GOOGLE ADS AUDIT CHECKLIST 2027

42 practical checks to help you review your account, spot gaps and understand where improvements may be needed.

HOW TO USE THIS CHECKLIST
Work through each section and tick the box only when you have checked the item and are satisfied it is in place or working correctly. Leave it blank if you have not checked it, it is not in place, or it needs attention. Each tick is worth **1 point**. Add your ticks at the end to calculate your score out of 42.

ACCOUNT DETAILS

Business / account: _____	**Date:** _____
Audited by: _____	**Period reviewed:** _____

1. CAMPAIGN AUDIT • 8 CHECKS

- [ ] Are your campaigns structured logically around your products, services or business goals?
- [ ] Are campaign budgets sufficient to achieve your objectives?
- [ ] Are campaign names descriptive and consistent?
- [ ] Are location targeting settings correct for the customers you want to reach?
- [ ] Are there any duplicate or unnecessary campaigns?
- [ ] Are brand and non-brand campaigns separated where appropriate?
- [ ] Are ad schedules aligned with your business operating hours and customer behaviour?
- [ ] Have you reviewed performance and settings by device?

2. KEYWORD AUDIT • 5 CHECKS

- [ ] Have you conducted keyword research based on relevant customer searches and intent?
- [ ] Is the number of keywords in each ad group focused and manageable?
- [ ] Have you added and regularly reviewed negative keywords?
- [ ] Have you identified expensive keywords or search terms that are not delivering value?
- [ ] Are you using the most appropriate keyword match types for your strategy?

GOOGLE ADS AUDIT CHECKLIST

Review the relevance, quality and effectiveness of your ads, and verify that conversions are measured correctly.

3. AD AUDIT • 10 CHECKS

- [ ] Have you checked for legacy ad formats that may need replacing or updating?
- [ ] Do your ads clearly communicate the products or services you offer?
- [ ] Have you added relevant ad assets (such as sitelinks, callouts and call assets)?
- [ ] Are ads reviewed for outdated offers, information or messaging?
- [ ] Do sitelinks point to the correct and most relevant pages?
- [ ] Are headlines relevant to the keywords and searches you are targeting?
- [ ] Do your ads communicate your main selling points and differentiators?
- [ ] Are users being sent to the most relevant pages on your website?
- [ ] Have you provided a strong range of relevant headlines and descriptions?
- [ ] Do your ad groups have an appropriate number of ads or variations for testing?

4. CONVERSION AUDIT • 4 CHECKS

- [ ] Has conversion tracking been installed and tested correctly?
- [ ] Have you installed and configured Google Tag Manager where appropriate?
- [ ] Is call tracking working correctly, including calls from ads and your website where relevant?
- [ ] Have you checked whether duplicate conversions are being recorded?

5. BIDDING AUDIT • 2 CHECKS

- [ ] Are you using the most appropriate bidding strategy for each campaign objective?
- [ ] Is your Target CPA realistic and supported by sufficient conversion data?

GOOGLE ADS AUDIT CHECKLIST

Check the experience after the click and how you measure overall account performance.

6. LANDING PAGE AUDIT • 7 CHECKS

- [ ] Are your landing pages designed and optimised to support your Google Ads campaigns?
- [ ] Does your landing page or website load quickly on desktop and mobile?
- [ ] Are contact forms easy to find and complete?
- [ ] Are testimonials, reviews and case studies displayed prominently where relevant?
- [ ] Are landing page conversion rates being monitored?
- [ ] Is the main call to action immediately visible?
- [ ] Is the conversion journey straightforward, with unnecessary steps removed?

7. PERFORMANCE AUDIT • 6 CHECKS

- [ ] Have you linked Google Ads and Google Analytics 4 where appropriate?
- [ ] Have you run Google Ads Experiments to test campaign changes or new approaches?
- [ ] Are your campaigns being actively monitored and managed?
- [ ] Are demographic insights being reviewed where relevant to your targeting strategy?
- [ ] Are you regularly reviewing key metrics such as CTR, CPC, conversion rate, CPA and ROAS?
- [ ] Are AI-powered features and tools working effectively for your account and being monitored?

TOTAL CHECKS COMPLETED	_____ / **42**
YOUR SCORE	_____ **%**

Count the boxes you ticked across all seven sections. Each tick is worth one point. Your total is out of 42. Calculate your percentage by dividing your total by 42 and multiplying by 100.

UNDERSTAND YOUR SCORE

Use your total number of completed checks to identify the overall condition of your Google Ads account.

YOUR GOOGLE ADS ACCOUNT RATING

Score out of 42	Percentage	Rating	What it means
38–42	90–100%	**Excellent**	Your account appears to have strong foundations. Continue monitoring and testing for further gains.
32–37	75–89%	**Good – improvements needed**	There are positive foundations, but some areas should be reviewed and improved.
21–31	50–74%	**Significant optimisation required**	Several important areas may be limiting performance. Prioritise the gaps you identified.
0–20	Below 50%	**Major account issues**	Your account may have substantial gaps. A structured review should be a priority.

Calculate your percentage: (number of ticks ÷ 42) × 100. For example, 34 ticks ÷ 42 × 100 = 81% (Good – improvements needed). Round to the nearest whole percentage if needed.

GET A FREE GOOGLE ADS REVIEW

Not sure what to fix next? I can review your Google Ads account, help identify opportunities and highlight areas that may be wasting budget or holding back results.

Request your Free Google Ads Review
Visit **www.mikencube.com** or email **info@mikencube.com**

A LOW SCORE DOES NOT AUTOMATICALLY MEAN YOUR CAMPAIGNS ARE FAILING. It highlights areas you may not have checked or that need attention. Some checks may not apply to every account or campaign type; leave genuinely irrelevant items blank and use your judgement when interpreting the result.

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