

FREE RESOURCE · SELF-ASSESSMENT

# The Google Ads Audit Template for Small Businesses

See exactly what's working, what's wasting money, and where your biggest opportunities lie. Score your own account across 7 areas in about 15 minutes.

Format

**Self-assessment scorecard**

Sections

**7 areas · 28 checks**

Time

**~15 minutes**

## **i** How to use this template

This template helps small business owners quickly evaluate their Google Ads setup to identify what's working, what's wasting budget, and how to optimise for better performance.

1. Open your Google Ads dashboard.
2. Work through each section below, step by step.
3. Score yourself on each line: **Good / Needs Work / Fix Urgently**.
4. Use your results to see where to focus next — or book a free audit with Q Marketing.

## **1** Campaign Overview

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Campaign Structure	Separate campaigns or ad groups per service/product?		
Budget Allocation	Most of your budget on high-performing campaigns?		
Naming Conventions	Clear labels for campaigns/ad groups?		
Daily Budget Use	Budgets fully used but not overspending?		

## 2 Targeting & Audience

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Geographic Targeting	Targeting the correct areas (e.g. Cape Town only)?		
Audience Segments	Remarketing and in-market audiences set up?		
Ad Schedule	Running only during the hours that matter?		
Device Performance	Different bids for mobile vs. desktop?		

## 3 Keywords & Search Terms

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Keyword Match Types	A considered mix of exact, phrase, and broad match?		
Negative Keywords	Irrelevant searches actively excluded?		
Search Intent	Keywords reflect real buyer intent?		
Keyword Relevance	Keywords match the ad and the landing page?		

## 4 Ad Copy & CTR

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Click-Through Rate	CTR above ~3% on your top-performing ads?		
Ad Relevance	Headlines include the main keyword?		
Ad Testing	Multiple ad versions running and being compared?		
Extensions	Using callouts, sitelinks, and call extensions?		

## 5 Conversion Tracking

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Conversion Tracking	Tracking form fills, calls, and purchases separately?		
Tag Accuracy	Conversions firing correctly and reconciling with real leads?		
Conversion Rate	Lead gen ~4-8% · E-commerce ~2-5%?		
Value Tracking	Tracking revenue or lead value, not just counts?		

## 6 Landing Page & UX

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Message Match	Landing page promise matches the ad?		
Page Speed	Loads in under 3 seconds?		
CTA Clarity	One clear, visible call-to-action?		
Mobile Optimisation	Easy to navigate and convert on mobile?		

## 7 Profit & ROI

METRIC	WHAT TO CHECK	YOUR SCORE	NOTES
Cost per Lead	Sustainable for your business?		
Return on Ad Spend	Comfortably more than what you spend?		
Conversion Volume	Generating consistent leads week to week?		
Budget Efficiency	Budget shifting toward the top performers?		



## Final score summary

CATEGORY	SCORE OUT OF 10
Campaign Overview	
Targeting & Audience	
Keywords & Search Terms	
Ad Copy & CTR	
Conversion Tracking	
Landing Page & UX	
Profit & ROI	
<b>Total Score</b>	<b>/70</b>

### NEXT STEPS

If you scored under 60, or below 7 in any single section, there's likely wasted spend and hidden opportunity in your account worth recovering.

Book a **free 30-minute Google Ads strategy call**. I'll personally review your account, show you exactly where the budget is leaking, and give you a clear, no-obligation plan for what to fix first.

[Book your free strategy call →](#)

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