JUNAID JAVAID
GOOGLE ADS & SEO SPECIALIST

FREE · 20-POINT HEALTH CHECK

Google Ads & SEO Audit Scorecard

The same 20-point check I run on every new account. Score yourself in about 10 minutes and see exactly where your campaigns and website are leaking money — and what to fix first.

HOW TO USE THIS SCORECARD

1

Score 20 checks

Pages 2–3. Tick Yes (2), Partly (1) or No (0) for each checkpoint. You can fill it in on screen.

2

Add up your total

Page 4 turns your score out of 40 into a clear verdict and priorities.

3

Grab the quick wins

Page 5 lists fixes that stop wasted spend this week — most take under an hour.

8+ years · $547K+ ad spend managed · 68.1K conversions · 650+ clients worldwide

junaidjavaid.uos@gmail.com · **+92 304 678 7252** · **calendly.com/junaidjavaid**

STEP 1 · PART A

Google Ads health check

Be honest — "Partly" is better than a guess. Each Yes scores 2 points, Partly 1 and No 0.

	CHECKPOINT	YES 2	PARTLY 1	NO 0
1	**Conversion tracking records real leads or sales** Forms, calls and purchases fire once each and are verified in Google Ads. Without clean data, every bidding decision is a guess.	☐	☐	☐
2	**Bidding optimises for the conversions you actually value** Only true leads/sales are set as Primary conversions. Page views, scrolls or micro-actions are Secondary or removed.	☐	☐	☐
3	**Search terms are reviewed at least every two weeks** You read the actual searches triggering your ads and add irrelevant ones as negative keywords.	☐	☐	☐
4	**Search campaigns are not leaking budget into Display** Display Network expansion is off on Search campaigns, and Search Partners is only on if it converts.	☐	☐	☐
5	**Ad groups are tightly themed by service or product** Keywords, ad copy and the landing page in each ad group talk about the same thing.	☐	☐	☐
6	**Match types are under control** Broad match is only used with Smart Bidding and enough conversion data; exact and phrase cover your core terms.	☐	☐	☐
7	**Location targeting uses "Presence"** Targets people in (or regularly in) your area — not people merely "interested in" it, a common source of wasted clicks.	☐	☐	☐
8	**Ads are strong and use all relevant assets** Each ad group has a Responsive Search Ad rated Good or Excellent, plus sitelinks, callouts, call and structured snippets.	☐	☐	☐
9	**Landing pages load fast and match the ad** Under ~3 seconds on mobile, the headline mirrors the search, and the form or phone number is visible without scrolling.	☐	☐	☐
10	**Bid strategy and budgets match your data** Target CPA/ROAS only once a campaign has steady conversions (roughly 30 a month as a rule of thumb); best campaigns are not "Limited by budget".	☐	☐	☐

Tick one option per row, then add up your points.

Google Ads subtotal (out of 20) ☐

STEP 1 · PART B

SEO health check

Not running SEO yet? Score what applies today — a low score simply shows where the opportunity is.

	CHECKPOINT	YES 2	PARTLY 1	NO 0
1	**Google Search Console is verified and healthy** Sitemap submitted, no spikes in “Not indexed” pages, and no manual actions or security issues.	☐	☐	☐
2	**GA4 tracks the actions that matter** Lead forms, calls and purchases are set up as key events so you can see which pages and keywords drive revenue.	☐	☐	☐
3	**Pages pass Core Web Vitals on mobile** Check PageSpeed Insights or the Core Web Vitals report: LCP, INP and CLS all in the green.	☐	☐	☐
4	**Every important page has a unique title and description** Titles of roughly 50–60 characters with the main keyword, and descriptions that earn the click.	☐	☐	☐
5	**One clear H1 and a logical heading structure** Each page has a single H1 that states the topic, followed by H2/H3 sections that answer real questions.	☐	☐	☐
6	**Each service or product has its own page** One focused page per service/location keyword instead of a single page trying to rank for everything.	☐	☐	☐
7	**Internal links support your money pages; no broken links** Blog posts and the homepage link to service pages; there are no 404 errors or redirect chains.	☐	☐	☐
8	**Google Business Profile is complete and consistent** Verified, correct categories and services, photos and posts — and the same name, address and phone everywhere online.	☐	☐	☐
9	**You earn reviews steadily and reply to them** New reviews arrive every month and every review gets a thoughtful response.	☐	☐	☐
10	**Content and links grow every month** You publish or refresh helpful content regularly and earn links from relevant, trusted websites.	☐	☐	☐

Tick one option per row, then add up your points.

SEO subtotal (out of 20) ☐

STEP 2

Your score and what it means

GOOGLE ADS		SEO		TOTAL SCORE (OUT OF 40)	
	+		=		/ 40

32 – 40
POINTS

Strong foundation

Your accounts are in good shape. The gains now come from testing: new ad angles, landing-page experiments, value-based bidding and content that targets higher-intent keywords. Review the quick wins on page 5 to tighten the last few gaps.

20 – 31
POINTS

Leaking budget

The basics are there, but money is slipping through the gaps. Fix every “No” on pages 2–3 first, starting with tracking and search terms — those two usually free up 15–30% of wasted spend within a month.

0 – 19
POINTS

Critical — fix before you spend more

Without reliable tracking and structure, extra budget mostly buys more waste. Pause the worst performers, get conversion tracking right, then rebuild around your best services. This is the situation where an expert audit pays for itself fastest.

Where to start (whatever your score)

- Fix tracking first. Checks Ads #1–2 and SEO #2. If you can’t measure leads, you can’t improve cost per lead.
- Stop the obvious waste. Ads #3, #4 and #7 are the fastest ways to cut irrelevant clicks — often in a single afternoon.
- Then improve conversion. Ads #9 and SEO #3 make every visitor more likely to call or enquire.
- Finally, grow. SEO #6–#10 compound over months and steadily lower your blended cost per lead.

STEP 3

Wasted-spend & quick-win checklist

Tick each fix as you complete it. Most take under an hour and start saving money the same week.

Stop wasted ad spend

- [ ] Add irrelevant searches as negatives (e.g. “free”, “jobs”, “DIY”, “course”) from the last 30 days of search terms. — 30 min
- [ ] Turn off the Display Network on Search campaigns; switch off Search Partners if it has no conversions. — 5 min
- [ ] Set location targeting to “Presence: people in or regularly in your targeted locations”. — 5 min
- [ ] Pause keywords that spent more than 2× your target cost per lead with zero conversions in 60 days. — 20 min
- [ ] Reduce bids or pause ads during hours when nobody can answer calls or enquiries. — 15 min
- [ ] Turn off auto-applied recommendations you haven’t reviewed. — 5 min
- [ ] Check no conversion is counted twice (e.g. a thank-you page plus a form event for the same lead). — 20 min

Quick SEO wins

- [ ] In Search Console, rewrite titles of pages ranking in positions 5–15 to lift click-through rate. — 45 min
- [ ] Add 2–3 internal links from your most-visited pages to your key service pages. — 30 min
- [ ] Compress large images and serve them in WebP to speed up mobile pages. — 30 min
- [ ] Fix 404 errors and redirect chains reported by Search Console or a site crawl. — 30 min
- [ ] Complete your Google Business Profile: categories, services, photos and a fresh post. — 40 min
- [ ] Ask your last 10 happy clients for a Google review with a direct link. — 15 min

JUNAID JAVAID

NEXT STEP

Want me to run this audit for you?

Book a free 30-minute strategy call. I review your campaigns, website and competitors beforehand, then walk you through where money is being wasted and the fastest realistic path to more leads. No sales pitch — you leave with actionable notes whether or not you hire me.

Book your free strategy call →

calendly.com/junaidjavaid

$547K+	68.1K	650+	4.9★
Ad spend managed	Conversions delivered	Clients worldwide	Fiverr rating

GET IN TOUCH

Email	junaidjavaid.uos@gmail.com
Phone / WhatsApp	+92 304 678 7252
Book a call	calendly.com/junaidjavaid
Location	Lahore, Pakistan · working with clients worldwide

This scorecard is a general self-assessment based on common best practices. Every account is different; results depend on your market, budget and offer.