

GOOGLE ADS AUDIT CHECKLIST

1

Campaign Settings:

- Campaign goals
- Campaign types
- Budgeting
- Bidding strategies
- Conversion tracking

2

Keyword Targeting:

- Keyword relevance
- Keyword match types
- Negative keywords
- Search terms

3

Ad Copy:

- Headline clarity
- Call to action
- Ad extensions
- A/B testing

4

Landing Pages:

- Relevance
- Mobile-friendliness
- Clear value proposition
- Conversion optimization

5

Analytics & Reporting:

- Performance metrics
- Regular reporting
- Benchmarking