Basic AdWords Account Audit Checklist

Campaigns	Pass/Fail	Notes
Location Settings		
Language Settings		
Search v. Display		
Mobile Targeting		
Ad Groups	Pass/Fail	Notes
Size		
Topic		
Number of Ads		
Keywords	Pass/Fail	Notes
Match Types		
Search Queries	Pass/Fail	Notes
Negatives to Add		
Match Types to Evaluate		
Other	Pass/Fail	Notes
Conversion Tracking		
Ad Extensions		
Other Red Flags		
Advanced	**Notes**	