Google Ads Optimisation Checklist

A practical weekly and monthly routine to help you monitor performance, reduce wasted spend and make more informed campaign improvements.

Account / business: _____ **Month:** _____

How to use this checklist

Work through the weekly tasks during your regular account review and complete the monthly tasks during a deeper performance and strategy review. Tick each item when completed. Not every action will be appropriate for every account, so use your judgement and the available data before making changes.

Weekly optimisation checklist

Use this review to spot issues early and keep day-to-day campaign performance on track.

☐	**01.** Review impressions, clicks, CTR, average CPC and spend.
☐	**02.** Compare conversions, conversion value and cost per conversion with the previous week.
☐	**03.** Check for sudden changes in traffic, spend or conversion volume.
☐	**04.** Identify campaigns spending without producing meaningful results.
☐	**05.** Review the Search terms report for irrelevant or low-intent queries.
☐	**06.** Add appropriate negative keywords after checking context and intent.
☐	**07.** Identify valuable search terms that may deserve their own keywords or campaigns.
☐	**08.** Review keyword clicks, costs, conversions and conversion value.
☐	**09.** Check keyword Quality Score components where useful: expected CTR, ad relevance and landing page experience.
☐	**10.** Review responsive search ad assets, messaging and policy or eligibility issues.

Weekly optimisation checklist

Continue the weekly review.

☐	**01.** Check that ads and assets reflect the current offer, pricing and landing page.
☐	**02.** Confirm that important conversion actions are recording correctly.
☐	**03.** Investigate unexpected changes, duplicate conversions or tracking gaps.
☐	**04.** Check daily budgets, spend pacing and campaigns limited by budget.
☐	**05.** Review bidding strategy performance against CPA, ROAS or other business targets.
☐	**06.** Avoid making frequent bid or budget changes without sufficient evidence.
☐	**07.** Test key landing pages, forms, phone links and calls to action.
☐	**08.** Check mobile and desktop experience, including page speed and usability.
☐	**09.** Review location, device and schedule performance for meaningful differences.
☐	**10.** Record changes made, the reason for each change and what you will measure next.

Weekly notes and actions

What did I notice?
What changes did I make, and why?
What should I check next week?

Monthly optimisation checklist

Use this deeper review to assess account health, strategy, measurement and opportunities for improvement.

- [ ] **01.** Compare results month-on-month and against the business's targets.
- [ ] **02.** Review trends over the last three months to separate patterns from short-term fluctuations.
- [ ] **03.** Assess CPA, conversion rate, conversion value, ROAS and lead or sales quality.
- [ ] **04.** Check whether campaign budgets are allocated to the strongest opportunities.
- [ ] **05.** Review campaign settings, networks, locations, languages and schedules.
- [ ] **06.** Assess whether campaign and ad group structures still reflect products, services and intent.
- [ ] **07.** Review keyword coverage, match types, overlap and negative keyword lists.
- [ ] **08.** Identify new relevant keyword themes and gaps in search coverage.
- [ ] **09.** Review audience segments, remarketing and customer lists where applicable.
- [ ] **10.** Review Performance Max results, asset groups, listing groups and available insights.
- [ ] **11.** Assess AI-powered features and automation controls, including whether they suit the campaign goals.
- [ ] **12.** Check brand suitability, URL expansion and exclusions where relevant.
- [ ] **13.** Review conversion actions, primary and secondary goals, values and attribution settings.
- [ ] **14.** Check enhanced conversions and offline conversion imports where implemented.
- [ ] **15.** Review Auction Insights, impression share and changes in competitor activity.
- [ ] **16.** Assess landing page conversion rates and prioritise meaningful user-experience improvements.
- [ ] **17.** Review ad messaging and plan structured tests for new propositions or calls to action.
- [ ] **18.** Check seasonality, upcoming promotions and changes in demand.
- [ ] **19.** Review recommendations critically; implement only those that support business objectives.
- [ ] **20.** Create a prioritised action plan for the next month, with owners and review dates.

Monthly performance snapshot

Metric	This month	Previous month	Target
Spend			
Conversions / leads			
Cost per conversion			
Conversion rate			
Conversion value / revenue			
ROAS (if applicable)			

A structured optimisation routine can help, but knowing which changes to make and which opportunities to prioritise takes experience. If you would like an independent review of your Google Ads account, get in touch with Mike Ncube.

Email: in
Website:

Use this checklist as a guide, not a substitute for informed judgement. Allow enough time and data to assess the impact of significant changes.