

# Google Ads Tracking Audit Checklist

Fix the data before you fix the ads

## 1. GA4 Setup

Check	Yes	No
GA4 property is installed and collecting data	<input type="checkbox"/>	<input type="checkbox"/>
Correct data stream in use (no duplicates)	<input type="checkbox"/>	<input type="checkbox"/>
Internal traffic is excluded	<input type="checkbox"/>	<input type="checkbox"/>
Key actions are tracked (forms, calls, critical interactions)	<input type="checkbox"/>	<input type="checkbox"/>
No duplicate events or conversions inflating data	<input type="checkbox"/>	<input type="checkbox"/>
Conversions reflect real business outcomes	<input type="checkbox"/>	<input type="checkbox"/>
Conversion naming is clear and consistent	<input type="checkbox"/>	<input type="checkbox"/>
Events validate correctly in DebugView	<input type="checkbox"/>	<input type="checkbox"/>

## 2. Google Tag Manager

Check	Yes	No
GA4 configuration tag fires correctly on all pages	<input type="checkbox"/>	<input type="checkbox"/>
Google Ads conversion tags are installed and firing correctly	<input type="checkbox"/>	<input type="checkbox"/>
Conversion Linker tag is active	<input type="checkbox"/>	<input type="checkbox"/>
Tags fire only when intended	<input type="checkbox"/>	<input type="checkbox"/>
No conflicting or duplicate triggers	<input type="checkbox"/>	<input type="checkbox"/>
All forms and key actions are tracked reliably	<input type="checkbox"/>	<input type="checkbox"/>
Test submissions confirm correct event firing	<input type="checkbox"/>	<input type="checkbox"/>

## 3. Google Ads Conversion Tracking

Check	Yes	No
Only meaningful actions are included as conversions	<input type="checkbox"/>	<input type="checkbox"/>
Primary and secondary conversions are set correctly	<input type="checkbox"/>	<input type="checkbox"/>
No duplicate conversions recorded	<input type="checkbox"/>	<input type="checkbox"/>
Conversion actions align with GA4 where required	<input type="checkbox"/>	<input type="checkbox"/>
No significant discrepancies between GA4 and Google Ads	<input type="checkbox"/>	<input type="checkbox"/>
Bidding is based on reliable conversion data	<input type="checkbox"/>	<input type="checkbox"/>

## 4. Website & Lead Tracking

Check	Yes	No
All forms are tracked accurately	<input type="checkbox"/>	<input type="checkbox"/>
Thank you page or success event confirms submission	<input type="checkbox"/>	<input type="checkbox"/>

No missed submissions during testing	■	■
Phone clicks or calls are tracked (if relevant)	■	■
Key actions are tracked	■	■
No reliance on page views as conversions	■	■

## 5. Consent & Data Integrity

Check	Yes	No
Cookie consent banner is implemented correctly	■	■
Tags fire based on user consent	■	■
Consent mode is configured (if applicable)	■	■
Data gaps from consent are understood	■	■

## 6. Attribution & Traffic Tracking

Check	Yes	No
Attribution model in Google Ads is reviewed and understood	■	■
UTM tracking is consistent across campaigns	■	■
No missing or broken UTMs	■	■
Traffic sources are clearly identifiable in GA4	■	■

## 7. Offline & Lead Quality Tracking

Check	Yes	No
Leads are tracked beyond submission	■	■
Offline conversions are imported (if possible)	■	■
CRM captures source/medium data	■	■
Lead quality or status is tracked	■	■

## Final Check

Statement	Yes	No
I can clearly see where leads are coming from	■	■
I trust the conversion data	■	■
I am optimising for meaningful outcomes	■	■
I would be confident increasing budget	■	■

## Score Yourself

30+ YES → Tracking is reliable. Safe to optimise and scale  
 20–29 YES → Data gaps likely. Optimisation decisions carry risk  
 Below 20 YES → Tracking is not reliable. Do not increase spend