



# Google Ads: Account Audit Checklist

## Daily

- Check Your Campaigns Are Running
  - Check For Disapproved Ads
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## Weekly

- Bid Adjustments
  - Review Search Terms
  - Conflicting Keywords
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## Quarterly

- Review Search Terms
- Review Ad Copy
- Check On Your Display Ads
- UTM Tracking Codes
- Ad Schedule
- Automated Bid Strategies