



THE PPC CHECKLIST

Is your Google Ads account working for you, or just spending?

Twelve yes-or-no questions. No jargon, no settings to change. If you can't answer one, that's the answer. Check the boxes, count your blanks, and the bottom of the page tells you what to do next.

TRACKING

Can you prove it?

- | | |
|--|----------|
| ☐ You know exactly how many leads came from ads last month
<small>Not clicks. Leads: calls, forms, bookings.</small> | YES / NO |
| ☐ Phone calls from ads are counted, not just form fills | YES / NO |
| ☐ You know your cost per lead and whether it went up or down | YES / NO |

TARGETING

Right people?

- | | |
|---|----------|
| ☐ Someone has looked at the actual search terms you paid for in the last 30 days | YES / NO |
| ☐ Searches you never want to pay for are being blocked, and the list keeps growing | YES / NO |
| ☐ Ads only show in the towns you actually serve | YES / NO |

ADS & LANDING PAGE

Promise = page?

- | | |
|---|----------|
| ☐ The page people land on says the same thing the ad said
<small>Same offer, same wording, one clear next step.</small> | YES / NO |
| ☐ Your ads show the extras: phone number, location, links, reviews | YES / NO |
| ☐ You could name your top-performing ad without opening the account | YES / NO |

OWNERSHIP

Who runs it?

- | | |
|--|----------|
| ☐ A named person reviews the account every week, and you know who | YES / NO |
| ☐ Budget is split on purpose, not left wherever it was set up | YES / NO |
| ☐ You own the account, the login and the data, not an agency | YES / NO |

Count your blanks.

Every unchecked box is a place money is leaking. Most accounts we audit have four or more.

0-2

Healthy. Keep the weekly review going.

3+

Worth a second opinion before the next bill.

Free PPC audit from Optix Marketing.

We go through your account against this list, show you where the budget is leaking, and tell you what it would take to fix. No obligation, no jargon.

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