

Weakness-Audit Prompt Pack

Run your monthly kill-list. Do not reinforce defeat.

How to use. Export your Google Ads or GA4 data for the last 30 to 90 days, then paste each export into the matching prompt below. Run them in order, once a month, to build a short, honest kill-list.

1 By day

PROMPT

Here is my Google Ads performance by day of week [paste]. Which days have the highest cost per lead and the lowest conversion rate? Flag any day that is weak week after week, not just once.

2 By device

PROMPT

From this device breakdown [paste], which device is carrying the account and which is dragging cost per lead up? Suggest a device bid adjustment.

3 By audience

PROMPT

Given these audience segments [paste], which ones spend a lot but convert little? List them worst to best by cost per lead.

4 By search term

PROMPT

Here is my search terms report [paste]. Group the terms by intent and list the ones wasting spend that I should add as negative keywords.

5 By hour

PROMPT

From this hourly data [paste], which hours bring clicks but few conversions? Suggest a dayparting bid adjustment.

6 The kill-list

PROMPT

Based on all of the above, give me a short kill-list: what to pause, what to lower bids on, and where to move that freed-up budget.

Do not cut on too little data. One bad day is noise. Cut what is weak week after week.