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IN-DEPTH AUDIT

Google Ads audit

Example Plumbing & Heating Ltd

As requested by Example Plumbing & Heating Ltd, an independent review of every part of the account that spends your money.

GOOGLE ADS ID	DATE	VERSION
000-000-0000	18 October 2026	1
ACCOUNT TYPE	**PERIOD REVIEWED**	**CHECKS APPLIED**
Lead generation	18 Sep - 17 Oct 2026	115 of 192

Independent Google Ads audit by Stevie Morris
steviemorris.com

EXAMPLE REPORT - FICTIONAL BUSINESS AND DATA

Introduction

As requested by Example Plumbing & Heating Ltd, Stevie Morris carried out an independent Google Ads audit of the account with client ID 000-000-0000.

In this audit, the subjects that decide whether an account makes or wastes money are covered one by one: account structure, settings, tracking, bid management, ad copy and more. Every subject is broken into essential and advanced questions. Each has a concrete answer and is rated with a score, an impact and a complexity, so you can see what matters and what is quick to fix.

The account was audited using Stevie Morris's experience of managing and optimising small and large Google Ads accounts. The main goal is to give Example Plumbing & Heating Ltd clear insight into the optimisation and growth opportunities ahead. The review used read-only access: nothing in the account was changed.

DISCLAIMER

Example Plumbing & Heating Ltd is free to use the information in this document. However, the audit, as presented in its current form, belongs to Stevie Morris. The contents and structure of the audit may not be shared with external partners or parties of Example Plumbing & Heating Ltd without permission of Stevie Morris.

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Summary dashboard

OVERALL ACCOUNT SCORE

54/100

Weighted by impact across 110 scored checks. High-impact checks count three times a low-impact one.

17	31	55	7
Excellent	Good	To do	Bad

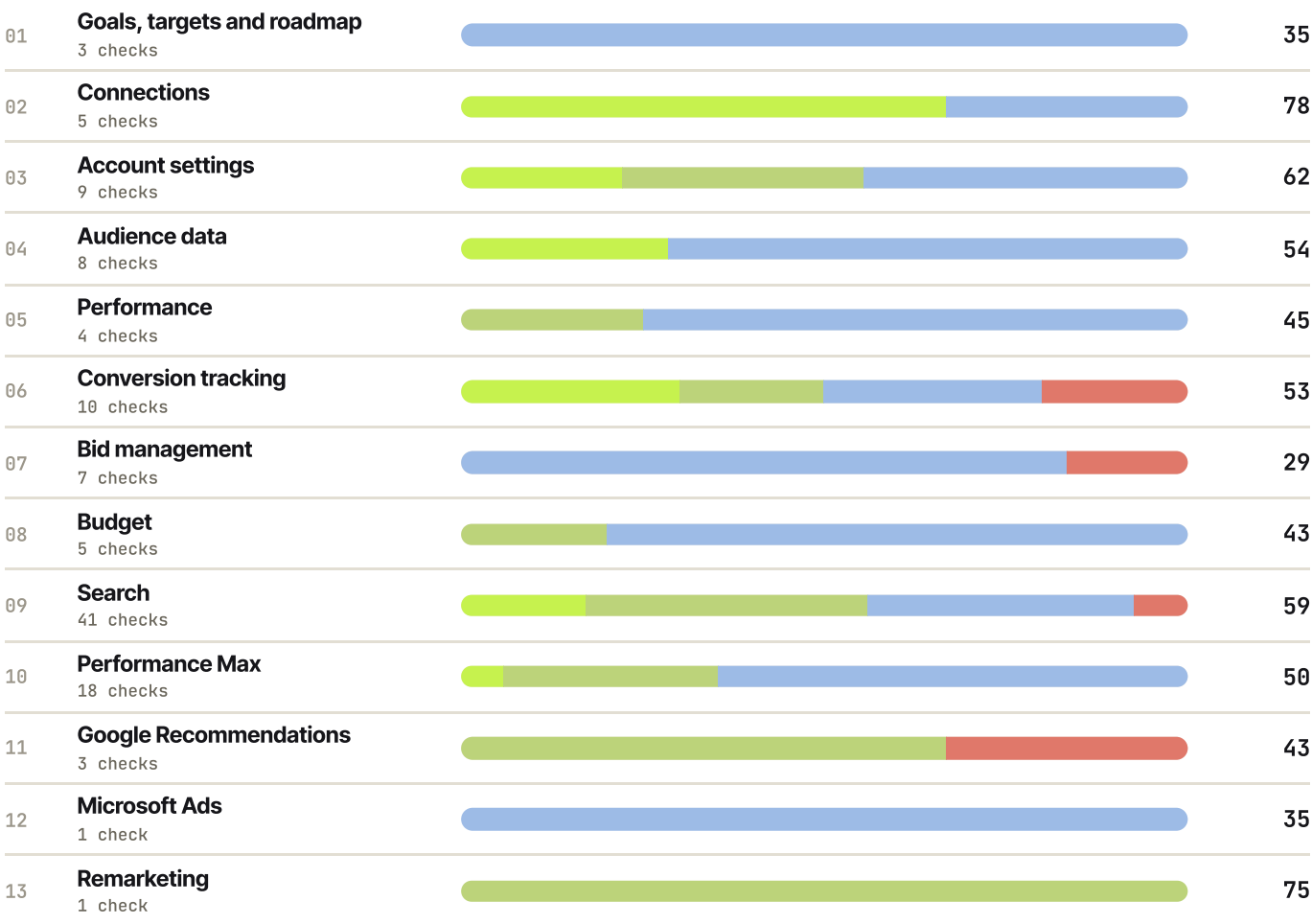
THE HEADLINE FINDING

Google Ads reports **187 conversions at £18.64 each**. The enquiry log behind it shows **61 real enquiries**: 23 calls over 60 seconds and 38 form entries. The real cost per enquiry is **£57.15**, 27% above the £45 target, and the account's only smart-bidding campaign is learning from the inflated number.

115 of 192 checks applied for a Lead generation account running Search and Performance Max (no Shopping, Display or video). 77 checks do not apply and are left out:

- 21 Google Merchant Center
- 21 Standard Shopping
- 13 Shopping-feed and ecommerce-only checks
- 7 Dynamic Search Ads (not used)
- 9 Display and video remarketing (not used)
- 3 Microsoft Ads (not used)
- 3 Display/YouTube placement lists

Score by area



Excellent · Good · To do · Bad — Bars show the share of scored checks in each state.

Top 5 priorities

The five changes that will move the account most, in the order to do them. The full list with 12 optimisations is at the end of the report.

1 **Count each lead once and demote taps and chat opens** — High · Simple

Set the four lead actions to count One, move 'Click to call button' and 'Chat opened' to Secondary. Then re-baseline the Emergency tCPA from £18 to the verified target in two to three weeks.

2 **Switch off auto-apply and review what it added** — High · Simple

Turn off 'Add RSA assets' and 'Add keywords', then review the 14 changes from the last 90 days, including 5 broad-match keywords on Boiler.

3 **Cover every Search campaign with negatives** — High · Simple

Attach the shared list to Boiler and Bathroom, add the 94 zero-conversion terms (£276) and add brand terms as negatives on non-brand campaigns.

4 **Add brand and URL exclusions to Performance Max** — High · Simple

Exclude brand searches (about 31% of PMax search clicks) and the /careers/ and /blog/ URLs (14% of clicks). Add the missing placement and content exclusions.

5 **Take broad match off manual CPC** — High · Neutral

On Boiler and Bathroom move the 34 broad keywords to phrase and exact. Reintroduce broad later, with a smart strategy and clean data. Add the 23 unmatched converting terms and pause the 17 no-conversion keywords (£287).

How to read this report

Excellent	Good	To do	Bad	n/a
In place and done well. Leave it alone.	Mostly right. A small improvement is available.	Missing, unconfirmed or needs action.	Wrong, or actively costing money. Fix first.	Does not apply, or the feature is retired.

Impact High · Mid · Low how much the fix is worth.

Complexity Simple · Neutral · Complex how hard it is to do.

Goals, targets and roadmap

35 /100

3 checks

AUDITOR'S SUMMARY

There is a goal in people's heads, but none in writing. Without a number per campaign, no one can say whether a month was good or bad.

Goals, targets and roadmap	Impact	Complexity	Score
GT-01 **Are the goals, targets and KPIs clearly defined on an overall level and per campaign (type)?**	High	Complex	To do

A target of about £45 per enquiry and 80 enquiries a month was agreed in conversation, but it is not written down and is not set per campaign. Nothing in the account is bid against £45.

GT-02 **Is there a roadmap for the upcoming 30-90 days?**	High	Complex	To do

No. There is no written plan for the next 30-90 days. The Optimisations list at the end of this report can be used as the first version.

GT-03 **Is there a testing roadmap/log?**	High	Complex	To do

No test log. The change history shows 3 ad edits in 90 days and no record of what was tested or what happened.

Connections

78 /100

5 checks

AUDITOR'S SUMMARY

Connections are mostly in place. GA4 and the Business Profile are linked; Search Console is not. The retired Universal Analytics link is correctly gone.

Connections on account level	Impact	Complexity	Score
CN-01 **Is the Google Ads account connected to Google Analytics Universal Analytics?**	High	Simple	n/a
Universal Analytics stopped processing data in July 2023, so this link is retired. No dead UA link or UA-imported goals were found.			
CN-02 **Has Google Analytics 4 been set up and connected to Google Ads, with the relevant key events imported (as Secondary unless deliberately primary)?**	High	Simple	Excellent
Yes. GA4 is linked and the generate_lead and phone_click key events are imported as Secondary, so they are visible without influencing bidding.			
CN-04 **Is the Google Ads account connected to Search Console?**	Mid	Neutral	To do
No. Search Console is not linked, so organic query data cannot be compared with paid in Ads. Quick to connect.			
CN-05 **Is the Google Ads account connected to Google Business Profile (and are location/call assets pulling from it where relevant)?**	Low	Simple	Excellent
Yes. The Business Profile is linked and feeds the call and location assets. It is a service-area business, so the street address is hidden, as it should be.			
CN-06 **Is the Google Ads account connected to a YouTube channel?**	Mid	Simple	n/a
No YouTube channel is linked and no video is used, so there is nothing to connect.			

Account settings

62 /100

9 checks

AUDITOR'S SUMMARY

The basics are sound: auto-tagging is on and negative lists exist. The gap is coverage: the negative list reaches only 2 of the 4 Search campaigns, and Performance Max has no placement or content exclusions.

Settings on account level	Impact	Complexity	Score
AS-01 **Is auto tagging enabled?**	High	Simple	Excellent

Yes. Auto-tagging is on and a test click carried a gclid through to the landing page.

AS-02 **Is the account using a working tracking template or final URL suffix?**	n/a	n/a	Good

A final URL suffix adds UTM values and keeps the gclid. Two older ads hard-code a different utm_campaign, so GA4 splits one campaign into two names. Tidy up, not urgent.

AS-03 **Is inventory type set to 'limited inventory' to protect the brand (or if standard/expanded inventory is used, is there a logical explanation)?**	High	Simple	Good

Standard inventory. That is reasonable for a lead-gen account running Performance Max, but it was never a recorded decision. Review once the PMax placement report is pulled.

AS-04 **Is sensitive content excluded (such as tragedy and conflict, sexually suggestive, sensational and shocking etc.)?**	High	Simple	To do

No content exclusions are set. Performance Max can serve on YouTube and Display, so exclude tragedy and conflict, and sensational and shocking content.

Irrelevant placements and keywords/search terms	Impact	Complexity	Score
AS-05 **Are irrelevant placements and/or placement categories excluded on the account level?**	High	Neutral	To do

No account-level placement exclusions. The Performance Max placement report shows 9 game and kids' app placements that should be excluded.

AS-09 **Are negative keyword lists being used?**	High	Simple	Excellent

Yes. One shared list, 'General negatives', with 38 keywords.

AS-10 **Are negative keyword lists connected to active campaigns?**	High	Simple	To do

The list is attached to 2 of the 4 Search campaigns (Brand and Emergency). Boiler and Bathroom, which spend £1,533 between them, are not covered.

AS-11 **Are the negative keyword lists regularly updated with irrelevant search terms?**	High	Neutral	To do

The list was last edited 14 weeks ago. The search terms report shows 94 terms with clicks and no conversions in 30 days, costing £276, for example 'plumber jobs near me' (£31), 'boiler parts' (£24) and 'plumbing apprenticeship' (£19).

Irrelevant placements and keywords/search terms	Impact	Complexity	Score
AS-12 **Are negative keywords added with the right match types (broad for maximum coverage, exact for exact coverage)?**	High	Simple	Good

> Match types are used sensibly: single words are broad, specific phrases are exact. Checked against the search terms report: no negative blocks a keyword that is currently converting.

Audience data

54 /100

8 checks

AUDITOR'S SUMMARY

Lists exist but are thin, and consent handling needs a proper test before they are worth building on. No customer list has been uploaded yet.

Data insights and remarketing lists	Impact	Complexity	Score
AU-01 **Are remarketing lists added to the account?**	High	Neutral	Excellent

Yes. 'All visitors 30 days' (about 1,840 users), 'Form converters' and 'Phone clickers' lists exist.

AU-02 **Is user data collected according to GDPR/privacy regulations (UK GDPR/PECR, consent banner, Consent Mode v2 signals sent)?**	High	Complex	To do

A cookie banner is in place, but Consent Mode v2 could not be confirmed: on a test visit the ad_user_data signal was set after the Google tag loaded. Needs a proper capture before the lists can be trusted.

AU-03 **Is the 'membership status' of all lists set to 'open'?**	High	Simple	Excellent

Yes. All lists are set to open membership.

AU-04 **Are the remarketing lists of sufficient size to target in Google Ads campaigns?**	High	Simple	To do

'All visitors' is big enough for Search (about 1,840 against the 1,000 minimum). 'Form converters' has 38 members, too small to use.

AU-05 **Are remarketing lists segmented based on important characteristics like behavior and intent?**	High	Neutral	To do

Three lists, none split by service. Nothing separates a boiler-repair visitor from a bathroom-enquiry visitor.

AU-06 **Have custom and/or combined segments been created in a logical way?**	High	Neutral	To do

No custom or combined segments are in use on Search. One custom segment exists, built from search terms, and is only used as a Performance Max signal.

First-party data	Impact	Complexity	Score
AU-09 **Are (segmented) customer lists uploaded and frequently updated/synced?**	Mid	Neutral	To do

No customer list has been uploaded. The client holds roughly 410 past customers in a spreadsheet that could be used, subject to consent.

AU-10 **Are the customer lists segmented based on important characteristics like customer lifetime value (CLV), one-time vs repeat purchasers, big spenders, bargain hunters etc.?**	Mid	Neutral	n/a

Not applicable until a customer list exists (see AU-09). Once uploaded, split by job value (boiler install against repair) and repeat customers.

Performance

45 /100

4 checks

AUDITOR'S SUMMARY

Reported conversions are rising and verified enquiries are not. That gap is the story of this account. Everything in the Conversion tracking section explains it.

SPEND (30 DAYS)
£3,486
+5.3% vs previous 30 days

CLICKS
2,222
+2.9% vs previous

AVERAGE CPC
£1.57
+2.4% vs previous

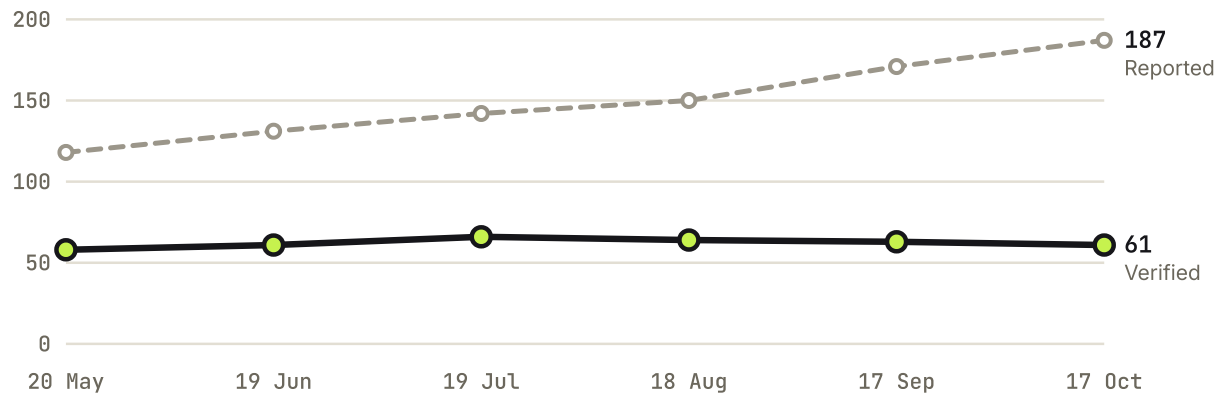
REPORTED CONVERSIONS
187
+9.4% | £18.64 each

VERIFIED ENQUIRIES
61
-3.2% vs previous 63

COST PER VERIFIED ENQUIRY
£57.15
+8.7% | target £45

Reported conversions against verified enquiries

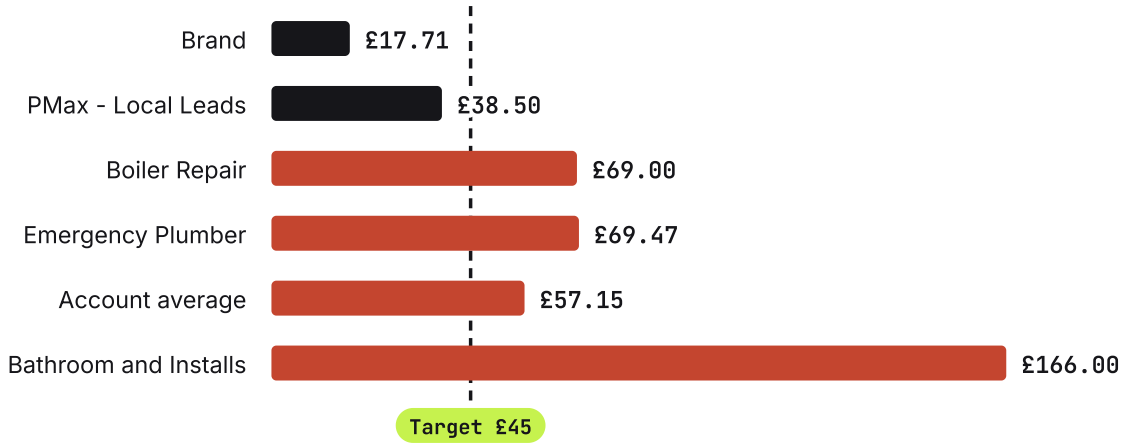
30-day periods, labelled by end date. Reported conversions are up 58% in five periods. Verified enquiries (calls over 60 seconds plus form entries) are flat.



CAMPAIGN	COST	CLICKS	REPORTED CONV.	VERIFIED ENQUIRIES	COST / VERIFIED
Brand - Search - Exampleton	£248	438	38	14	£17.71
Emergency Plumber - Search - Exampleton	£1,320	702	61	19	£69.47
Boiler Repair and Servicing - Search	£1,035	548	47	15	£69.00
Bathroom and Installs - Search	£498	233	15	3	£166.00
PMax - Local Leads	£385	301	26	10	£38.50
Account total	**£3,486**	**2,222**	**187**	**61**	**£57.15**

Cost per verified enquiry by campaign

Last 30 days. Bars above the £45 target are shown in red.



Historic, high level campaign performance and trends	Impact	Complexity	Score
PF-01 **What are the developments/trends around search volumes and most important keyword themes?**	n/a	n/a	Good

Demand for emergency and boiler-repair terms rises each year from late October to January, so the next 10 weeks are the peak. Bathroom searches are steadier and flat. The account has not been scaled for the seasonal peak yet.

PF-02 **How do the following metrics compare to previous periods? Impressions, clicks, CTR, CPC, cost, conversions, CPA, conversion rate, conversion value, ROAS and AOV.**	n/a	n/a	To do

Over the last 30 days against the 30 before: cost up 5.3% to £3,486; clicks up 2.9%; CTR down from 3.70% to 3.52%; average CPC up 2.4% to £1.57. Reported conversions are up 9.4% to 187 and reported CPA fell 3.8% to £18.64, but **verified enquiries fell 3.2% to 61** and the real cost per enquiry rose 8.7% to £57.15. The conversion numbers look better than the business does.

PF-03 **Are there any campaigns, ad groups, keywords or products that either over-perform or under-perform?**	n/a	n/a	To do

Over-performer: Brand (£17.71 per verified enquiry) and PMax (£38.50). Under-performer: **Bathroom and Installs**, £498 for 3 verified enquiries (£166 each), 14% of spend for 5% of enquiries. Emergency and Boiler both sit near £69, well above the £45 target.

PF-04 **Are there any important products/services that are not getting enough exposure (clicks, conversions, revenue etc.)?**	n/a	n/a	To do

Annual boiler servicing, a good repeat-revenue service, gets only 6% of impressions because it shares one ad group with repairs and installs. Leak detection and blocked drains have no keywords at all.

Conversion tracking

53 /100

10 checks

AUDITOR'S SUMMARY

This is the most important section. Every lead action counts every conversion, taps and chat opens are Primary, and the thank-you page fires twice on refresh. Google reports 187 conversions; the enquiry log shows 61. Bidding is learning from the wrong numbers.

Tracking, settings and attribution	Impact	Complexity	Score
CT-01 **Are all important conversion actions active and configured correctly?**	High	Complex	To do
Four actions are active, but the form thank-you page re-fires on refresh and back-button visits: 61 form conversions recorded against 38 real form entries in the client's inbox. No removed-but-biddable actions found.			
CT-02 **Are the most important conversion goal(s) used for bid optimization and reporting (primary), and less important conversion goal(s) for observation (secondary)?**	High	Neutral	Bad
All four actions are Primary, including 'Click to call button' (a tap, not a call) and 'Chat opened'. Taps and chat opens make up 103 of the 187 reported conversions, so Google is bidding for taps.			
CT-03 **Does Offline Conversion Tracking (OCT) make sense for this account? If yes, has it been configured correctly?**	High	Complex	To do
It makes sense here. The client logs every enquiry and whether the job was won in a spreadsheet, but none of it goes back to Google. Uploading 'qualified lead' and 'job won' would let bidding learn from real jobs.			
CT-04 **Have conversion goals been set up with the Google Ads conversion tag, or imported from Google Analytics? (best practice is the Google Ads conversion tag)**	High	Simple	Excellent
Actions use the Google Ads conversion tag through Tag Manager. The GA4 imports are Secondary, which is the right way round.			
CT-05 **Are the conversion goals correctly categorized?**	Mid	Simple	Good
Categories are correct (Phone call lead, Submit lead form) except 'Chat opened', which is categorised as Submit lead form. It should be a Secondary 'Engagement' action.			
CT-06 **Do the conversion goals have the right value assigned to them (fixed or variable depending on goals)?**	High	Complex	To do
No conversion has a value. Set a value per lead based on average job value and close rate, otherwise value-based bidding is not an option later.			
CT-07 **How many conversions are being counted (one or all) per click/interaction and is this correct? (for lead gen, most conversions only need to be counted once, whereas for ecom all purchase conversions should be counted)**	High	Simple	Bad
All four lead actions count **Every** conversion per click. A visitor who taps to call, opens the chat and submits the form counts three times. Lead actions should count One.			

Tracking, settings and attribution	Impact	Complexity	Score
CT-08 **Are the click-through, engaged-view and view-through conversion windows set to the right values?**	High	Simple	Excellent

Click-through window 30 days, view-through 1 day. Sensible for a service with a short decision cycle.

CT-09 **Does the chosen attribution model make sense for the conversion goals?**	Mid	Simple	Excellent

Data-driven attribution is used on all actions. Correct for this volume.

CT-10 **Are enhanced conversions (for web and/or for leads) configured correctly to improve tracking accuracy, and do the diagnostics show a positive uplift of tracked conversions?**	High	Complex	Good

Enhanced conversions for leads are on for the form. Diagnostics show 'recording', with about 71% of form conversions carrying matched data. Not available for the phone actions.

Bid management

29 /100

7 checks

AUDITOR'S SUMMARY

Bidding is a patchwork of four strategies, and the one smart-bidding campaign is chasing a target set from inflated conversion data. The fix is sequence: clean the tracking first, then reset targets against verified cost per enquiry.

Bid strategies and bid adjustments	Impact	Complexity	Score
BM-01 **Are the right bid strategies used, based on the goals and monthly conversion volumes?**	High	Neutral	To do
Emergency: Maximise conversions with a tCPA. Boiler and Bathroom: manual CPC. Brand: Maximise clicks with a cap. A mix, and the one smart-bidding campaign is learning from the inflated conversion count. Revisit after CT-02 and CT-07 are fixed.			
BM-02 **In case tROAS/tCPA is used, have the targets been adjusted to product categories and/or services, and are they aligned with the client's efficiency goals?**	High	Simple	Bad
The Emergency tCPA is £18, set against the inflated reported CPA (£18.64), not against the £45 target. Google is rewarded for finding cheap taps. Re-baseline to verified numbers after tracking is fixed.			
BM-03 **In case tROAS/tCPA is used, have portfolio bid strategies been set up with a max CPC cap and does the selected value make sense?**	High	Simple	To do
No portfolio strategy and no max CPC cap. Realised CPC on Emergency is £1.88; a cap near £3.00 would stop a bad auction day without choking volume.			
BM-04 **Is the Target Impression Share bid strategy used for branded campaigns? If not, does the selected bid strategy make sense?**	High	Simple	To do
Brand uses Maximise clicks with a £1.20 cap. Brand impression share is 71%, 24% lost to rank. A Target impression share strategy (top of page, about 90%) with a £1.50 cap would protect brand searches for pennies.			
BM-05 **Are seasonality bid adjustments used and are the values up to date?**	n/a	n/a	n/a
None are set and none are needed. The seasonal rise is gradual and conversion rates do not shift sharply.			
BM-06 **Are bid adjustments used on campaigns with a manual CPC/maximize clicks bid strategy, and do they make sense?**	High	Neutral	To do
No device adjustments on the two manual CPC campaigns, although mobile reports a 10.1% conversion rate against 5.4% on desktop. Add a mobile uplift on Boiler and Bathroom.			
BM-07 **Has an ad schedule been configured? Is this up to date, and does it make sense?**	High	Simple	To do
Ads run 24 hours. The phone line is answered 07:00-21:00. Between 21:00 and 07:00 the account spends £434 (14% of Search spend) and converts at under a third of the daytime rate, mostly taps.			

Budget

43 /100

5 checks

AUDITOR'S SUMMARY

The budget is flexible but not generous. The winter peak is about to start and the main campaign is already running out of budget on some days. Spend is also not allocated well: Bathroom takes 14% for 5% of enquiries.

Budget settings	Impact	Complexity	Score
BU-01 **Are the monthly budgets flexible (e.g. can they be increased when efficiency targets are met), or is there a fixed monthly budget?**	High	Neutral	Good

The client confirmed the budget can rise when cost per enquiry reaches £45. Currently held at £3,500 a month.

BU-02 **Is the monthly budget big enough, when looking at the size of the market and competitors?**	High	Neutral	To do

Search impression share is 52%: 31% is lost to rank and 17% to budget. In the winter peak the market is bigger than this budget, so rank (bids, ad quality) matters more than budget.

BU-03 **Is the monthly budget big enough to hit business goals and targets?**	High	Neutral	To do

At £57.15 per enquiry, £3,500 produces about 61 enquiries a month against the goal of 80. Hitting 80 needs either a cost per enquiry near £44 or about £4,600 a month.

BU-04 **Is the available budget allocated correctly in the account?**	High	Neutral	To do

Bathroom and Installs takes 14% of spend for 5% of verified enquiries. Emergency and Boiler carry the account but are held back by rank.

BU-05 **Do the most important campaigns have enough daily budget or are they limited by budget?**	High	Neutral	To do

Emergency was limited by budget on 11 of the last 30 days, losing 17% of eligible impressions, mostly on evenings and weekends when intent is highest.

Search

59 /100

41 checks

AUDITOR'S SUMMARY

The structure is sensible and the Emergency campaign is well aimed. The leaks are specific and fixable: search partners (£341), broad match on manual CPC (£712 exposed), uncovered negatives (£276), and auto-apply quietly adding broad keywords. Ad assets are thin in places.

Campaign structure	Impact	Complexity	Score
SE-01 **Is there a separate Branded Search campaign to catch branded search traffic, and have branded keywords been added to non-branded campaigns as broad match negative keywords?**	High	Neutral	To do

A separate Brand campaign exists. But brand terms are not added as negatives to the non-brand campaigns: 6.2% of Emergency clicks are people searching the company name.

SE-02 **Are there any Bottom of the Funnel (BoFu) Search campaigns to catch highly relevant, conversion oriented traffic?**	High	Neutral	Excellent

Yes. The Emergency campaign targets bottom-of-funnel terms ('emergency plumber', '24 hour plumber near me', 'burst pipe').

SE-03 **Has the campaign structure been set up according to modern-day best practices (consolidated by intent, enough data per campaign, not over-segmented)?**	High	Neutral	Good

Four Search campaigns by intent, which suits this budget. Bathroom and Installs is under-sized for a smart bid strategy and should stay manual or be merged.

SE-04 **Is there a logical and consistent campaign and ad group naming convention?**	Low	Simple	Excellent

Consistent naming ('Service - Search - Area'), campaigns and ad groups.

SE-05 **Do all active campaigns and ad groups contain active elements, such as ad groups for campaigns, keywords and ads for ad groups?**	High	Neutral	Good

No empty campaigns or ad groups. Two ad groups are paused, and one ('Combi boiler install') has a single ad rated Poor.

Campaign settings	Impact	Complexity	Score
SE-06 **Are the right campaign goals selected for every Search campaign?**	High	Simple	Excellent

Leads goal on all four campaigns, using account-level conversion goals.

SE-07 **In addition to Google Search, are there any other networks that have been selected (search partners, Display network)? How do they perform, and is this a logical choice?**	Low	Simple	Bad

Search partners are on in all four campaigns. They took 214 clicks and £341 (11% of Search spend) at a 1.9% reported conversion rate, against 9.2% on Google Search. Display expansion is off.

Campaign settings	Impact	Complexity	Score
SE-08 **Are the geographical targeting settings configured correctly, and how do they perform?**	High	Simple	Good

A 15-mile radius around the base plus three outer postcodes. About 4% of clicks come from outside the real service area. The outer ring east of the river converts at 1.1%, so trim it.

SE-09 **Is the location targeting setting set to 'Presence: People in or regularly in your targeted locations'?**	Mid	Simple	To do

The setting is the default 'Presence or interest'. About 9% of Search clicks (£279) come from people outside the area who only showed interest in it. Switch to Presence.

SE-10 **Are the language settings configured correctly?**	High	Simple	Excellent

English (UK) only, matching the market and the ads.

SE-11 **Are fraudulent IP addresses excluded (automatically), with a tool like Lunio?**	Low	Neutral	Good

No invalid-click tool is used. Google credited £28 of invalid clicks last month. A third-party tool is not worth the fee at this budget.

Keywords and match types	Impact	Complexity	Score
SE-12 **Are [exact] and "phrase" match keywords used, and does it make sense to use them? Are there still any old +broad +match +modifier keywords active?**	High	Neutral	Good

Exact and phrase are used on Brand and Emergency. No old +modified broad keywords remain (they were retired in 2021 and none were left behind).

SE-13 **Are broad match keywords used in combination with a smart bid strategy (tCPA or tROAS) to get more conversion volumes? If not, have they been tested in the past?**	High	Neutral	Bad

Boiler and Bathroom use broad match on **manual CPC**: 34 broad keywords, £712 of spend, and 31% of those clicks come from irrelevant searches. Broad match needs a smart bid strategy fed by clean conversion data. Neither is in place.

SE-14 **Are keywords frequently updated based on the search term report?**	Mid	Neutral	To do

The search terms report was last worked 11 weeks ago according to the change history.

SE-15 **Are there any active bad performing keywords that need to be paused/removed/optimized?**	Mid	Neutral	To do

17 keywords have 25+ clicks and no reported conversions (£287 in total). Pause or move to exact.

SE-16 **Have all high-volume search terms been added as keywords?**	Mid	Neutral	To do

23 search terms that converted twice or more have no matching keyword, for example 'combi boiler leaking' and 'boiler pressure dropping'. Add them as exact and phrase.

SE-17 **Is the keyword coverage of all active keywords optimal, taking the budgets and targets into consideration?**	High	Neutral	Good

Core services are covered. There is nothing for leak detection, blocked drains or landlord boiler certificates.

Keywords and match types	Impact	Complexity	Score
SE-18 **Are keywords grouped together in ad groups based on themes and/or landing pages? Are there any ad groups that need to be consolidated, or segmented out?**	High	Complex	To do

The Boiler ad group has 64 keywords mixing repair, servicing and installation. Split by intent and landing page.

Quality Score	Impact	Complexity	Score
SE-26 **What is the average, weighted quality score for all keywords? Separate by brand vs non-brand.**	High	Neutral	Good

Impression-weighted Quality Score is 7.1: non-brand 6.4, brand 9.6.

SE-27 **What is the expected click-through rate (CTR) for all keywords? Separate by brand vs non-brand.**	High	Neutral	Good

Expected CTR: above average 52%, average 36%, below average 12% of impressions (non-brand). Brand is above average throughout.

SE-28 **What is the ad relevance for all keywords? Separate by brand vs non-brand.**	High	Neutral	Good

Ad relevance: above average 61%, average 33%, below average 6% of impressions (non-brand).

SE-29 **What is the landing page experience for all keywords? Separate by brand vs non-brand.**	High	Neutral	To do

Landing page experience is below average on 24% of impressions, almost all on the Bathroom page, where mobile Largest Contentful Paint is 4.8 seconds.

Ad copy	Impact	Complexity	Score
SE-30 **Does the ad copy relate to the search (keyword) and is it aligned with the user's search/buying intent?**	High	Neutral	Good

Headlines mirror the keyword in three of four campaigns. Bathroom and Installs uses generic headlines.

SE-31 **Are business USPs actively used in the ad copy?**	High	Neutral	Good

'Gas Safe registered', '60-minute response' and 'Fixed prices' appear in the Emergency ads. They are missing from Bathroom and Installs.

SE-32 **Are the most relevant landing pages used to send traffic to the right pages?**	High	Simple	To do

31% of Boiler clicks go to the general /services/ page although /boiler-repair/ exists. Point each ad group at its own page.

SE-33 **Does the ad copy contain clear, specific and appealing messaging?**	High	Neutral	Good

Messaging is clear and specific. Headlines lead with the service and the area, not the company.

SE-34 **Does the ad copy contain clear, specific and appealing CTAs that are aligned with the landing pages' CTAs?**	High	Simple	Good

Ads say 'Call now' and the pages offer both a click-to-call button and a form. The 74 taps suggest calls are the preferred route, so keep the phone number above the fold on mobile.

Ad copy	Impact	Complexity	Score
SE-35 **Is new ad copy actively tested to increase CTR (for example with capital differentiation, numbers, questions, active language, social proof, urgency, scarcity)?**	High	Neutral	To do

No ad tests running. The last ad change was 9 weeks ago.

SE-36 **Are RSAs free of pinned headlines and descriptions? If not, is this being tested actively?**	High	Neutral	Excellent

One RSA pins a brand headline in position 1. The rest are unpinned. Acceptable.

SE-37 **Are there any old expanded text ads (ETAs) left, and have they been replaced by RSAs?**	Mid	Simple	Excellent

No expanded text ads remain. They cannot serve any more.

SE-38 **Are auto-applied recommendations turned off (or reviewed)? If not, what is the quality of the assets and ads they create?**	High	Simple	Bad

Auto-apply is on for 'Add RSA assets' and 'Add keywords'. 14 changes were applied in the last 90 days, including 5 broad-match keywords on the Boiler campaign. Turn it off and review what was added.

Assets (formerly extensions)	Impact	Complexity	Score
SE-39 **Do all campaigns have a minimum of 4 active sitelink assets, including descriptions and a unique final URL per sitelink?**	High	Simple	To do

11 sitelinks across the account: Emergency 5, Boiler 4, Bathroom 2, Brand 0. 7 of the 11 have no descriptions.

SE-40 **Are customer reviews actively gathered through a Google-approved review platform, and are they connected to the ads?**	High	Neutral	To do

The business holds 212 reviews at 4.8 on a third-party site, but they are not connected to the ads.

SE-41 **Do all campaigns contain a minimum of 4 callout assets?**	High	Simple	Excellent

6 account-level callouts apply to every campaign.

SE-42 **Do all campaigns contain a minimum of 1 structured snippet asset?**	High	Simple	To do

No structured snippets. Add a 'Services' snippet (Boilers, Leaks, Bathrooms, Heating).

SE-43 **Do all campaigns contain a call asset, configured to the opening times of the client's customer service (only if calls make sense of course)?**	Mid	Simple	Good

A call asset is linked on all four campaigns and is showing (phone impressions recorded). 23 calls over 60 seconds in the period. The asset is not scheduled to the 07:00-21:00 answering hours.

SE-44 **Do all campaigns contain price assets, whenever relevant?**	High	Simple	To do

No price assets. The client has a published price list on the site that would suit a price asset.

SE-45 **Do all campaigns contain location assets, if relevant?**	Mid	Simple	Good

A location asset comes from the linked Business Profile at account level.

Assets (formerly extensions)	Impact	Complexity	Score
SE-46 **Do all campaigns contain one or more promotion assets for ongoing or short promotions?**	High	Simple	To do

No promotion asset. The winter boiler-service offer starting 1 November is a clear candidate.

SE-47 **Do all campaigns contain image assets, if relevant?**	High	Neutral	To do

No image assets on any Search campaign. Account eligibility not yet confirmed.

SE-48 **Are all assets aligned with the theme of the campaign/ad group they're attached to?**	High	Neutral	Good

Assets match the campaign themes, apart from account-level callouts that mention bathrooms on the Emergency campaign.

Performance Max

50 /100

18 checks

AUDITOR'S SUMMARY

A small Performance Max campaign delivering a good cost per enquiry (£38.50), but partly on brand searches. Tighten with brand exclusions, URL exclusions and real assets before giving it more budget.

Campaign structure	Impact	Complexity	Score
PM-01 **Is there a logical campaign structure in place? If campaigns are segmented out, is it because of a need for control over budgets, bid strategies and/or targets? If not, why? Does it make sense or should campaigns be consolidated?**	High	Neutral	Good
One Performance Max campaign, 'PMax - Local Leads', takes £385 a month (11% of spend). One campaign is right at this size.			
PM-02 **Do the Performance Max campaigns contain all essential and recommended elements, such as asset groups, listing groups, audience signals, assets etc. to fully and optimally utilize this campaign type?**	High	Neutral	To do
One asset group, no search themes added, and 8 of 20 text assets are rated Low.			
PM-03 **If relevant: are underlying asset groups segmented (by service/theme)?**	High	Neutral	To do
One asset group mixes emergency, boiler and bathroom messages. Split by service so the assets stay relevant to the people they reach.			

Campaign settings	Impact	Complexity	Score
PM-06 **Are the right campaign goals selected for the Performance Max campaigns and is the data-input correct?**	High	Simple	To do
The campaign uses account-level goals, which include 'Chat opened' as Primary, so PMax's 26 reported conversions include chat opens that are not leads.			
PM-08 **Are value rules used, and if so, do they make sense?**	High	Complex	n/a
No value rules. They are not needed until conversion values are set (see CT-06).			
PM-10 **Are the geographic targeting locations correctly configured, and if so, how do they perform?**	High	Neutral	Good
Same 15-mile radius as Search.			
PM-11 **Is the location targeting setting set to 'Presence: People in or regularly in your targeted locations'?**	Mid	Simple	To do
Set to 'Presence or interest', same as Search. Switch to Presence.			
PM-12 **Are the language settings correctly configured?**	High	Simple	Excellent
English (UK).			

Campaign settings	Impact	Complexity	Score
PM-13 **Is Final URL expansion being used, and if so, are all irrelevant URLs excluded?**	Mid	Neutral	To do

Final URL expansion is on. 14% of PMax clicks land on /careers/ and /blog/. Add URL exclusions.

PM-14 **Are store locations connected and do they show the right address(es)?**	Mid	Simple	Good

Business Profile locations are connected. It is a service-area business so no address is shown.

PM-15 **Are branded search terms excluded (through brand exclusions)? And if so, is there a (branded) Standard Shopping or Search campaign in place to catch the branded terms?**	High	Simple	To do

No brand exclusions. An estimated 31% of the Performance Max search-category clicks are brand searches the Brand campaign would win more cheaply.

Audience signals	Impact	Complexity	Score
PM-16 **Are audience signals actively used in Performance Max asset groups?**	Mid	Neutral	Good

Audience signals are used in the asset group.

PM-17 **Are the added audience signals correctly set up (by combining first-party data with high-intent custom segment data from Google)?**	High	Complex	To do

The signal is a custom segment built from search terms only. There is no first-party list yet (see AU-09).

Assets	Impact	Complexity	Score
PM-18 **Are all assets fully utilized? (5 headlines, 5 long headlines, 5 descriptions, 15 images, 5 logos, 5 videos)**	High	Neutral	To do

5 of 5 headlines, 3 of 5 long headlines, 4 of 5 descriptions, 6 images, 1 logo, 0 videos.

PM-19 **Are all added headlines, long headlines and descriptions written in an appealing way? (USPs, CTAs, social proof, CTR boosters)**	High	Neutral	Good

Text assets are specific, with USPs and a call to action, though several are near duplicates.

PM-20 **Are the added images of high quality, appealing and diverse?**	High	Neutral	To do

Six stock images. There are no real photos of the team, van or finished jobs.

PM-21 **Are the added videos of high quality and professionally produced?**	High	Neutral	To do

No video is supplied, so Google generates one automatically. Upload a short real video.

PM-22 **Are bad performing assets frequently replaced by new, improved assets? And is the performance of the assets documented in a performance log?**	High	Neutral	To do

There is no performance log. 8 of 20 text assets are Low and have been for 6 weeks.

Google Recommendations

43 /100

3 checks

AUDITOR'S SUMMARY

Google's recommendations are mostly noise here. Two are useful. The auto-apply settings are not: they have been adding broad match keywords.

Recommendations	Impact	Complexity	Score
GR-01 **Are there any recommendations (in the recommendations tab) that need to be implemented?**	Mid	Neutral	Good

Optimisation score is 76% with 7 recommendations. 3 are worth applying (add negative keywords, add missing sitelinks, fix a landing page); the rest push broader match and higher budgets and should be ignored.

GR-02 **Are there any auto-applied recommendations that need to be turned off?**	High	Simple	Bad

Yes. Auto-apply is on for 'Add RSA assets' and 'Add keywords' (see SE-38). Turn both off.

GR-03 **Are there any interesting insights in the insights tab?**	Mid	Neutral	Good

Auction insights show one regional competitor overlapping on 38% of impressions and out-ranking the account on emergency terms. Useful input for the bid review.

Microsoft Ads

35 /100

1 check

AUDITOR'S SUMMARY

Not used. A low-risk test for later, once tracking is clean.

Microsoft Ads	Impact	Complexity	Score
MS-01 **Is there an active Microsoft Ads account?**	Mid	Neutral	To do

There is no Microsoft Ads account. Importing the Search campaigns once tracking is fixed is a cheap test, at roughly £300 a month.

Remarketing

75 /100

1 check

AUDITOR'S SUMMARY

Not used. Correct at this budget; revisit once Search and tracking are fixed.

Campaign structure	Impact	Complexity	Score
RM-01 **Are there any active remarketing campaigns (Display, Demand Gen, YouTube)? If no, does it make sense to set them up?**	High	Complex	Good

No remarketing campaigns, which is correct at £3,500 a month. Fixing Search and tracking comes first. Revisit once the lists in the Audience section are usable.

Optimisations

Every action from this audit in one list, ordered by priority and then by how quickly it can be done. Priority follows impact; within a priority, simple fixes come first. The checks column points back to the questions above.

#	Optimisation	Priority	Impact	Complexity
01	**Count each lead once and demote taps and chat opens** Set the four lead actions to count One, move 'Click to call button' and 'Chat opened' to Secondary. Then re-baseline the Emergency tCPA from £18 to the verified target in two to three weeks. `CT-02, CT-07, BM-02, PM-06`	High	High	Simple
02	**Switch off auto-apply and review what it added** Turn off 'Add RSA assets' and 'Add keywords', then review the 14 changes from the last 90 days, including 5 broad-match keywords on Boiler. `SE-38, GR-02`	High	High	Simple
03	**Cover every Search campaign with negatives** Attach the shared list to Boiler and Bathroom, add the 94 zero-conversion terms (£276) and add brand terms as negatives on non-brand campaigns. `AS-10, AS-11, SE-01`	High	High	Simple
04	**Add brand and URL exclusions to Performance Max** Exclude brand searches (about 31% of PMax search clicks) and the /careers/ and /blog/ URLs (14% of clicks). Add the missing placement and content exclusions. `PM-15, PM-13, AS-04, AS-05`	High	High	Simple
05	**Take broad match off manual CPC** On Boiler and Bathroom move the 34 broad keywords to phrase and exact. Reintroduce broad later, with a smart strategy and clean data. Add the 23 unmatched converting terms and pause the 17 no-conversion keywords (£287). `SE-13, SE-15, SE-16`	High	High	Neutral
06	**Fix the duplicate form conversion and upload offline results** Stop the thank-you page re-firing on refresh (61 recorded against 38 real entries). Then upload 'qualified lead' and 'job won' from the client's enquiry sheet so bidding learns from real jobs. `CT-01, CT-03, CT-06, CT-10`	High	High	Complex
07	**Write targets, a 90-day roadmap and a test log** Put the £45 cost per enquiry and 80 enquiries a month in writing, per campaign. Use this list as the first roadmap and log every test with its result. `GT-01, GT-02, GT-03`	High	High	Complex
08	**Search partners off, Presence-only targeting, align the ad schedule** Remove search partners (£341, 1.9% conversion rate), switch location to Presence (about £279 of out-of-area clicks) and bid down 21:00-07:00 or restrict calls to answering hours. `SE-07, SE-09, BM-07, PM-11`	Mid	Mid	Simple

#	Optimisation	Priority	Impact	Complexity
09	**Complete the ad assets** Add descriptions to the 7 sitelinks without them, add sitelinks to Brand and Bathroom, a Services snippet, price and promotion assets (winter boiler service) and image assets. SE-39, SE-42, SE-44, SE-46, SE-47	Mid	Mid	Simple
10	**Route ads to the right pages and speed up Bathroom** Send Boiler ads to /boiler-repair/ rather than /services/ (31% of clicks), split the Boiler ad group by intent, and bring the Bathroom page mobile load from 4.8s below 2.5s. SE-32, SE-18, SE-29	Mid	Mid	Neutral
11	**Test Consent Mode v2 and refresh Performance Max assets** Capture the consent signals the site sends to Google, then upload real photos and a short video and replace the 8 Low-rated text assets. AU-02, PM-18, PM-20, PM-21, PM-22	Mid	Mid	Complex
12	**Housekeeping: Search Console link, customer list, Microsoft Ads test** Link Search Console, upload the ~410-customer list (with consent), and import the Search campaigns into Microsoft Ads for a £300 test once tracking is clean. CN-04, AU-09, MS-01	Low	Low	Simple

What happens next

The first four items are quick and carry most of the savings. They can usually be done in a single working session. The tracking fixes come before any bid changes, because every bid in the account currently follows the inflated conversion numbers. **Suggested order:** items 1 to 4 in week one, item 5 and the bid reset in weeks two and three, the rest over the following 90 days.

This is an example report. Example Plumbing & Heating Ltd, its account, figures, search terms and findings are fictional and were made up to show the format. They describe no real business.