

Google Ads Optimization Checklist

Weekly Optimizations

- Review and adjust bids for underperforming keywords.
- Pause or refine underperforming ads.
- Analyze search terms report to add negative keywords.
- Check ad relevance and quality scores.
- Monitor budget pacing to avoid overspending.
- Adjust targeting based on performance insights.
- Test new ad copy variations.
- Review and adjust device bid adjustments.

Monthly Optimizations

- Conduct a full account performance review.
- Identify top-performing keywords and expand where possible.
- Analyze demographic data and adjust targeting.
- Review and optimize ad extensions for improved performance.
- Conduct A/B testing on ad creatives.
- Evaluate geographic performance and adjust location bids.
- Update ad copy to reflect seasonal trends or promotions.
- Review conversion tracking and ensure goals are accurate.
- Analyze landing page performance for optimization opportunities.
- Adjust audience targeting based on remarketing data.