MRKTBL SCHOOL

A 15-minute weekly Google Ads review

Account / campaigns: _____
Review dates / timezone: _____
Conversion definition: _____

[ ] 0-2 min | Confirm the evidence

Account/campaigns, currency, account timezone, complete dates, comparison period and exact conversion action. Record missing coverage and conversion delay.

[ ] 2-5 min | Read compatible totals

Spend, clicks, selected conversions, verified leads/customers and their definitions. Divide total spend by compatible conversions; never average daily CPA. Unknown is not zero.

[ ] 5-8 min | Find the important difference

Compare trends and search intent. Check landing pages and geography. Separate more volume from better efficiency. Do not sum account and campaign totals.

[ ] 8-11 min | Reconcile customer quality

Check qualified leads or first successful payments against business records. Note renewals, refunds, consent and attribution/date differences.

[ ] 11-13 min | Choose one next step

Write the finding, evidence, uncertainty and proposed action. A 500 SEK spend/zero tracked purchase example is a review trigger only when coverage is complete.

[ ] 13-15 min | Save and assign

Save the report and decision log. Name the owner and next check date. Approve exact account changes separately; verify receipts and readback after execution.

Decision / owner / next check: _____
_____

Educational checklist. No automatic account changes. Reviewed 18 November 2026.
Full lesson: mrktbl.co/school-lesson-weekly-performance-report-design.html