

Google Ads Audit Checklist

The prioritized check list for online shop Google Ads accounts. Print it, tick it off, reuse it.

How to use this list

The areas are ordered by leverage, not by the menu order in your account. Priority A covers the three areas where an audit finds money fastest, about an hour in total. Priority B is structure and control, Priority C is ads and landing pages. Tick off what is fine and mark what is open. The order in which to fix them is at the end.

BEFORE YOU START

Review period (recommended: last 90 days)	_____
Monthly ad budget	_____
Gross or contribution margin in percent	_____
Break-even ROAS (1 divided by margin)	_____
Measured ROAS over the period	_____

PRIORITY A

ABOUT 20 MINUTES

01 Conversion tracking

☐	Order value is passed dynamically, not as a fixed amount per order	Goals > Conversions > Value per conversion
☐	Every order counts exactly once, no legacy shop tag next to the Tag Manager tag	Reconcile conversions against shop backend
☐	Only the purchase is a primary conversion, cart and newsletter are secondary	Goals > Conversions > Primary action
☐	Consent Mode v2 is live and diagnostics show no errors	Goals > Conversions > Diagnostics
☐	Enhanced conversions are set up	Goals > Conversions > Settings
☐	Conversion window fits the buying decision (usually 30 days in e-commerce)	Conversion action > Settings

PRIORITY A

ABOUT 20 MINUTES

02 Search terms and negative keywords

☐	Search terms report for the last 90 days has been reviewed	Campaigns > Insights and reports > Search terms
☐	Terms with more than 10 clicks and 0 conversions are excluded (benchmark: under 10% of spend)	Sort by cost, conversions = 0
☐	Negative keyword lists exist at account level and are applied to every campaign	Tools > Shared library > Negative keyword lists
☐	Job searches, how-to queries, "free", "used" and competitor brands are covered	Review the lists
☐	Brand searches and generic searches run in separate campaigns	Campaign overview
☐	No two campaigns bid against each other on the same terms	Search terms across campaigns

PRIORITY A

ABOUT 20 MINUTES

03 Merchant Center, feed and serving

☐	Number of disapproved products is known, affected categories identified	Merchant Center > Products > Diagnostics
☐	Price and availability match between feed and product page	Spot check: compare 5 bestsellers
☐	Feed updates daily, no data older than 24 hours	Merchant Center > Data sources
☐	Product titles carry brand, type and the key attribute, not the internal SKU	Feed spot check
☐	GTINs are present on every product that has one	Diagnostics > missing identifiers
☐	Share of approved products with impressions in 30 days is known	Campaign > Products > sort by impressions
☐	The shop's bestsellers actually receive impressions	Cross-check the top 20 products
☐	Products with different margins run in separate campaigns or asset groups	Campaign structure

PRIORITY B

ABOUT 15 MINUTES

04 Campaign structure and bidding

☐	Bid strategy fits the data: Target ROAS only from 15 conversions in 30 days	Campaign > Settings > Bidding
☐	ROAS target sits above the break-even ROAS you noted above	Compare target against your note
☐	Ad groups hold 5 to 20 closely related keywords, not 50 or more	Ad groups overview
☐	Campaigns were not restructured repeatedly in the last 14 days (learning phase)	Change history
☐	Performance Max has separate asset groups for different product ranges	PMax > Asset groups
☐	Brand traffic in PMax is either excluded or deliberately included	PMax > Brand exclusions

05 Settings that quietly cost money

☐	Location option is set to "Presence", not "Presence or interest"	Settings > Locations > Location options
☐	Search partners are switched off in Search campaigns	Settings > Networks
☐	Display Expansion is switched off in Search campaigns	Settings > Networks
☐	Target locations match the actual delivery area	Review locations
☐	Ad schedule was set deliberately or left open deliberately	Campaign > Ad schedule
☐	Language setting matches the audience	Settings > Languages

06 Budget allocation

☐	Campaigns flagged "Limited by budget" are noted, checked across several days rather than once	Campaign overview > Status
☐	For every permanently limited campaign a decision is made: raise the budget or fix the campaign	Campaign ROAS against account median
☐	No weak campaign spends unchecked	Sort by cost, check ROAS
☐	Budget share per campaign roughly matches its revenue share	Cost and conversion value side by side
☐	Daily budget times 30.4 matches the planned monthly budget	Sum of the daily budgets

07 Ads and landing pages

☐	Responsive search ads reach Ad strength "Good" at minimum	Ads > Ad strength
☐	Ad copy names a concrete benefit, price or offer instead of filler	Read the ads
☐	Sitelinks, callouts and snippets are in place and current	Assets
☐	Landing pages resolve and show the advertised product, not the homepage	Open final URLs at random
☐	Landing pages load on mobile in under three seconds	PageSpeed Insights
☐	Expired promotions are removed from ads and assets	Assets > Promotions

08 The rhythm afterwards

WEEKLY

Exclude search terms without conversions, review budget-limited campaigns, clear new Merchant Center disapprovals

MONTHLY

Ad strength, landing pages, bestseller serving, expired promotions

QUARTERLY

Campaign structure, ROAS targets against margin, bid strategy against data volume, this list in full

AS NEEDED

Before Black Friday and Christmas, when taking over an account, when ROAS falls for weeks without reason

Order of implementation

Start with measurement (area 01), or everything after it is guesswork. Then the exclusions (areas 02 and 05), because they take effect immediately and risk nothing. Structure and bidding come last (areas 04 and 06), spaced out and never several rebuilds at once.

OPEN ITEMS FROM THIS AUDIT

The list is the easy part. The hard part is going through it again every single week.

Ginny, the AI agent from Cloudginny, runs the recurring checks from this list continuously in your Google Ads account: search terms without conversions, campaigns at their budget cap and disapproved products in Merchant Center daily, Performance Max structure weekly, tracking whenever an account is newly connected. Whatever it finds arrives as a proposal with a reason and an estimated effect in money. You approve or decline, and nothing that costs money happens before your click.

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