FREE TEMPLATE · V1

Google Ads Audit Report Template

A report that ends in decisions: what to fix first, what to stop paying for, and what to keep. Fill in the brackets and delete the grey hints.

COMPANY	*[Company name]*
ACCOUNT	*[Google Ads customer ID]*
PERIOD CHECKED	*[e.g. last 90 days: 3 Aug to 31 Oct]*
PREPARED BY	*[Name, role]*
DATE	*[Report date]*

HOW TO USE THIS TEMPLATE

1. Fill the parts in order. Part 3 (measurement) comes before part 4 (money).
2. Give every finding evidence: a number with its source, or a screenshot.
3. Send page 2 to the owner. The team works from parts 2 to 7.

1 One-page summary
2 Scope and data
3 Measurement first
4 Where the money goes
5 Findings table
6 Plan: 2 weeks, 30 days, 90 days
7 What works and stays

Slobodan Jelisavac
Google Ads consultant · 10+ years · slobodan-jelisavac.com

decisions, not a list

1 ONE-PAGE SUMMARY

The verdict in one page

The owner reads this page. If they read nothing else, they know what to do this week.

VERDICT

[One or two sentences.] EXAMPLE

The account can grow, but purchases count twice and about a third of non-brand spend goes to searches that do not sell. Fix measurement first, then cut the waste.

The 3 biggest money problems

#	PROBLEM	MONEY AT STAKE	FIRST STEP	PART
1	*Purchases count twice, so bidding learns from wrong numbers.*	*All of the bidding budget is steered by wrong data*	*Remove the duplicate tag*	*3*
2	*Search terms with spend and no sales in 90 days.*	*[x]% of non-brand spend*	*Add negative keywords*	*4, 5*
3	*Brand and non-brand in one campaign.*	*Non-brand results look better than they are*	*Split brand into its own campaign*	*5*

FIRST STEP THIS WEEK

[One action, one owner, one date.] Developer removes the tag from the site code by Friday.

WHAT I NEED FROM YOU

[Decisions or access.] Approval to pause 3 campaigns. Read access to the shop's order report.

MEASUREMENT STATUS (PART 3)

Trusted | Partly trusted | Not trusted — *Circle one. If not trusted, every number in parts 4 to 6 is provisional.*

Examples in grey are illustrative. Replace them with your account's numbers.

2 SCOPE AND DATA

What I checked, and what I did not

Period	*[Date range, and the comparison period if any]*
Accounts and tools	*[Google Ads, GA4, Merchant Center, Tag Manager, CRM or shop]*
Access level	*[Read-only Google Ads, Viewer GA4, ...]*
Not checked	*[Be explicit. e.g. landing page speed, Microsoft Ads, offline sales]*
Assumptions	*[e.g. average margin 35% from the owner, not verified]*

3 MEASUREMENT FIRST

Can we trust the conversion data?

CHECK	STATUS	EVIDENCE	NOTE
Primary conversion actions	OK	*Goals page: 1 primary action (purchase)*	
Conversion values	Check	*Values include VAT and shipping*	*Agree on one rule*
Duplicates	Fix	*Tag Assistant: 2 hits per order*	*Site code + Tag Manager*
Consent mode	Unknown	*[Banner and consent mode status]*	
Ads vs analytics vs shop	Fix	*Last 30 days: Ads [x], GA4 [y], shop [z] orders*	*Gap explained?*
Enhanced conversions	Unknown		
Lead quality (lead gen)	n/a	*[Do sales mark good and bad leads?]*	

GATE

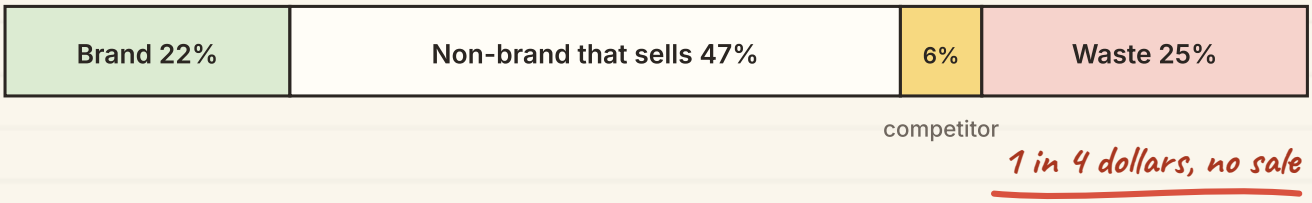
If measurement is **not trusted**, fix it first. Mark parts 4 to 6 as provisional until the data is clean for at least 14 days.

4 WHERE THE MONEY GOES

Which part of the budget does the work

Split spend two ways: by campaign type and by search intent. Waste means spend with no conversion in the period.

Spend by search intent illustrative



Draw the same bar for your account. The red part goes into the findings table.

CAMPAIGN TYPE	SPEND SHARE	CONVERSION SHARE	CPA OR ROAS	COMMENT
Search, brand	*[%]*	*[%]*		*Would these sales happen without ads?*
Search, non-brand	*[%]*	*[%]*		
Shopping / Performance Max	*[%]*	*[%]*		*How much of PMax is brand?*
Demand Gen / YouTube / Display	*[%]*	*[%]*		
Other	*[%]*	*[%]*		

WASTE IN THE PERIOD

[x]% of spend on search terms or placements with 0 conversions. Source: search terms report, [dates].

BRAND VS NON-BRAND

Brand: [x]% of spend, [y]% of conversions. Non-brand CPA without brand: [z].

5 FINDINGS TABLE

Every finding, sorted by money impact

One row per finding. Sort by money impact, then by effort. No evidence, no row.

#	FINDING	EVIDENCE	MONEY IMPACT	EFFORT	OWNER	WHEN	STATUS
1	*Each purchase counts twice*	*Tag Assistant: 2 hits per order*	High	Low	*Developer*	*Week 1*	*Open*
2	*Search terms with spend and no sales*	*Search terms report, 90 days*	High	Low	*Account manager*	*Week 1*	*Open*
3	*Brand and non-brand in one campaign*	*Brand share of conversions*	Medium	Medium	*Account manager*	*Day 30*	*Open*
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							

MONEY IMPACT

High costs money every day
Medium slows growth
Low nice to have

EFFORT

Low under 1 day
Medium 1 to 5 days
High needs a project

STATUS

Open · In progress · Done · Won't do (with reason)

6 PLAN: 2 WEEKS, 30 DAYS, 90 DAYS

What happens first, and what waits

FIRST 2 WEEKS

Stop the loss

- ☐ *Fix duplicate purchase tag (#1)*
- ☐ *Negative keywords from 90 days of search terms (#2)*
- ☐ [ ]

30 DAYS

Fix the structure

- ☐ *Brand in its own campaign (#3)*
- ☐ *Reset bid targets on clean data*
- ☐ [ ]

90 DAYS

Decide with data

- ☐ *Review results against the summary*
- ☐ *Test what needed more data*
- ☐ [ ]

7 WHAT WORKS AND STAYS

Do not touch these

A new team often wants to change everything. This list protects what already works.

WHAT WORKS	EVIDENCE	WHY IT STAYS
Brand campaign	*Stable CPA for 12 months*	*Cheap sales. Changes reset learning.*

NEXT REVIEW

[Date] · compare with the 3 problems on page 2

CHECK THIS REPORT WITH 5 QUESTIONS

Measurement checked first? Evidence? Effect and its assumption? What do we stop? Who does what, by when?

Need someone to write this report for your account? Request an audit at slobodan-jelisavac.com/en/services/google-ads-audit. Guide to this template: slobodan-jelisavac.com/en/blog/google-ads-audit-report-template