

Preparation and PPC Performance Checklist

for your free audit call

You booked a 30 minute audit call. This short guide covers the two things that make the audit 100% accurate and data driven: granting viewer only access before the call, and a few self checks you can run in five minutes. Everything here is read only. Nothing in your accounts will be changed.

01 Grant viewer only access

Viewer access lets us analyze your real data before the call, so the 30 minutes are spent on findings, not screen sharing. You can revoke access at any moment.

Google Ads (read only)

1. In Google Ads, open `Admin` then `Access and security` .
2. Choose to invite a new user with the email `itamar@freedomppcmarketing.com` .
3. Set the access level to `Read only` and send the invitation.

Meta Ads (Analyst)

1. Open `Meta Business Settings` then `Ad accounts` .
2. Select your ad account, choose `Assign people` .
3. Add the analyst and grant the `View performance` (Analyst) level only.

GA4 (Viewer)

1. In GA4, open `Admin` then `Property access management` .
2. Add `itamar@freedomppcmarketing.com` with the `Viewer` role.

02 Five minute self check before the call

- ☐ **Compare complete days only.** Today is always a partial day, so its numbers look low. When you compare performance, exclude today and compare full days to full days.
- ☐ **Check the Conversions column, not All conversions.** The headline All conversions figure usually includes soft events. The biddable Conversions column is the number your bidding actually optimizes toward.
- ☐ **Allow for conversion lag.** The last 1 to 3 days keep filling in as conversions are reported. A recent dip is often just lag, not a break.
- ☐ **Skim your search terms report.** Open the last 30 days of search terms and mark queries that have nothing to do with what you sell. That is usually where budget leaks first.
- ☐ **Glance at GA4 event counts.** In GA4 Reports, look at event count by event name, and if you can, segment by session source and medium to isolate paid traffic. This is the ground truth we reconcile your ads data against.

03 Have these ready for the call

- ☐ Monthly ad spend by channel, and roughly how it has moved in the last 3 months.
- ☐ Your target: cost per lead, cost per acquisition, or ROAS, and your rough margins.
- ☐ Your best selling products or highest value services.
- ☐ Any major recent changes: new agency, new site, tracking changes, big budget moves.

04 What you get within 24 hours of access

- ☐ Attribution and tracking integrity check across Google Ads, Meta and GA4.
- ☐ Budget leak map: where spend goes without return, and which fixes stop it.
- ☐ A keep, fix or cut breakdown of campaigns tied to profit.
- ☐ A prioritized action plan you keep, whether or not we work together.

Questions before the call? Reply to your confirmation email or WhatsApp us at +972 54 528 9013.