

ADVERTISING · FOR OWNERS

The Google Ads waste checklist

Google will spend every dollar you give it. Whether those dollars buy customers or noise is decided by a handful of settings most accounts never **look at**.

WHERE THE MONEY ACTUALLY GOES

- ☐ **Do you know which search terms — not keywords — spent the most last month?**
Keywords are what you bid on; search terms are what you paid for. The report that matters is the second one.
- ☐ **Is any spend going to searches that could never buy from you?**
Job hunters, students, do-it-yourselfers, the wrong state. Waste hides in queries that sound close and convert never.
- ☐ **Do your broad-match keywords have negatives holding the line?**
Broad match without negative keywords drifts wider every month, and the drift is billed.

IS ANYTHING MEASURING THE POINT?

- ☐ **Does a conversion mean money, or just a visit to the contact page?**
If every form and page view counts as a conversion, the machine optimizes toward noise.
- ☐ **Do you know your cost per real lead — not per click?**
The only number a budget decision can stand on.
- ☐ **Has a person looked at the account in the last ninety days?**
Google's automated suggestions can auto-apply. An unwatched account drifts toward Google's goals, not yours.

WHERE THIS LEADS

Every box you couldn't tick has a dollar figure attached.

Each of these questions has an exact answer sitting in the account — in the search-terms report, the conversion settings, the change history. Read together, they name what the budget actually bought.

Meridian reads the account and names every wasted dollar.

Meridian is Daylit's Google Ads audit: a read of the real account, not a self-reported summary. Every wasted dollar named line by line, every growth lever priced the same way — so the next budget decision stands on evidence.

[See Meridian →](#)daylit.studio/products/meridian/