



Google Ads Self-Audit

Introduction

This self-audit will help you:

<ul style="list-style-type: none">• Evaluate how your campaigns are really performing• Identify missed opportunities and wasted Ad spend• Improve your ad relevance, targeting, and conversion flow	<ul style="list-style-type: none">• Skill level: Beginner to Intermediate• Time to complete: 20 minutes• Best used: Monthly or before scaling your campaign
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Campaign Set Up & Keyword Strategy

Campaign Settings	✓ / ✗ / Fix
Using the correct campaign type (Search, Performance Max, or Local Services)?	
Each service type has its own campaign or ad group?	
Geo-targeting limited to areas you serve (e.g., radius, cities, etc.)?	
Keyword match types used strategically (Exact vs. Phrase vs. Broad)?	
Negative keywords in place to filter irrelevant traffic?	
Ad schedule aligns with your business hours?	

Pro Tip: Avoid overly broad match keywords like 'wellness' or 'landscape' unless layered with strong negatives and exact matches.



Ad Copy & Landing Page Experience

Ad + Funnel	✓ / ✗ / Fix
Headline includes keywords + benefit (e.g., 'Acupuncture for Back Pain')?	
Descriptions highlight trust factors (certifications, years in practice)?	
Clear call to action in every ad (e.g., 'Book Online Today')?	
Landing page loads quickly and looks great on mobile?	
Booking or contact option is visible without scrolling?	
Page has social proof (testimonials, reviews, or trust badges)?	
Conversion tracking is properly set up in Google Ads?	

Pro Tip: The biggest leaks in Google Ads often happen AFTER the click. Make sure your landing page matches the ad's promise.

Your Score + What to Do Next

How many boxes did you check?	What to do Next?
✅ 12-14	Great work — your campaign is well on the way to being properly optimized.
⚠️ 7-9	Room to grow — refine your targeting and tracking.
❌ 0-6	Consider pausing until foundational issues are fixed.



➡️ Want a Fresh Pair of Eyes on Your Google Ads Campaign?

We offer **Comprehensive Google Ads Audits** for local businesses that want to increase revenue and book more appointments - without wasted Ad Spend.

👉 Click here to book your free strategy call

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