

THE GOOGLE ADS PERFORMANCE CHECKLIST

A SIMPLE GUIDE

ARE YOU PAYING FOR CLICKS OR RESULTS?

Running Google Ads without a regular audit is like trying to fill a bucket with a hole in the bottom - no matter how much "budget" you pour in, you'll never see it full.

This Google Ads Performance Checklist is designed to help you plug those leaks. We've stripped away the technical jargon to give you a clear, step-by-step framework for auditing your account. Whether you're looking to lower your cost-per-lead or simply want to ensure your ads are showing to the right people in Telford and beyond, this guide is your roadmap to a higher ROI.



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THE "BUDGET LEAK" CHECK



Search Terms Report: Review your "Search Terms" (not just keywords). Are there any irrelevant terms? Add them as Negative Keywords immediately.



Location Targeting: Check the "User Locations" report. Are you paying for clicks from outside your service area (e.g., outside Telford/Shropshire)?



Excluded Placements: If running Display or Video ads, check where your ads are appearing. Exclude "Kid's YouTube Channels" or junk mobile apps that eat budget without converting.

AD & MESSAGE RELEVANCE



CTR (Click-Through Rate): Is your CTR below 3%? If so, your ad copy likely doesn't match the searcher's intent. Rewrite your headlines.



Ad Strength: Are your Responsive Search Ads (RSAs) rated as "Good" or "Excellent"? Add more unique headlines and descriptions to improve this.



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AD & MESSAGE RELEVANCE



Landing Page Match: Does the page the user lands on actually mention the keyword they searched for? If not, your Quality Score will suffer.

TRACKING & DATA ACCURACY



Conversion Status: Go to Tools > Conversions. Are your primary goals (Calls, Lead Forms, Sales) showing as "Recording conversions"?



Tag Assistant: Use the Google Tag Assistant to ensure your tracking tags are firing correctly on your "Thank You" or "Success" pages.



Enhanced Conversions: Ensure this is turned on to help Google's AI find more customers in a cookieless world.

EXTENSIONS & ASSETS



Sitelink Assets: Do you have at least 4 active sitelinks taking users to specific pages (e.g., "Our Services," "About Us," "Contact")?



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Call Assets: Is your phone number showing correctly on mobile ads?



Callout Assets: Are you highlighting USPs like "Free Quotes," "Family Run," or "24/7 Support"?

STRATEGY & BIDDING



Bidding Strategy: Are you still on "Manual CPC"? If you have enough conversion data, consider switching to "Maximize Conversions" or "Target CPA" to let Google's AI optimize for you.



Impression Share: Check your "Search Lost IS (Budget)." If this is high, you are missing out on customers because your daily budget is too low.



Recommendation Score: Review Google's suggestions, but be careful—only apply the ones that actually align with your business goals, not just Google's revenue.

