

Google Ads Self-Audit Scorecard

Twenty checks we run on every account we take over - conversion counting, brand separation, budget leaks, automation signals. Score it honestly and you'll know whether your account has a problem.

The one-page version (print this)

#	CHECK	PASS?
1	Conversions = real business outcomes	☐
2	Conversion values set and honest	☐
3	Platform numbers reconcile with CRM	☐
4	Enhanced conversions + consent mode configured	☐
5	No duplicate conversion counting	☐
6	Brand separated (and excluded from PMax)	☐
7	Structure follows intent, not the site menu	☐
8	Search terms reviewed < 30 days ago, negatives added	☐
9	Negative lists maintained	☐
10	Budget allocation has a reason	☐
11	Smart Bidding has conversion volume	☐
12	Targets set from data (check before Aug 17)	☐
13	Broad match only with discipline	☐
14	PMax brand exclusions + channel mix watched	☐
15	Feed written for search	☐
16	Ad copy qualifies the click	☐
17	Landing pages match the promise	☐
18	Placements reviewed, exclusions active	☐
19	Change history shows activity this week	☐
20	Reporting leads with CPQL / ROAS	☐

Full instructions for every check below.

How to use this

Set aside an hour with account access. Work top to bottom - the order matters, because tracking failures make every later check unreliable. Be honest; nobody's watching, and flattering yourself here just costs you money later.

Tracking (do this section first)

1. Conversion actions map to real business outcomes.

Where: Goals → Conversions → Summary. If "page view", "scroll", or "button click" carries conversion counting, fail. Leads and purchases pass.

2. Conversion values are set and roughly honest.

Where: same screen, Value column. B2C: real revenue. B2B: tiered values by lead quality beat a flat "1" everywhere. All conversions worth the same number = fail.

3. Platform conversions reconcile with your CRM.

Where: pull last month's conversions, compare with CRM records for the same period. Within ~15% with explainable variance passes. "We've never compared" fails.

4. Enhanced conversions and consent mode are configured.

Where: Goals → Conversions → Settings, and your tag setup. Defaults nobody chose = fail.

5. No duplicate counting.

Where: Conversions → check for two similar actions both marked Primary, or a tag firing on page load AND click. One sale counted twice doubles your reported ROAS and halves your judgement.

Structure

6. Brand traffic is separated.

Where: campaign list. Brand terms in their own campaign, and brand excluded from PMax. If PMax eats brand, every "performance" number in the account is flattered.

7. Campaigns are structured around intent and value.

Where: campaign list again. Campaigns mirroring your website's menu = warning. Campaigns split by buyer intent and value tiers = pass.

8. Search terms reviewed in the last 30 days.

Where: Insights & Reports → Search terms, then Change History for evidence negatives were actually added. Looking is not reviewing; changing is.

9. Negative lists exist and are maintained.

Where: Tools → Shared library → Negative keyword lists. Account-level lists, updated within the quarter, applied to the right campaigns.

10. Budget allocation has a reason.

Where: campaign list, "Limited by budget" flags. A limited campaign outperforming an unlimited one needs a written justification or a rebalance.

Automation signals

11. Smart Bidding has volume to learn from.

Rule of thumb: 30+ conversions/month per campaign for tCPA. Below that, the algorithm is guessing with your money.

12. Targets were set from data.

Where: bid strategy settings vs last 90 days' actuals. A target nobody can explain fails. (And from August 17, a target well above your actual CPA becomes the price you pay - check this one soon.)

13. Broad match only where discipline exists.

Broad match + weak negatives + thin conversion data = the expensive kind of experiment.

14. PMax has brand exclusions and someone watches the channel mix.

Where: PMax campaign settings; ask when the channel distribution was last looked at.

15. Product feed written for search.

Where: Merchant Center. Titles that lead with what people type ("Ergonomic office chair black") pass; ERP exports ("CHR-ERG-BLK-0042") fail.

Waste & hygiene

16. Ad copy qualifies the click.

Read your top 5 ads as a wrong-fit buyer. If nothing tells them this isn't for them, you're paying for their curiosity. (We've deliberately lowered CTR to raise lead quality - it works.)

17. Landing pages match the ad's promise.

Click your own top 5 spend ads. Count the seconds before the page answers the ad's promise. More than zero seconds of hunting = leak.

18. Display and video placements reviewed.

Where: Content → Where ads showed. Mobile games and made-for-advertising domains in a B2B account = fail.

19. Someone touched the account this week.

Where: Change History. Empty for 30 days on a five-figure monthly spend = you have a subscription, not management.

20. Reporting leads with qualified outcomes.

Look at last month's report. If CPC and CTR headline it, fail. Cost per qualified lead or ROAS headline it, pass.

Scoring

- **18-20** - healthy. Whoever runs this account, keep them.

- **15-17** - decent with leaks. Fix the fails in order; most are quick.
- **10-14** - the account is optimising toward something. Probably not your revenue.
- **Under 10** - stop scaling spend until tracking and structure are fixed. Anything you scale now, you scale the waste too.

If an agency runs your account

Four questions: show me last month's change history; when were search terms last reviewed and what negatives came out of it; where does brand traffic report; what single number do you optimise toward. The answers matter. The pauses matter more.

3WH

From 3WH. This is the checklist version of the audit behind our Google Ads service - the done-for-you version comes with the fixes. hello@3wh.com