Google Ads Checklist

32 checks to run before and after you spend money on Google Ads

How to use it: tick each line that is true for your account today. Every unticked line is a fix, and the ones near the top of each section usually matter most.

Tracking, before anything else

1 ☐ Google tag or Google Tag Manager is installed on every page of the site.

2 ☐ A conversion action exists for each real lead: form submit, call from ads, WhatsApp click.

3 ☐ Each conversion fires once per lead, tested with a real form fill.

4 ☐ Google Ads and Google Analytics 4 are linked, and auto-tagging is on.

5 ☐ Call extensions use a Google forwarding number so calls count as conversions.

6 ☐ Conversion value is set, even as an estimate, so bidding knows a good lead from a weak one.

Account and campaign setup

7 ☐ Search and Display are separate campaigns. The Display Network box is unticked on Search.

8 ☐ Location targeting is set to Presence: people in or regularly in your area, not people interested in it.

9 ☐ Ad schedule matches the hours someone can answer the phone.

10 ☐ One campaign per service or product line, so budgets do not fight each other.

11 ☐ Bidding starts on Maximise Clicks or Manual CPC until there are 30+ conversions a month, then moves to conversion bidding.

12 ☐ Auto-applied recommendations are reviewed and switched off where you did not approve them.

Keywords

13 ☐ Keywords are grouped by intent, 5 to 15 per ad group.

14 ☐ Phrase and exact match carry most of the budget. Broad match only with conversion bidding and a negative list.

15 ☐ A negative keyword list blocks job, free, course, salary, training, DIY and competitor brand searches you do not want.

16 ☐ The search terms report is checked every week for the first month and every two weeks after.

17 ☐ Local modifiers (your city, near me) have their own ad group when they behave differently.

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Ads and assets

18 ☐ Each ad group has a responsive search ad with at least 10 headlines and 4 descriptions.

19 ☐ Headlines include the keyword, the location, a price or offer, and a reason to choose you.

20 ☐ Ad strength is Good or Excellent without repeating the same phrase.

21 ☐ Sitelinks, callouts, structured snippets and a call asset are added.

22 ☐ Location asset is linked to your Google Business Profile.

23 ☐ Image assets are added where the account is eligible.

Landing page

24 ☐ The ad sends people to the page about that exact service, not the home page.

25 ☐ The headline on the page repeats what the ad promised.

26 ☐ Phone number, WhatsApp button and a short form are visible without scrolling on a phone.

27 ☐ The page loads in under 3 seconds on mobile data.

28 ☐ The form asks only what you need for the first call.

Budget and reporting

29 ☐ Daily budget is enough for at least 10 clicks a day at your expected cost per click.

30 ☐ You know your target cost per lead before launch: the most you can pay and still profit.

31 ☐ Leads are followed up within 15 minutes during working hours.

32 ☐ Each month you compare cost per lead and cost per customer, not clicks or impressions.

Want us to run this checklist on your account? **Free review from our Trichy team.**
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