

Paid Search (PPC) Performance and Governance Audits

Service Definition

1. Service overview

Paid Search (PPC) Performance and Governance Audits is an advisory service providing an objective review of paid search accounts. It supports public sector organisations that need assurance over performance, spend controls, compliance and measurement to inform optimisation priorities and governance improvements.

2. How the service works

The service is delivered as a structured, time-boxed audit based on an agreed scope and objectives.

Typical delivery activities include:

- Onboarding to confirm audit scope, objectives and success measures
- Review of paid search account structure and configuration
- Assessment of campaign, ad group and keyword organisation
- Review of bidding strategies and targeting approaches
- Assessment of spend controls, budgets and account governance
- Review of ad copy, extensions and assets
- Assessment of conversion tracking and measurement setup
- Review of approval, compliance and change control processes
- Identification of risks, issues and dependencies
- Documentation of findings and prioritised recommendations

The buyer provides access to advertising platforms, analytics tools and relevant stakeholders. Delivery is typically remote.



HM Government
G-Cloud
Supplier

SPINDOGS

3. Skills and experience

The service is delivered by practitioners with experience in paid search management, governance and performance analysis.

Roles typically involved include:

- Delivery or project manager
- Paid search or PPC specialist
- Digital analyst
- Governance or compliance reviewer

The team applies established audit and analysis techniques appropriate to public sector paid media activity.

4. Relevant experience

The supplier has the ability to deliver paid search performance and governance audits for public sector and regulated organisations.

Typical examples include:

- Reviews of paid search account structure and spend controls
- Audits of conversion tracking and reporting accuracy
- Governance reviews to support compliant campaign management

Provides a clearer understanding of risks, inefficiencies and improvement priorities.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and access requirements. The buyer provides access to advertising accounts, analytics platforms and relevant documentation.

Offboarding

At completion, all audit findings, analysis outputs and recommendations are provided to the buyer in an agreed format. A close-out session is held to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include campaign management, implementation or ongoing optimisation. Findings depend on the quality, completeness and availability of data provided by the buyer and third parties. Results reflect performance and governance at the time of review and may change as platforms, policies or account configurations change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, progress reporting and communication. Regular check-ins are used to validate findings and confirm direction. Issues and risks related to data access or dependencies are escalated as required. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to paid advertising platforms, analytics tools, reporting dashboards and relevant documentation. No specialist buyer-provided infrastructure is required beyond agreed access arrangements.

9. Hosting, data and security

The service does not include hosting or operation of systems. Buyer-provided data is used solely for the purposes of delivering the audit and handled in line with agreed confidentiality and security requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned data and materials are returned as part of the agreed outputs. Any copies held for delivery purposes are deleted in line with agreed



HM Government
G-Cloud
Supplier

SPINDOGS

confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



HM Government
G-Cloud
Supplier

SPINDOGS