TWO SPOUTS · FREE AUDIT

The 10-Point Google Ads Audit for SaaS Accounts

Ten checks you can run on your own account in about 30 minutes — the ones that surface the largest leaks on a typical SaaS Google Ads account. Each point includes why it matters, where to look, and how to fix it.

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Why this audit

On a typical SaaS Google Ads account we audit, the same ten checks surface the same ten leaks. Conversion events are stacked, broad match is doing 25% of the damage, low-volume campaigns are starving the bidder, and nobody has touched the negative keyword list in a year.

None of these are exotic. None require a new tool or a vendor. They require attention. The point of this audit is not to teach Google Ads — it is to give you a structured 30 minutes to find the leaks that are costing you the most, and a concrete next step for each.

For every point we include: why it matters (so you can decide what to skip), where to look in your account (so you can find it fast), and how to fix it (so you can act, not just diagnose).

Run it once. If you find more than three leaks, the engagement-level fix is bigger than this audit — reach out and we will look at the account live.

01 Search-terms review (last 30 days)

WHY IT MATTERS

On a typical SaaS account, 15–25% of paid search spend goes to terms with intent that does not match the offering ("HR jobs" when you sell HR software). The bidder cannot tell — it sees clicks and rewards them.

WHERE TO LOOK

Google Ads ’ Search ’ Search Terms. Filter by last 30 days. Sort by Cost descending. Flag any term taking >2% of campaign spend with <1% conversion rate.

HOW TO FIX IT

Add the worst offenders as exact-match negatives at the campaign or ad-group level (not account-level, unless they are universally irrelevant). Re-run the same report 14 days later; the share of wasted spend should drop materially.

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02 Negative-keyword coverage

WHY IT MATTERS

Accounts with fewer than 200 account-level negative keywords almost always have leakage — most often through broad-match expansion and Performance Max. Negatives compound: every one you add saves spend monthly.

WHERE TO LOOK

Google Ads ’ Tools ’ Shared Library ’ Negative keyword lists. Count what is attached at the account level. Anything under 200 needs work; under 50 is critical.

HOW TO FIX IT

Build a baseline list from the search-terms review (Point 1). Use our regex generator (twospouts.com/regex-generator) to convert messy keyword lists into clean negatives. Aim for 200+ across the account, refreshed monthly.

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03 Bid-strategy fit by campaign

WHY IT MATTERS

Target CPA needs e30 conversions per campaign per month to behave predictably. Below that, the algorithm sees random variance as signal and overcorrects. A campaign on tCPA with 12 conversions/month is paying for that overcorrection.

WHERE TO LOOK

Google Ads ’ Campaigns. Filter to last 30 days. For each campaign on Target CPA, check the conversion count. Anything under 30 is in dangerous territory; under 15 is structurally broken.

HOW TO FIX IT

Switch low-volume campaigns to Maximize Conversion Value with no target (most forgiving), or consolidate campaigns to reach the 30-conversion floor. Reserve tCPA for the few campaigns that comfortably exceed it.

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04 Conversion-tracking sanity check

WHY IT MATTERS

If trial signups and demo requests are counted as one conversion event, the algorithm cannot tell the cheap-and-low-value from the expensive-and-high-value. It optimises for whichever is cheaper and you wonder why deal-value drops.

WHERE TO LOOK

Google Ads ’ Goals ’ Conversions. Confirm each meaningful event (trial signup, demo request, paid conversion) is a separate row, each with a sensible conversion value, and at most one is "Primary".

HOW TO FIX IT

Split the events. Set value-per-conversion using close rates: demo value = close rate × ACV. Switch primary conversion to demo (or paid, if you track it). Re-train bid strategies on the cleaned conversions.

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05 Landing-page ”ad-group match

WHY IT MATTERS

A pricing-aware visitor and a feature-comparison visitor are different buyer stages. Sending them to the same landing page typically halves the conversion rate of the higher-intent visitor.

WHERE TO LOOK

Map every ad group to its landing page. Group them by intent cluster (pricing, comparison, integration, demo). Flag clusters where the same LP serves multiple distinct intents.

HOW TO FIX IT

Build one LP variant per intent cluster. Even small variations — a pricing block above the fold for pricing-intent traffic, an integration logos strip for "X vs Y" traffic — typically lift CVR 30–80% on the affected segment.

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06 Mobile vs. desktop CVR delta

WHY IT MATTERS

If mobile conversion rate is less than 60% of desktop, the issue is rarely the ad — it is form length, page weight, sticky CTA, or autocomplete on the form fields. Budget is leaking because the bidder cannot see what is broken.

WHERE TO LOOK

Google Ads ’ Reports ’ Predefined ’ Time ’ Device. Compare conversion rate by device for the last 30 days.

HOW TO FIX IT

Adjust the bidding device segment until you fix the LP. Then revisit. Frequent wins: condense the form to 3 fields on mobile, autofocus the first field, remove the sticky banner that covers the CTA, switch to inputmode="email" on the email field.

07 Audience layering

WHY IT MATTERS

Broad-match without audience layering is a budget shredder. RLSA (Remarketing Lists for Search Ads) and in-market audiences let the algorithm bid more for visitors with shown intent, less for everyone else.

WHERE TO LOOK

Google Ads ’ Audiences manager. Check whether RLSA segments are attached to broad-match campaigns and whether in-market audiences are layered on display + YouTube campaigns.

HOW TO FIX IT

Build first-party audiences (90-day site visitors, paid customers, lost-deal). Add as observation on every campaign. After 2 weeks of observation data, switch the highest-value ones to targeting + bid adjustment.

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08 Ad-copy variants

WHY IT MATTERS

Single-variant ad groups stall after ~60 days. Three or more active variants per ad group, refreshed quarterly, keep the algorithm able to discriminate which copy your buyers respond to.

WHERE TO LOOK

Google Ads ’ Ads. Filter to "Enabled". Count active variants per ad group. Flag ad groups with fewer than 3 active responsive search ads (RSAs).

HOW TO FIX IT

Write two new RSAs per under-resourced ad group. Vary the angle (value prop, urgency, social proof). Let them run 30 days, then pause the worst performer and write a fresh variant.

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09 Geo / device / time-of-day bid adjustments

WHY IT MATTERS

If you cannot name a single bid adjustment on the account off the top of your head, the account has none. That means you are paying enterprise CPCs for tail-time, tail-geography, low-converting devices — across every campaign.

WHERE TO LOOK

Google Ads ’ Settings (per campaign) ’ Locations / Devices / Ad schedule. Each should have non-zero bid modifiers based on actual performance.

HOW TO FIX IT

For each campaign, pull conversion rate by geo, device, and hour-of-day. Apply 20% to 50% bid adjustment on segments where CVR is half the campaign average; +10% to +25% where it is double. Re-run quarterly.

10 Account structure cleanup

WHY IT MATTERS

Any campaign spending less than $500/month is starving the algorithm. The conversion volume is too low for Smart Bidding to learn, the data is too thin to A/B test, and you are paying campaign-level overhead for sub-scale activity.

WHERE TO LOOK

Google Ads ’ Campaigns. Sort by Cost (last 30 days) ascending. Flag every campaign with spend < $500.

HOW TO FIX IT

Either consolidate the campaign into a higher-volume sibling (same intent cluster), increase the budget if the unit economics justify it, or pause it. Sub-scale campaigns are a tax on the rest of the account.

Found three or more leaks?

That is normal — most SaaS Google Ads accounts have not had a structured pass like this in 6+ months. The leaks compound. The good news: most are reversible inside a single 90-day sprint.

Two ways to get unstuck without a sales call:

1. Get a fixed-scope audit — line-by-line tag verification + the prioritised punch list you can hand to your team. See plans at twospouts.com/google-ads-audit.

2. Reply to the email this PDF came with. Tell me which of the ten leaks looks largest at first glance and I will send specific observations about your account within one business day.

No newsletter, no funnel — just the next step that matches your situation.