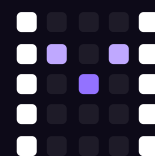


Eight places to check in your Google Ads account.



The eight things I check first on every Google Ads audit. Tick them off with your account open. From the post “Why Your Google Ads Account Is Bleeding Budget” at marketivehub.com/blog/google-ads-budget-audit-checklist/.

☐ 1. Search terms report first, always

Pull the last 90 days of search terms and sort by cost. It is the fastest way to find waste.

☐ 2. Match type mix

A campaign over 80% broad match with no smart-bidding signal is a red flag, not a strategy.

☐ 3. Conversion tracking accuracy

Duplicate conversions, calls counted twice, forms firing on load. Bad tracking makes every other decision wrong.

☐ 4. Device and location bid adjustments left on old defaults

Re-run the segmentation instead of trusting adjustments set two years ago.

☐ 5. Ad schedule nobody remembers setting

Check who the current customer is, not who they were when the schedule was built.

☐ 6. Landing page to ad copy mismatch

If the ad promises a free consultation, the page should not open with a pricing table.

☐ 7. Auto-applied recommendations

Turn auto-apply off. Review recommendations one by one.

☐ 8. Attribution model against sales cycle length

Last-click undercounts the campaigns that started a long sales cycle.

Free 30-minute call and a written audit, \$0.

Paid work starts at \$100, and only if you want it.
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