

GOOGLE ADS GROWTH SCORECARD
FOR SHOPIFY STORES

GROWING OR JUST THERE?

Find out if your Google Ads
are helping you grow or
just there.



Google Ads



shopify

DMM

BEFORE YOU START

GOOD GEAR. MORE ROOM TO GROW.

A practical account check for Shopify stores selling the next adventure.

01

Find the leaks

See where spend is going without sales.

02

Check the plan

Know what gets the next dollar.

03

Choose your move

Stop. Protect. Scale.

How to fill this in

Same fields either way. One step at a time.

MANUALLY

Open Google Ads. Last 30 days. Campaigns screen. Conversion value ÷ cost = ROAS. Write that number. Circle your category band. Spend and revenue go on the next page.

WITH AI

Give the AI access to the Google Ads account, or paste the last-30-day Campaigns totals. Fill one step at a time. You confirm each answer before it moves on. It does not skip ahead or invent bands.

Fill on screen or print. Select one answer per question. Each healthy answer earns 1 point. Add the scores manually at the end.

BUILT AROUND SPECIALIST OUTDOOR RETAIL

Core: 4WD and off-road accessories; off-road and 4WD tyres; fly fishing and tackle; camping, caravan and touring gear.

Also relevant: marine and boating; cycling (e-bikes, gravel, MTB); motorcycle and adventure riding gear; water sports (dive, kayak, SUP, surf); equestrian; golf.

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 01 / LAND

WHERE DOES YOUR ROAS LAND?

Find your category. Circle the band. This is the number everything else is judged against.

Google Ads, last 30 days. Conversion value ÷ cost = ROAS. Spend and revenue go on the next page.

YOUR ROAS

X

REFERENCE BANDS

STORE CATEGORY	BELOW	AT BENCHMARK	ABOVE
4WD / off-road accessories	Under 2.5x	2.5x to 4x	Over 4x
Off-road tyres	Under 2.5x	2.5x to 4x	Over 4x
Camping / caravan / touring	Under 2.5x	2.5x to 4x	Over 4x
Fishing / marine	Under 2.5x	2.5x to 4x	Over 4x
Retailer	Under 8x	8x to 10x	Over 10x
Fashion and apparel	Under 3x	3x to 6x	Over 6x
Home goods and furniture	Under 4x	4x to 8x	Over 8x
Electronics	Under 2.5x	2.5x to 5x	Over 5x
Beauty and personal care	Under 3x	3x to 7x	Over 7x
Food and beverage	Under 2x	2x to 5x	Over 5x
General / other	Under 2x	2x to 4x	Over 4x

YOUR BAND

☐ Below☐ At benchmark☐ Above

A 2x can still be profitable if margins are wide. A 4x can lose money if they are thin. Check contribution after COGS, shipping and ads. If most ROAS comes from people searching your store name, you may be collecting demand rather than creating it.

Reference ranges retained from the supplied growth check; not independently validated industry averages. For a category not listed, agree a suitable band before scoring.

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 02 / SNAPSHOT

THREE NUMBERS.

Last 30 days. Nothing else on this page.

Campaigns screen. Total cost. Conversion value. Divide value by cost if you have not already.

01

AD SPEND

Total cost across all campaigns.

\$

02

REVENUE

Purchase conversion value. Not subscriptions, calls, or page views.

\$

03

ROAS

Revenue ÷ ad spend. Same number you circled on the last page.

X

Keep the same reporting period for all three numbers.

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 03 / LEAK / 1 OF 2

WHERE THE MONEY LEAKS

Ten questions across two pages. Each healthy answer scores 1.

Last 90 days. Sale = a purchase. Tick yes or no. A no is usually healthy; 3.6 is the exception.

3.1 Any product with ad spend and no sales in 90 days?

This is usually the biggest pocket of waste, and the easiest to stop. Pause or exclude those products before you add budget.

☐ Yes ☐ No

Healthy: No

3.2 Do those products still sit in a live campaign or Shopping feed?

If they are still included, Google keeps buying clicks for them. Pull them out of the feed or the listing group.

☐ Yes ☐ No

Healthy: No

3.3 Any campaign built to sell with ad spend and no sales in 90 days?

Ignore video, display, or awareness you run on purpose. A selling campaign with spend and no purchases is a leak.

☐ Yes ☐ No

Healthy: No

3.4 Any listing group or asset group with ad spend and no sales in 90 days?

A campaign can look fine while one group inside it burns budget. Cut that group, not the whole campaign.

☐ Yes ☐ No

Healthy: No

3.5 Any search term with spend and no sales that is a competitor shop, how-to, job, or marketplace query?

Those queries were never going to buy from you. Exclude competitor stores, how-to, jobs, Amazon, and eBay.

☐ Yes ☐ No

Healthy: No

[CONTINUE THE LEAK CHECK ON THE NEXT PAGE.](#)

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 03 / LEAK / 2 OF 2

KEEP CHECKING THE GAPS.

Questions 3.6 to 3.10. Same 90-day window. Same scoring.

3.6 Do selling campaigns, ad groups, or asset groups have a categorisation strategy, such as high volume, low volume, or other?

One dump of every product is a leak. Split by volume, intent, or another rule you can name. Video, display, and awareness sit outside this.

☐ Yes ☐ No

Healthy: Yes

3.7 Do searches for your store name sit in the same campaign as non-brand searches?

This is your shop name, not the brands you stock. Mixed in, brand props up the ROAS and hides what new-customer demand is doing.

☐ Yes ☐ No

Healthy: No

3.8 Any products rejected or disapproved in Google Shopping?

Feed errors, policy, price mismatch, and image issues take those products out of the auction. Budget then shifts to whatever is left. Out of stock is the next question.

☐ Yes ☐ No

Healthy: No

3.9 Any out-of-stock products still getting ad spend?

They cannot convert. Google still spends, then moves the rest of the budget onto whatever remains.

☐ Yes ☐ No

Healthy: No

3.10 Any spend on products you do not sell?

Wrong category, one-off junk, or products you dropped. Same waste as 3.1, different cause. Exclude them from the feed.

☐ Yes ☐ No

Healthy: No

LEAK SCORE

Add the healthy answers from all ten leak questions.



/ 10

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 04 / GROW

IS THERE A GROWTH PLAN?

Five questions. Mix of healthy yes and healthy no. Same scoring.

4.1 Do you have a clear target to hit, ROAS, revenue, or both?

Without a number, every budget change is a guess. Write the target before you raise spend.

☐ Yes ☐ No

Healthy: Yes

4.2 Do you have a product or category growth plan for where extra budget goes?

"Grow the account" is not a plan. Name the products or categories that get the next dollar.

☐ Yes ☐ No

Healthy: Yes

4.3 Has budget been increased on campaigns that already sell, in the last 90 days?

If winners have not had a raise, you are collecting demand, not growing.

☐ Yes ☐ No

Healthy: Yes

4.4 Do you increase budget on a set cadence?

Waiting until something breaks is not a growth plan. Weekly or monthly is a cadence.

☐ Yes ☐ No

Healthy: Yes

4.5 Are campaigns that already hit the target still capped by their daily budget?

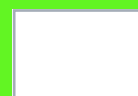
If they hit the target and still run out of budget, the next move is a raise.

☐ Yes ☐ No

Healthy: No

GROW SCORE

Add the healthy answers from these five questions.



/ 5

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 05 / SCORE

YOUR GROWTH SCORE

Add Leak and Grow. Copy your ROAS band from Step 01. Find where the score and band meet.

GROWTH SCORE

LEAK + GROW =

/ 15

ROAS BAND



Below



At



Above

11 or more is a strong score. 10 or under is a weak one.

GROWING

At or above benchmark / 11 to 15

Ads are adding revenue, not just collecting it. Put more budget behind products already returning. Do not rebuild what is working.

EXPOSED

At or above benchmark / 10 or under

The number looks like growth. Brand or one hero SKU is often carrying it. Stop the leaks before you add budget.

FIXABLE

Below benchmark / 11 to 15

The account can grow. Something specific is in the way: no product plan, no budget cadence, or winners still capped. Fix that, then scale.

JUST THERE

Below benchmark / 10 or under

Spending and running, not compounding. This is where most Shopify accounts sit. Stop the products with spend and no sales before you raise budget.

YOUR RESULT

LAND

SNAPSHOT

LEAK

GROW

SCORE

NEXT

STEP 06 / NEXT

THE MOVE FROM YOUR SCORE

Stop, protect, scale, in that order. Your result tells you where to start. Nothing to fill in.

Growing

Start with scale. Raise budget on what already returns. Treat leaks as maintenance.

Exposed

Start with stop. Split store-name search from the rest before you add budget.

Fixable

Start with the one gap in the growth plan: no target, no product plan, no cadence, or winners still capped. Then raise budget on what already returns.

Just there

Start with stop. Move that budget onto products that already return. Do not scale the current mix.

01

STOP

Products with spend and no sales. Selling campaigns with no sales. Junk search terms. Zero-sale placements. Overlap. Rejected and out-of-stock products still spending.

02

PROTECT

Brand, hero SKUs, campaigns that already return. Leave these alone while you plug leaks.

03

SCALE

Only after Stop. Raise budget on campaigns that already hit the target and are capped. Put the next dollar on the product or category in the plan.

MAKE ROOM FOR WHAT'S NEXT.

Want us to run this on your account?

We will go through the live numbers and send back your growth score, with Stop / Protect / Scale already decided.

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