

Google Ads Optimization Checklist

Run through this list before you call it done — the fast, high-leverage fixes that catch most account issues. Each item is named for the action it asks for and the waste it removes, so an auditor can tell at a glance what “done” looks like.

1 MEASUREMENT FOUNDATIONS

- ☐ UTM Implementation
- ☐ Egregious Errors Check

2 STRUCTURE & TARGETING

- ☐ Campaign Consolidation
- ☐ Campaign Segmentation
- ☐ Network Placements Review
- ☐ Bid Adjustments
- ☐ Remarketing Audiences

3 BUDGET & BIDDING

- ☐ Budget Analysis
- ☐ Branded Search Strategy
- ☐ Turn Off Underperforming Assets
- ☐ Impression Share Analysis

4 SEARCH INTENT & KEYWORDS

- ☐ Search Terms Audit
- ☐ Negative Keywords Audit
- ☐ Match Type Review
- ☐ Quality Score Review

5 CREATIVE & DESTINATIONS

- ☐ Ad Copy Review
- ☐ Asset Extensions Check
- ☐ URL Accuracy
- ☐ Landing Page Accuracy