

# Intellistart's 50-Point Google Ads Audit for Law Firms

Use this checklist to determine whether your law firm's PPC campaigns are properly configured, accurately tracking enquiries, and generating qualified cases rather than wasted clicks.

## Tracking & Analytics (10 Points)

- Google Analytics 4 is installed correctly
- Google Ads and GA4 are linked
- Google Tag Manager is installed
- Enhanced Conversions are enabled
- Conversion Linker tag is active
- CRM integration is configured
- Offline Conversion Tracking is enabled
- Cross-domain tracking works correctly
- No duplicate conversion tracking exists
- You can attribute every lead source accurately

## Conversion Tracking (10 Points)

- Contact form submissions are tracked
- Phone calls from ads are tracked
- Phone calls from website are tracked
- Click-to-call actions are tracked
- Live chat enquiries are tracked

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- Consultation bookings are tracked
- Conversion values are assigned
- Primary and secondary conversions are separated
- Conversion status is recording correctly
- Qualified leads are tracked separately from enquiries

### **Campaign Structure (5 Points)**

- Practice areas are separated into individual campaigns
- Campaigns target the correct locations
- Ad groups are tightly themed
- Ad rotation settings are intentional
- Search and Display campaigns are separated

### **Budget & Bidding (5 Points)**

- Budget is based on market demand
- Budget is based on impression share data
- Campaigns are not limited by budget
- Bidding strategy aligns with campaign objectives
- Search impression share is monitored regularly

### **Keyword Audit (10 Points)**

- Keywords align with legal services offered
- Low-quality-score keywords have been reviewed
- Low-search-volume keywords have been reviewed

- Exact match keywords are used strategically
- Phrase match keywords are controlled
- Broad match keywords are monitored
- Competitor keywords are intentional
- Negative keyword lists exist
- Search term reports are reviewed monthly
- Converting search terms are added back into campaigns

### **Search Term Review (5 Points)**

- Irrelevant searches are identified
- “Free legal advice” searches are excluded if appropriate
- Recruitment-related searches are excluded
- Educational searches are excluded
- Negative keywords are updated regularly

### **Landing Page Performance (5 Points)**

- Landing page loads quickly
- Mobile experience is optimised
- Calls-to-action are prominent
- Trust signals are visible
- Forms are easy to complete

### **Lead Quality & CRM (5 Points)**

- Leads enter a CRM automatically

- Leads are qualified by intake staff
- Qualified leads are reported separately
- Signed cases can be attributed to campaigns
- Revenue data can be linked back to Google Ads

## Audit Score

45–50 Points

Excellent. Your account is likely operating on a strong foundation.

35–44 Points

Good, but there are optimisation opportunities available.

25–34 Points

Significant improvements are likely possible.

Under 25 Points

Tracking, targeting, bidding, or account structure issues may be seriously affecting performance and profitability.



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## Need assistance?

Don't hesitate to contact our expert team. Visit [Intellistart.co.uk](https://intellistart.co.uk) or call us on [0161 877 4888](tel:01618774888).