

# The Best Google Ads Audit checklist every business should know

A [Google Ads audit](#) is a comprehensive review of your Google Ads account to assess performance, identify areas of improvement, and recommend changes to improve campaign effectiveness. The audit process usually involves conducting an in-depth analysis of your account history, current campaigns, ad copy, keywords, and other relevant factors.

There are many benefits of conducting a Google Ads audit. First and foremost, it helps you take a step back and take a holistic view of your campaigns to identify areas that may be underperforming. Additionally, an audit can help you uncover opportunities for improvement that you may have otherwise missed. For example, you may find that some of your keywords are no longer relevant or that your ad copy could be more effective. Finally, a Google Ads audit can provide peace of mind by ensuring that your campaigns are on track and meeting your goals.

If you're interested in conducting a Google Ads audit for your business, there are a few resources to get you started. First, consider using a Google Ads Audit checklist to ensure you cover all the key areas. Additionally, there are several [Google Ads Audit templates](#) available online that can help streamline the process. And last but not least, don't forget to use Google Analytics to complement your audit and provide valuable insights into your campaign performance. By following these steps, you can be confident you're getting the most out of your Google Ads campaigns.

**Click on the below link for more information:**

<https://hypelocal.com/google-ads-audit-101-an-easy-and-effective-checklist-to-download/>

A Google Ads audit is simply an exercise involving an exhaustive evaluation of a Google Ads account and campaign settings to check on its effectiveness in driving your desired results. While it is more often than not conducted to reveal issues that have been lurking in plain sight and hampering campaigns' performance, a well-planned audit can be tremendously valuable in helping uncover ad optimization opportunities as well.

Below is a Google Ads Audit checklist:

- Google Ads Account Structure
- Campaign Settings
- Ad Groups & Settings
- Keywords & Targeting
- Search Terms & Negative Keywords
- Quality Score Audit & Optimization Opportunities
- Ads & Ad Extensions

This Google Ads Audit template will help you systematize your audit process and ensure that you don't miss anything important along the way. Google Ads account audits should be conducted on a regular basis - at least once every quarter - to ensure that your account is running at peak efficiency and delivering the best possible results. If you don't have the time or expertise to conduct a comprehensive Google Ads audit yourself, consider working with a qualified PPC agency or Google Ads consultant who can help you get the most out of your campaigns.

As a marketer that manages paid channels, you know that a Google Ads audit is a powerful tool. Our proven [Google Ads audit checklist](#) has helped hundreds of businesses to optimize their spending and improve their results. Here are the 9 steps:

1. Go back to the basics - revisit your goals
2. Review all essential account settings
3. Review your ad groups and campaigns
4. Review your keywords and negative keywords
5. Review your landing pages
6. Review your ads
7. Review your audience settings
8. Review your key metrics
9. Create a plan of action based on the insights uncovered

At Hypelocal, we are proud to work with some of the fastest-growing eCommerce, SaaS, and hyperlocal brands out there. We understand the importance of Google ads in driving tangible results, and that is why we offer a complete end-to-end solution for our clients. We take care of everything from strategy and setup to management and optimization so that our clients can focus on what they do best. Our team of experts is always on the lookout for opportunities to improve campaigns and drive better results. We audit campaigns regularly to make sure that we are never missing out on any potential growth. WithHypelocal, you can be confident that your Google ads are in good hands. Contact us today to learn more about our services.