

Google Ads Audit Checklist

for Pest Control Companies

35 checks to stop wasting budget and start generating calls

How to use this checklist

Work through each section and check off every item that is already in place in your Google Ads account. Each checked item is worth 1 point. Total your score at the end and use the scoring guide to see where to focus first.

> **40 – 60%** of pest control Google Ads budget is wasted on the wrong keywords and wrong audiences — before a single call is made

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SECTION 1: STOP THE BUDGET LEAKS (8 POINTS)

These are the three waste patterns that drain most pest control accounts. Fix these first.

Match Types

- ☐ **No broad match keywords in active campaigns** — Broad match shows your ad for jobs, DIY searches, school programs, and other non-buyers
- ☐ **All keywords set to exact match or phrase match only**
- ☐ **Match types reviewed within the last 30 days** — Google resets settings during account changes

Negative Keywords

- ☐ **Negative keyword list exists and is applied to all campaigns**
  - ☐ DIY, free, cheap, how to
  - ☐ Jobs, hiring, salary, certification, school, training, license
  - ☐ Wholesale, supply, equipment, products

> **Benchmark:** A well-built negative keyword list typically cuts wasted spend by 20 – 30% immediately.

Ad Schedule

- □ **Ad schedule is set — ads do not run 24/7**
- □ **Schedule matches your actual phone coverage hours**

> **$400 – $600/mo** average savings when pest control companies turn off overnight ads — with no reduction in lead volume

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SECTION 2: KEYWORD STRATEGY (9 POINTS)

You need high-intent local terms — searches from people who are ready to call, not research.

Local & Service Keywords

- □ **Bidding on city-specific general terms** — e.g. pest control [city], exterminator [city]
- □ **Bidding on "near me" variations** — e.g. pest control near me, exterminator near me
- □ **Bidding on specific service + city keywords** — e.g. termite treatment [city], bed bug removal [city], rodent control [city]
- □ **Not relying solely on generic terms like "pest control" or "exterminator"** — Generic terms are more expensive and attract more non-buyers

Geographic Targeting

- □ **Targeting limited to your actual service area only** — By zip code or radius — not the full metro
- □ **No clicks being paid for locations you cannot service**

Seasonal Bid Adjustments

- □ **Bids increased for spring/summer mosquito and ant season** — Typically March – June
- □ **Bids ready to increase during termite swarm season in your market**
- □ **Bids increased for fall rodent and wildlife keywords** — Typically September – November

> **Quick win:** Bid adjustments by month are set in Google Ads under Campaign Settings. You do not need a separate campaign for each season.

SECTION 3: LANDING PAGES (10 POINTS)

A great ad sending traffic to the wrong page loses the lead. This section checks whether your pages are built to convert.

Page Setup

- □ **Ad traffic does NOT go to the homepage**
- □ **Each major service has its own dedicated landing page** — At minimum: general pest, termite, mosquito
- □ **Landing page headline matches the ad exactly** — If the ad says termite control Raleigh, the page says termite control Raleigh

Page Elements — every converting page needs all five

- □ **Phone number at the top** — Large, prominent, and tap-to-call on mobile
- □ **One simple form above the fold** — Name, phone, pest type, zip code — nothing more
- □ **Social proof visible without scrolling** — Real reviews, years in business, or a trust badge

- ☐ **No navigation menu on the page** — Every link is an exit — remove the nav entirely

Mobile

- ☐ **Page tested on mobile — form is easy to complete on a phone**
- ☐ **Phone number is a clickable tap-to-call link on mobile**

> **Why this matters:** The majority of pest control searches happen on a phone. A form that is hard to fill out on mobile loses those leads automatically.

SECTION 4: BUDGET AND BIDDING (4 POINTS)

Spending the right amount in the right way. Too little gives you no data. The wrong bidding strategy wastes what you do spend.

- ☐ **Monthly budget is at or above $500** — Below this threshold you do not have enough clicks to know what is working
- ☐ **Currently using manual CPC bidding** — Do not switch to Smart Bidding until you have 30 – 40 tracked conversions
- ☐ **Budget accounts for agency management fees separately** — Ad spend and management fees are two different costs
- ☐ **Budget adjusted for peak season vs. slow season** — You should not be spending the same in February as in May

> **$1,500 – $3,000/mo** typical ad spend required to compete in major metros like Atlanta, Dallas, Phoenix, or Raleigh-Durham

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SECTION 5: CONVERSION TRACKING (4 POINTS)

If you are not tracking conversions, you cannot optimize. This is the step most operators skip — and the most expensive one to miss.

- ☐ **Google Ads call tracking is set up** — Free, built into Google Ads — set up before spending a dollar
- ☐ **Call tracking is recording which keywords triggered each call**
- ☐ **Google Ads is connected to Google Analytics** — So you can see what visitors do after clicking — form fill or bounce
- ☐ **Conversion data reviewed at least monthly** — Data you never look at does not help you

> **Red flag:** If you cannot tell which keywords produced your last 10 leads, conversion tracking is not set up correctly. Fix this before increasing spend.

YOUR SCORE

Total checked items: _____ / 35

YOUR SCORE	STATUS	WHAT IT MEANS
28 – 35	Strong	Your account is well-configured. Focus on continuous optimization.
18 – 27	Needs Work	Several gaps are costing you leads and budget. Prioritize the unchecked items.
Under 18	High Risk	Significant budget waste is likely happening right now. Start with Section 1.

Where to start if your score is low:

- Section 1 first — stop the waste before adding more budget
- Section 5 second — you cannot optimize without tracking data
- Section 3 third — landing page fixes improve quality score and lower your cost per click immediately

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