

Easy-to-Follow Checklist for Google Ads Account Security



Here's a simple checklist to ensure your Google Ads account is secure:



Enable Two-Factor Authentication (2FA)

- Set up an additional layer of security with your phone or authentication app.



Review User Permissions Regularly

- Ensure that only necessary personnel have access to your Google Ads account.



Monitor Notifications

- Turn on notifications for unusual activity or account changes.



Update Recovery Information

- Add a backup email and phone number in case of lockout or account compromise.



Complete Advertiser Identity Verification

- Ensure that your account is verified, especially if you're in a sensitive business sector.



Use Strong, Unique Passwords

- Avoid using easily guessed passwords or sharing them across platforms.



Limit Third-Party Access

- Only authorise trusted third-party apps and integrations.

