

12 SECTIONS · 4 CATEGORIES · 2026 EDITION

Google Ads Audit Checklist

Yes-or-no checks with the dollar cost of getting each one wrong, at \$20K monthly spend.

Mark each box. Fix the 'no' boxes, starting with section 1 (tracking). Built on \$150M+ in managed ad spend.

CATEGORY 1 · ACCOUNT HYGIENE AND SIGNAL

- | | | |
|--------------------------|--|-----------------------------|
| <input type="checkbox"/> | 1 Conversion tracking integrity (right events, right values). | \$3,000-\$7,000 / mo |
| <input type="checkbox"/> | 2 Cross-platform attribution: Google + Meta vs Shopify, under 25% gap. | \$4,000-\$8,000 / mo |
| <input type="checkbox"/> | 3 Account-wide weighted Quality Score above 6 (no high-spend campaign below 5). | \$3,000-\$5,000 / mo |

CATEGORY 2 · CAMPAIGN STRUCTURE AND DISCIPLINE

- | | | |
|--------------------------|---|-----------------------------|
| <input type="checkbox"/> | 4 Self-Defense Campaign healthy: SIS over 95%, TIS over 90%, ATP over 80%. | \$2,000-\$6,000 / mo |
| <input type="checkbox"/> | 5 Match-type discipline: exact, phrase, and broad in separate campaigns. | \$2,400-\$4,200 / mo |
| <input type="checkbox"/> | 6 Bidding strategy fits data depth: Manual under 10/mo, smart bidding over 30. | \$3,000-\$5,000 / mo |

CATEGORY 3 · PERFORMANCE MAX AND BUDGET

- | | | |
|--------------------------|--|-----------------------------|
| <input type="checkbox"/> | 7 PMax placement healthy: Search + Shopping over 60%, Display + YouTube under 30%. | \$3,000-\$5,000 / mo |
| <input type="checkbox"/> | 8 Budget allocation matches the account stage (Launch/Optimization/Scaling/Cost-Cut). | \$4,000-\$6,000 / mo |
| <input type="checkbox"/> | 9 Negative keyword hygiene: at least 50 negatives per campaign. | \$1,200-\$2,400 / mo |

CATEGORY 4 · POST-CLICK AND UNIT ECONOMICS

- | | | |
|--------------------------|--|------------------------------|
| <input type="checkbox"/> | 10 Mobile LCP under 2.5 seconds on the top landing page (PageSpeed Insights). | \$1,500-\$4,500 / mo |
| <input type="checkbox"/> | 11 Checkout flow passes the test-card walkthrough on mobile. | \$4,000-\$10,000 / mo |
| <input type="checkbox"/> | 12 Unit economics support current spend: break-even ROAS is reachable. | 100% of extra spend |

Score your account (count the 'yes' boxes out of 12)

11-12 checked	Healthy. Few real leaks. Re-run in 90 days.
8-10 checked	Specific gaps. Use the method links to self-fix the 2-4 failures.
5-7 checked	Multiple structural gaps. An outside review (Free Quick Scan) is high-value.
0-4 checked	Compound problems. A structural rebuild is needed.

Scored below 8? Want a second pair of eyes?

The Free Quick Scan walks through the leaks in a 5-7 min Loom. 48-hour delivery. No account access needed.

[Get a Free Quick Scan -> btbaudits.com](https://btbaudits.com)