The Google Ads audit: first hour

8 checks, in the order that finds the biggest problems fastest

Tracking decides whether the numbers can be trusted. Search terms show where money leaks. The rest tunes what is left.

- [ ] **1. Conversion tracking**
  Is it counting real enquiries, calls and forms, and nothing else?
  Where: Tools, Conversions. Look for page views or duplicates set as primary.
  Fix: Count form submissions and calls over a minimum length, once.

- [ ] **2. Search terms report**
  What are you actually paying for?
  Where: Campaigns, Insights and reports, Search terms. Last 30 days, sorted by cost.
  Fix: Add negatives for waste. Add winners as exact match.

- [ ] **3. Campaign structure**
  Are services, places and intents mixed in one campaign?
  Where: Campaign list and ad groups.
  Fix: Split emergency, research and brand into separate campaigns.

- [ ] **4. Budgets and bidding**
  Is one campaign limited by budget while another overspends?
  Where: Campaign status column and bid strategy.
  Fix: Match the bid strategy to the conversions you have.

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Continued

- [ ] **5. Ads and assets**
  Do the ads match the searches? Are call and location assets set?
  Where: Ads and assets, then Assets.
  Fix: Write more headlines, add call and location assets.

- [ ] **6. Landing page**
  Does the page match the ad, load fast and make contact easy?
  Where: Open it on a phone.
  Fix: Use the landing page checklist.

- [ ] **7. Location and device**
  Are you showing to places you do not serve? Do mobile and desktop differ?
  Where: Locations and Devices reports.
  Fix: Exclude places you do not serve.

- [ ] **8. After the click**
  How fast does a lead hear back, and is the outcome recorded?
  Where: Ask: what happened to the last 10 enquiries?
  Fix: Reply within minutes. Record booked jobs.

> **What to write down:** the three biggest leaks you found and one fix for each.

Notes