



SoftUni Digital, Google Ads Advanced, Hristo Mitkov

# Google Ads Audit

Google Ads ID:

Period:

## Website speed

Page Speed Insights Results

Recommendations

## Website usability

Menu

Headlines and descriptions

Images and video

Form

Tel number

Recommendations

## Google Analytics and Goals.

Tags

Goals

## Google Ads Campaign Structure

Site Layout

Sales Funnel

Budget

## Google Ads Campaign Settings

Networks

Location

Language

Bidding

Schedule

Devices

## Ad groups

Page layout

Sales Funnel



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## Keywords

Quality score  
Keyword match type  
Auction Insights  
Negative keywords

## Ads and Extensions

Headlines  
Descriptions  
URL

## Impressions, Clicks, CTR

CTR  
Search Impression Share

## Conversions, Conversion Rate, CPA

Conversions  
Conversion Rate  
Cost Per Action

**Audit created by:**

**Date:**