

FREE AD AUDIT CHECKLIST

Your Complete Guide to Finding Hidden Opportunities in Your Ad Campaigns

ACCOUNT STRUCTURE & SETUP

Campaign Organization

- Campaigns grouped logically (by product, geography, audience, or objective)
- Campaign names are clear and descriptive
- Campaigns have appropriate budget allocation
- Budget pacing set correctly (standard or accelerated)

Ad Groups

- Ad groups contain tightly related keywords (5-20 keywords per group)
- Ad group names match the keywords they contain
- Ad groups have relevant landing pages
- Negative keywords applied at ad group level

Account Settings

- Time zone correctly set
 - Currency matches your business location
 - Conversion tracking properly implemented
 - Enhanced conversions enabled (if applicable)
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KEYWORDS & TARGETING

Keyword Quality

- Quality Score reviewed (target: 7+)
- Low-performing keywords (QS < 5) identified for pause/removal
- Keyword match types appropriate (broad, phrase, exact)
- Search terms report reviewed monthly
- Irrelevant search terms added as negatives

Negative Keywords

- Negative keywords added at campaign level
- Common waste terms blocked (e.g., “free,” “cheap,” “DIY,” “jobs”)
- Competitor names excluded (if applicable)
- Negative keyword list reviewed quarterly

Targeting Precision

- Geographic targeting optimized (country, region, city)
 - Language targeting correct
 - Device targeting reviewed (mobile, desktop, tablet)
 - Audience targeting applied (if using)
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AD COPY & CREATIVE

Headlines & Descriptions

- Headlines are clear, compelling, and benefit-focused
- Descriptions highlight unique value propositions
- Call-to-action is strong (“Book Now,” “Get Quote,” “Learn More”)

- Ad copy matches landing page content
- Ad copy includes relevant keywords

Ad Extensions

- Sitelink extensions added (minimum 4)
- Callout extensions added (minimum 3)
- Structured snippet extensions added
- Call extensions added (if applicable)
- Promotion extensions added (if running promotions)

Ad Performance

- Click-through rate (CTR) benchmarked (target: 1.5-3%)
 - Impression share monitored
 - Ad rotation set to “Optimize” (not “Rotate”)
 - Responsive search ads tested
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LANDING PAGES & CONVERSION

Page Relevance

- Landing page matches ad promise
- Page headline matches ad headline
- Page content is relevant to keywords
- Call-to-action is clear and prominent

Technical Performance

- Page load speed < 3 seconds (test with PageSpeed Insights)
- Mobile optimization verified (60%+ of clicks are mobile)
- Form fields minimized (3-5 fields max)

- Form has clear error messages
- Thank you page configured

Conversion Tracking

- Conversion tracking pixel installed
 - All conversion goals tracked
 - Conversion value assigned (if applicable)
 - View-through conversions tracked
 - Cross-device conversion tracking enabled
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BIDDING STRATEGY & BUDGET

Bidding Strategy

- Bidding strategy matches campaign goals
- Manual CPC: bids reviewed monthly
- Target CPA: conversion data sufficient (50+ conversions/month)
- Target ROAS: ROAS target realistic (2.0x+ for most businesses)
- Maximize Conversions: budget sufficient for algorithm

Budget Allocation

- Total budget sufficient for campaign goals
- High-performing campaigns get more budget
- Low-performing campaigns reviewed for pause/optimization
- Seasonal budget adjustments made
- Daily budget pacing monitored

Cost Analysis

- Cost per click (CPC) benchmarked

- Cost per conversion (CPA) calculated
 - Return on ad spend (ROAS) tracked
 - Profitable vs. unprofitable keywords identified
 - Bid adjustments made for underperforming segments
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PERFORMANCE & ANALYTICS

Key Metrics

- Impressions tracked (visibility)
- Clicks tracked (traffic)
- Click-through rate (CTR) monitored
- Conversion rate tracked
- Cost per conversion (CPA) analyzed
- Return on ad spend (ROAS) calculated

Reporting & Analysis

- Monthly performance reports generated
- Trends identified (seasonal, weekly, daily)
- Competitor performance monitored
- A/B tests run regularly
- Insights documented for future optimization

Attribution & ROI

- Multi-touch attribution model considered
- Offline conversions tracked (if applicable)
- Customer lifetime value (CLV) calculated
- True ROI (revenue - ad spend) measured
- Profitability by campaign verified

PLATFORM-SPECIFIC CHECKS

Google Ads

- Smart bidding strategies enabled (if data sufficient)
- Audience lists created and segmented
- Remarketing lists configured
- Google Analytics linked
- Search terms report reviewed

Microsoft Ads

- Account structure mirrors Google (for consistency)
- Bid strategies aligned with Google
- Audience targeting applied
- Performance compared to Google
- Budget allocation optimized

Meta (Facebook & Instagram)

- Pixel properly installed
- Audience segments created
- Lookalike audiences built
- Campaign objectives aligned with goals
- A/B testing active

TikTok Ads

- Pixel installed and verified
- Audience targeting appropriate
- Creative format matches platform

- Budget allocation tested
 - Performance benchmarked
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RED FLAGS TO INVESTIGATE

- 🚩 **High Impression Share, Low CTR** → Ad copy needs improvement
 - 🚩 **High CTR, Low Conversion Rate** → Landing page issue
 - 🚩 **High CPC, Low Quality Score** → Keyword/ad relevance problem
 - 🚩 **Declining ROAS** → Market saturation or bid too aggressive
 - 🚩 **Untracked Conversions** → Tracking implementation issue
 - 🚩 **Unused Budget** → Bid strategy too conservative
 - 🚩 **Wasted Spend on Irrelevant Keywords** → Negative keywords missing
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QUICK WINS (Implement This Month)

- ✅ **Add 10 negative keywords** → Reduce wasted spend by 5-15%
 - ✅ **Improve 3 landing pages** → Increase conversion rate by 10-20%
 - ✅ **Pause keywords with QS < 5** → Reduce CPC and improve efficiency
 - ✅ **Add all ad extensions** → Increase CTR by 15-20%
 - ✅ **Review and adjust bids** → Optimize for profitability
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SCORING SYSTEM

Count your checkmarks:

- **0-10 checks:** ⚠️ Major optimization needed (20-40% potential savings)
 - **11-20 checks:** ⚠️ Significant improvements possible (15-30% potential savings)
 - **21-30 checks:** ✓ Good foundation, fine-tuning needed (10-20% potential savings)
 - **31-40 checks:** ✓ Well-optimized, minor tweaks available (5-10% potential savings)
 - **41+ checks:** ✓ Excellent account health (ongoing monitoring recommended)
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NEXT STEPS

1. **Complete this checklist** → Identify gaps in your account
2. **Prioritize quick wins** → Implement highest-impact changes first
3. **Schedule a review** → Get expert eyes on your account
4. **Book a consultation** → Discuss optimization strategy

Ready for a deeper audit?

Schedule a free 30-minute consultation with ODAS Manchester:

 **Phone:** 0161 531 6892

 **Email:** hello@onlinedigitaladvisoryservicemcr.com

 **Website:** onlinedigitaladvisoryservicemcr.com

ABOUT ODAS MANCHESTER

ODAS provides independent digital advisory for businesses that want their online marketing to work harder. With 10+ years of experience across multiple platforms and sectors, we help businesses:

- **Reduce ad costs** by 20-40% through optimization
- **Increase conversions** by 2-3x through better targeting
- **Improve ROAS** from 1.5x to 2.5x+ through strategic improvements

No fluff. Just results.

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This checklist is provided as a free resource. For personalized recommendations, book a consultation.