

Google Ads Account Audit Checklist

For House Cleaning Companies

Professional Audit Framework

Prepared by

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Campaign Settings

- ☐ Campaign Goal aligns with business objectives
- ☐ Location Targeting configured correctly (Presence only)
- ☐ Ad Schedule optimized for high-converting hours
- ☐ Daily Budget Allocation reviewed & scaled properly

Conversion Tracking

- ☐ Google Ads Conversion Tracking properly active
- ☐ Google Analytics 4 (GA4) integrated & key events imported
- ☐ Google Tag Manager (GTM) containers verified
- ☐ Phone Call Tracking enabled for mobile call-extensions

Keyword Strategy

- ☐ High-Intent Keywords selected (e.g., "cleaning service near me")
- ☐ Match Types optimized (Phrase & Exact focus)
- ☐ Negative Keywords list implemented to block job seekers
- ☐ Search Terms Report reviewed for non-relevant queries

Ad Copy & Assets

- ☐ Responsive Search Ads (RSA) strength Excellent/Good
- ☐ Compelling Headlines & Descriptions with localized offers
- ☐ Strong & direct Call-to-Action (e.g., "Book Online Today")
- ☐ Assets implemented (Sitelinks, Callouts, Call extensions)

Landing Page Experience

- ☐ Mobile-Friendly Design & seamless user experience
- ☐ Fast Loading Speed (< 3 seconds load time)
- ☐ Clear Call-to-Action above the fold
- ☐ Simple, frictionless Contact/Quote Request Form
- ☐ Trust Signals, Guarantees & Real Customer Reviews

Note: This checklist is intended as a general audit framework and may be adapted based on business goals and account complexity.

Audit Analysis & Strategic Roadmap

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Key Performance Metrics Review

✓ **Click-Through Rate (CTR):** Benchmark > 4-5%

✓ **Cost Per Lead (CPL):** Evaluated against local industry average

✓ **Conversion Rate:** Target > 10-15% on Landing Page

✓ **Search Impression Share:** Identified lost IS (Budget vs Rank)

✓ **Cost Per Click (CPC):** Optimized for target CAC

✓ **Quality Score:** Ad Relevance & Landing Page Exp (7+)

COMMON ISSUES FOUND

- ✗ **Broad Match Overuse:** Wasting budget on irrelevant searches
- ✗ **Missing Negative Keywords:** Paying for "jobs", "DIY", "salary"
- ✗ **No Conversion Tracking:** Flying blind without lead attribution
- ✗ **Weak Ad Copy:** Low CTR and un compelling offers
- ✗ **Poor Landing Page:** Slow load times & missing CTA buttons

EXPECTED AUDIT OUTCOMES

- ✓ **Generate More Qualified Leads:** Target real local buyers
- ✓ **Lower Cost Per Lead (CPL):** Trim wasted ad spend
- ✓ **Improve Conversion Rate:** Optimize ad-to-landing-page flow
- ✓ **Maximize ROAS:** Scale your revenue predictability
- ✓ **Account Structure:** Clean, manageable campaign setup

Ready to Generate More Qualified Leads?

✉ **DM "ADS" for a FREE Google Ads Account Audit**