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Audit Step	Description	Status
Define Audit Goals	Set clear objectives for the audit (ROI improvement, budget efficiency, ad performance, etc.).	Not Started
Check Campaign Naming & Structure	Ensure campaigns and ad groups are structured logically with proper naming conventions.	Not Started
Review Account-Level Settings	Check location targeting, ad scheduling, and device targeting settings.	Not Started
Analyze Budget Allocation	Evaluate whether budget is allocated to high-performing campaigns.	Not Started
Check Bidding Strategies	Ensure bidding strategies align with business goals (e.g., Manual CPC, Target ROAS, Max Conversions).	Not Started
Review CPC & CPA	Analyze cost-per-click (CPC) and cost-per-acquisition (CPA) to ensure cost efficiency.	Not Started
Analyze Keywords & Negative Keywords	Review keyword match types, ensure negative keywords are used effectively.	Not Started
Check Keyword Quality Scores	Identify low Quality Scores and optimize for better ad relevance, CTR, and landing page experience.	Not Started
Evaluate Ad Copy & A/B Testing	Check if ad copy is engaging, includes strong CTAs, and is being A/B tested for effectiveness.	Not Started
Check Ad Extensions Usage	Ensure ad extensions (sitelinks, callouts, structured snippets, call extensions) are properly implemented.	Not Started
Review Landing Page Experience	Ensure landing pages are relevant, optimized for conversions, and load quickly.	Not Started
Verify Conversion Tracking	Verify that conversion tracking is correctly set up via Google Ads, Analytics, and Tag Manager.	Not Started
Analyze CTR, Conversion Rate & ROAS	Review key metrics: CTR (above 3%), Conversion Rate, and ROAS to gauge effectiveness.	Not Started
Review Competitor Benchmarking	Use Google's Auction Insights and competitor research tools (SpyFu, SEMrush) to analyze market competition.	Not Started
Identify & Reduce Wasted Ad Spend	Pause underperforming keywords, exclude irrelevant placements, and reduce wasted ad spend.	Not Started
Implement Audience Targeting	Utilize remarketing and in-market audiences to improve targeting and efficiency.	Not Started
Monitor & Set Audit Schedule	Implement identified optimizations, monitor results, and schedule regular audits (quarterly or weekly reviews).	Not Started
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