



5-Minute Google Ads Audit Checklist

For Service & Trade Businesses

Is your ad budget leaking money? Use this simple checklist to find the 5 most common mistakes in your account.

1. Check your match types

Go to your "Keywords" tab.

- ☐ Scan your active keywords to see if they have quote marks " " or brackets []
- ☐ Identify "Broad Match" keywords (these have no symbols and waste the most money)
- ☐ **Action:** Change all Broad Match keywords to "Phrase Match" (add quotes) or "Exact Match" (add brackets)

2. Check your landing pages

Click your own ads (or look at the Final URL column).

- ☐ Check the destination link for your ads
- ☐ Confirm the ad does **not** go to the Home Page
- ☐ Ensure the page talks specifically about the service in the ad (e.g., Roof Repair ad goes to Roof Repair page)
- ☐ **Action:** Change the Final URL to a specific service page if needed



3. Check for negative keywords

Go to "Keywords" > "Search Terms".

- ☐ Review the Search Terms report for the last 30 days
- ☐ Look for junk words like *free, cheap, DIY, jobs, salary, training*
- ☐ **Action:** Add these words to your "Negative Keywords" list immediately

4. Check call tracking

Look at your main "Campaigns" dashboard.

- ☐ Find the "Conversions" column in your data table
- ☐ Check if it specifically lists "Phone Calls" or "Calls from Ads"
- ☐ **Action:** If you see clicks but 0 calls, set up Call Extension tracking immediately

5. Check your routine

Be honest with yourself.

- ☐ Check the "Change History" to see the last time you logged in
- ☐ **Action:** If it has been more than 2 weeks, set a recurring calendar reminder to check the account every Tuesday morning

Need help fixing these issues? Sometimes it is faster to hire an expert.
We specialize in Google Ads.