

Ecommerce Google Ads Audit Template

A commercial audit framework. Not a settings checklist. Built around SKU-level POAS, waste identification, and inventory velocity.

JudeLuxe | judeluxe.com/audit

1. Account & Commercial Context

Monthly ad spend (£)	
Blended target POAS	
Average product gross margin (%)	
Return rate (%)	
Repeat purchase rate (%)	
Break-even ROAS (1 / margin)	

2. SKU-Level POAS

Top 20 SKUs by spend exported with margin?	Y / N
Each SKU tagged Scale / Profit / Protect / Recovery / Gateway?	Y / N
Number of SKUs below break-even ROAS	
% of spend on SKUs below break-even	
Worst-offender SKU (highest spend, lowest POAS)	

3. Waste Identification

Search terms with >£100 spend and zero conversions (count)	
PMax spend on brand terms (£/%)	
Shopping spend on out-of-stock / low-stock SKUs (£)	
Spend on SKUs with <30 day inventory cover	
Duplicate intent between Search / Shopping / PMax?	Y / N

4. Inventory Velocity & Feed Health

Days of cover for top-10 spend SKUs	
SKUs disapproved or limited in Merchant Center (count)	
GTIN / brand / category completeness (%)	
Custom labels in use (margin band, stock level, velocity)?	Y / N
Price competitiveness flagged SKUs (count)	

5. Measurement & Attribution

Conversion value = revenue or profit?	
Enhanced conversions enabled?	Y / N
First-party data feeding bid strategies?	Y / N
New vs returning customer split visible?	Y / N
Margin / profit fed back to Google (offline conv)?	Y / N

6. Structure & Bidding

Brand isolated from generic / PMax?	Y / N
Bid strategy aligned to commercial goal (POAS, not ROAS)?	Y / N
tROAS target set per product group margin band?	Y / N
Budget capped on Scale campaigns starving Profit campaigns?	Y / N

7. Commercial Verdict

Estimated wasted spend (£/month)	
Estimated recoverable profit (£/month)	
Top 3 actions (ranked by £ impact)	

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