

Fulfillit Google Ads Mistakes Checklist — 2025 Edition

Avoid costly Google Ads mistakes with this quick 10-point checklist. Each point includes a quick fix so you can instantly improve performance and ROI.

1. Wrong Keywords	Switch to phrase/exact match; review Search Terms Report weekly.
2. Ignoring Negatives	Add negatives often; create shared negative lists.
3. Broken Tracking	Fix GA4 + Ads tags; test conversions using Tag Assistant.
4. Weak Ad Copy	Use Hook – Benefit – Proof – CTA formula for every ad.
5. Bad Landing Pages	Match ad copy; keep one CTA; add trust signals.
6. Overusing Smart Bidding	Use manual bidding until you have 30+ conversions.
7. Missing Extensions	Add sitelinks, callouts, and structured snippets.
8. No Mobile Optimization	Use responsive ads and check mobile speed.
9. Skipping Remarketing	Build audience lists; run RLSA campaigns.
10. Ignoring Policy Compliance	Review Google ad policies; avoid restricted content.

Ready to Fix Your Ads?
Get a Free 15-Point Google Ads Audit with Fulfillit and uncover what's holding your ROI back.
fulfillit.com/free-audit

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