting budget limits mid-day?
■	MEDIUM	Have you checked for cannibalization between campaigns targeting similar terms?
■	MEDIUM	Are you reviewing auction insights to understand competitive positioning?

■ Tracking & Measurement

■	CRITICAL	Is Google Ads conversion tracking active and verified — not just GA4 import?
■	CRITICAL	Are all conversion actions correctly categorised (Primary vs Secondary)?
■	CRITICAL	Is your Thank You page firing a conversion — not just a page view?
■	HIGH	Is phone call tracking set up if calls are a meaningful conversion action?
■	HIGH	Is Google Tag Manager (GTM) managing your tag deployment?
■	HIGH	Are you using auto-tagging to pass data to GA4 correctly?
■	HIGH	Have you connected Google Ads to GA4 for audience and attribution data?
■	MEDIUM	Are your conversion windows set appropriately for your sales cycle length?

■ Quick-Win Fixes

■	WIN	Pause any keywords with 100+ clicks and zero conversions.
■	WIN	Add the 20 most common irrelevant search terms as negative keywords today.
■	WIN	Enable all available ad extensions — most accounts are missing at least two.
■	WIN	Check RSA asset combinations — pin your top headline and CTA.
■	WIN	Review top 5 spending campaigns: is budget aligned with conversion rate?
■	WIN	Run the Google Ads Recommendations tab — act on score-boosting items.

■ **Not sure where to start or want a second pair of eyes on your account?**

The 6th Avenue offers free paid media audits covering your Google Ads setup, performance gaps, and top 3 priority fixes — at no cost, no obligation.

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