

Google Ads Optimization Framework

Daily, Weekly & Monthly Account Maintenance

Professional Audit Framework

Prepared by

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Daily Monitoring (Health Check)

- ☐ Monitor daily budget pacing and account spend limits
- ☐ Verify conversion tracking status and lead flow
- ☐ Check for policy disapprovals or account alerts
- ☐ Review impression share drops or sudden CPC spikes

Bi-Weekly Enhancements

- ☐ A/B test ad copy variations in Responsive Search Ads
- ☐ Optimize location & device bid adjustments
- ☐ Review dayparting (Ad Schedule) performance trends
- ☐ Audit and update ad assets & promotional extensions

Weekly Optimizations

- ☐ Audit Search Terms Report and add negative keywords
- ☐ Adjust keyword bids or Target CPA / Target ROAS
- ☐ Pause low-performing keywords with zero conversions
- ☐ Analyze placement performance for PMax & Display

Monthly Strategic Review

- ☐ Conduct deep-dive Landing Page CRO analysis
- ☐ Evaluate Smart Bidding strategy performance
- ☐ Review demographic & audience segment insights
- ☐ Benchmark metrics against monthly KPI goals

Quarterly Scaling Roadmap

- ☐ Explore new keyword opportunities and expansion
- ☐ Competitor Search Impression Share analysis
- ☐ Restructure underperforming ad groups or campaigns
- ☐ Budget reallocation to highest-performing channels
- ☐ Update seasonal messaging & promotional strategies

Note: This optimization framework should be adapted according to account spend volume, bidding strategy, and conversion lag time.

Optimization Maintenance & Performance Roadmap

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Account Performance Benchmarks

- | | |
|--|--|
| ✓ Target ROAS / CPA: Consistent Achievement | ✓ Search Impression Share: Top Impression > 70% |
| ✓ Wasted Spend: Maintained < 3% | ✓ Ad Strength Score: Maintain 100% Good/Excellent |
| ✓ Quality Score: Average Account Score 8+ | ✓ Month-over-Month Growth: Target +10-15% Leads |

COMMON ISSUES FOUND

- ✗ **Set & Forget Mentality:** Neglecting account optimizations causes performance degradation
- ✗ **Premature Bid Changes:** Adjusting bids before Smart Bidding learns adequately
- ✗ **Ignoring Conversion Data:** Optimizing for clicks instead of revenue & leads
- ✗ **Unmonitored Automated Bidding:** Target CPA/ROAS caps choking impression share
- ✗ **Neglecting Competitor Shifts:** Falling behind as competitors update ad messaging

EXPECTED AUDIT OUTCOMES

- ✓ **Predictable Growth:** Steady week-over-week growth in qualified leads
- ✓ **Decreased CAC:** Continuous refinement reduces Customer Acquisition Cost
- ✓ **Total Account Control:** Proactive management prevents budget leakage
- ✓ **Maximized Campaign Scalability:** Confidently scale ad spend while maintaining ROI
- ✓ **Long-Term Competitive Edge:** Outperform industry competitors consistently

Ready to Generate More Qualified Leads?

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