FICTIONAL CLIENT · ILLUSTRATIVE REPORT

Your Google Ads.

Eight areas. A clear action plan.

An account-level review of spend, targeting, measurement and the decisions worth making.

Example Boiler Co. · UK repairs & servicing

Prepared 6 September 2026 · Revised illustrative template 20 September 2026

The next decisions, in order

£9,600 off-intent Search spend within a fictional £60,000 account total.

01 Correct the conversion goals

360 of 1,200 reported conversions are page views. Four campaigns pursue them.

Account manager · F02 · E05 + E02

02 Review the query exclusions

Jobs, training, manuals and parts-only searches total £9,600, counted once.

Account manager · F03 · E01

03 Validate before changing budgets

Review structure, URLs and targeting. Build a stable enquiry-only baseline.

Owner + account manager · F01 / F04–F08

No changes implemented. The £1,920–£2,560/month reallocation scenario assumes a 60–80% reduction in recurring off-intent spend; it is not achieved savings.

Eight areas. One evidence standard.

Findings carry context, evidence, a priority and a validation step.

01 Account & campaign structure

02 Keywords & match types

03 Bidding & budget

04 Ad copy & assets

05 Landing pages & destinations

06 Conversion tracking & goals

07 Audience & targeting

08 Delivery & competitive visibility

Coverage is evidence-led. The supplied eight-by-six checklist claim is unresolved; no fixed check count is advertised.

Read-only access. Clear limits.

This example models a Google Ads-only audit. No live account, website, analytics property or CRM was accessed.

IN SCOPE

Account settings + reported performance

Campaigns, visible search terms, keywords, bids, budgets, ads, assets, goals, diagnostics, URLs, targeting and change history.

NOT INDEPENDENTLY VERIFIED

Website behaviour + business outcomes

Tag firing, form completion, duplicate people, spam, qualification, CRM delivery, bookings, sales, profit and return on investment.

01 May-31 July 2026

Three complete months

06 September 2026

Snapshot date; 30-day click window modeled

Proposals, not edits

An authorised editor must approve and implement

Four areas need correction. Four need review.

Status reflects findings and evidence coverage, not an account-health score.

AREA	STATUS	KEY EVIDENCE	NEXT DECISION
01 Account & campaign structure	Issue	2 purpose overlaps	F01 · Separation
02 Keywords & match types	Issue	£9,600 off-intent spend	F03 · Exclusions
03 Bidding & budget	Issue	4 mixed-goal campaigns	F02 / F08 · Goals, then budget
04 Ad copy & assets	Review	3 homepage sitelinks	F07 · Creative test
05 Landing pages & destinations	Review	PMax /guides URL scope	F04 · URL review
06 Conversion tracking & goals	Issue	30% page-view conversions	F02 · Goal correction
07 Audience & targeting	Review	Network / location options	F05 · Targeting review
08 Delivery & competitive visibility	Review	Conflicting delivery figures	F06 · Reconcile, then review

Issue: evidenced correction. Review: open decision or incomplete coverage. The source check ledger does not support the claimed 25 Pass / 18 Review / 5 Issue totals.

Account & campaign structure

Make every campaign's purpose obvious.

01.1 **Purpose & segmentation**

Confirm each campaign has one commercial job.

01.2 **Brand separation**

Keep captured brand demand distinct from acquisition.

01.3 **Service & location structure**

Check that geography and services route cleanly.

01.4 **Overlap & control**

Review settings, automation and change ownership.

ISSUE

2

campaign purposes overlap in the illustrative account

RECOMMENDED ACTION

Separate brand from generic demand and define one service purpose for each campaign.

E00 · Grouped topics; six-check ledger not supplied.

One campaign. One clear commercial job.

Selected campaign extract; spend values are part of the same fictional £60,000 three-month account total.

CAMPAIGN	PRIMARY PURPOSE	3-MONTH COST	CONTROL REVIEW
Brand Search	Brand demand	£6,000	Separate / protect
Boiler Repair	Generic repair leads	£24,000	Location overlap
General Search	Brand + broad services	£8,000	Purpose overlap
PMax - All Services	Mixed service demand	£10,000	URL / goal controls

2 overlaps
Purpose conflicts identified in the selected extract

£18,000
Spend requiring controlled structure review

Keywords & match types

Keep the intent. Remove the mismatch.

02.1 **Search intent**

Classify visible queries; separate relevant zero-conversion terms.

02.2 **Matching & routing**

Review match types in context; map queries to campaigns and ads.

02.3 **Negatives & conflicts**

Check missing exclusions; inspect list scope and blocked good terms.

02.4 **Coverage & diagnostics**

Review keyword eligibility; record diagnostics and query visibility.

ISSUE

£9,600

Spend on clearly off-intent Search themes

RECOMMENDED ACTION

Attach reviewed negative lists, exclude precise off-intent queries and preserve relevant research searches.

E01 · Supported check records and status evidence are in the slide notes.

Show the query. Explain the decision.

Selected enquiry actions exclude pricing-page views. Four off-intent groups are mutually exclusive.

VISIBLE QUERY THEME	COST	COUNT	INTENT ASSESSMENT	PROPOSED DECISION
Jobs / vacancies	£3,600	0	Employment, not a repair booking	Attach list; review variants
Training / courses	£2,400	0	Training, not a repair booking	Review precise negatives
DIY manuals	£1,800	0	Document-download intent	Exact-query exclusions
Parts-only shopping	£1,800	0	Retail intent, not booked service	Exact-query exclusions
Boiler repair cost	£2,500	28	Relevant price research	Retain; monitor

£9,600

Off-intent cost / included in the main total

85%

Visible-query coverage: £42,500 / £50,000 Search cost

£3,600 spent on job-seeking searches.

High confidence within the mock dataset. This amount is part of the £9,600 total, not additional to it.

ILLUSTRATIVE REPORT - NOT A REAL EXPORT

SEARCH TERM	CLICKS	COST	AVG. CPC
boiler engineer jobs	300	£1,800	£6.00
gas engineer vacancies	[illegible]	£1,200	[illegible]
boiler engineer salary	100	£600	£6.00

0 selected enquiry actions across these three rows

OBSERVED

Recruitment searches reached campaigns promoting booked boiler repairs.

WHY IT MATTERS

The jobs/training negative list is not attached to General or Servicing.

RECOMMENDED ACTION

Review conflicts, attach the list and inspect recurring search variants.

VALIDATION

Recheck list associations, query cost and selected enquiry volume.

The blurs are a privacy-style demonstration. All values, client details and findings in this report are invented.

Bidding & budget

Fix the goal before changing the budget.

03.1 **Strategy & goal alignment**

Map each strategy to selected goals; compare like-for-like targets.

03.2 **Allocation & pacing**

Reconcile spend and shared budgets; separate brand and non-brand.

03.3 **Constraints & controls**

Review lost impression share; check bid-adjustment compatibility.

03.4 **Changes & experiments**

Review edit history and automation; define a controlled test.

ISSUE

4 / 5

Campaigns also optimise for page views

RECOMMENDED ACTION

Remove the mixed-goal dependency, re-baseline targets and hold total spend before controlled allocation tests.

E02 · Supported check records and status evidence are in the slide notes.

Compare the same outcome across campaigns.

Every CPA below uses quote submissions plus calls of 60+ seconds. These are reported actions, not verified unique leads.

CAMPAIGN	CURRENT BIDDING	COST	COUNT	ACTION CPA	CURRENT GOALS
Brand Search	Max. conversions	£6,000	240	£25.00	Enquiries only
Boiler Repair	Target CPA £60	£24,000	300	£80.00	Includes page views
Boiler Servicing	Target CPA £65	£12,000	150	£80.00	Includes page views
General Search	Target CPA £45	£8,000	70	£114.29	Includes page views
PMax - All Services	Target CPA £50	£10,000	80	£125.00	Includes page views
TOTAL		£60,000	840	£71.43	Hold net spend initially

Existing target CPAs refer to the configured goal set. After changing goals, re-baseline the targets rather than reusing them mechanically.

Fix the goal. Rebuild the baseline. Then test the allocation.

General Search is the clearest example of why the order matters.

CURRENT SETUP

01

£45

Target CPA for a mixed set of enquiry actions and page views.

AFTER GOAL REVIEW

02

Re-baseline

Use the selected enquiry definition. Do not assume the same target still fits.

AFTER STABILITY

03

Test, then decide

Set a spending limit, evaluate volume and CPA, and retain a rollback route.

Smart Bidding does not support generic manual bid changes in the same way as manual bidding. Check the specific strategy and supported controls.

Ad copy & assets

Make the message fit the search.

04.1 **Coverage & relevance**

Review eligible ads; match the message to search intent.

04.2 **Responsive ad structure**

Inspect pinning rationale; evaluate useful headline variation.

04.3 **Asset coverage & destinations**

Check asset associations; review sitelinks, calls and eligibility.

04.4 **Performance & testing**

Read actual delivery; test against the right conversion metric.

REVIEW

3

Sitelinks share a generic homepage destination

RECOMMENDED ACTION

Test service-specific wording and approved destination paths. Keep the test focused on enquiry-action CPA.

E03 · Supported check records and status evidence are in the slide notes.

More relevant copy. A test, not a promise.

Illustrative responsive-search-ad ingredients. Service area and every business claim require approval.

CURRENT / GENERIC

Boiler Repair Services
Book a Repair Today
Local Boiler Specialists

Contact our team for boiler repairs and servicing. Submit an enquiry online.

Three sitelinks point to the homepage.

PROPOSED / REPAIR INTENT

Boiler Repairs in Leeds
Tell Us Your Boiler Problem
Request a Repair Callback

Need help with a boiler fault? Tell us the issue and request a repair callback.

Use approved repair and servicing URL paths.

TEST T01

Hypothesis: specific repair messaging may lower cost per selected enquiry action.

Keep bids, budgets, locations and goal definitions stable during the creative comparison. Do not judge the test on click-through rate alone.

Landing pages & destinations

Review where the click is sent.

05.1 **Destination mapping**

Map ads to configured URLs; compare reported URL outcomes.

05.2 **URL setup & warnings**

Inspect URL settings; record destination diagnostics.

05.3 **Expansion & exclusions**

Inspect automated URL selection; review page-feed and exclusion scope.

05.4 **Page diagnostics & forms**

Review available experience diagnostics; inspect hosted lead forms if used.

E04 · Supported check records and status evidence are in the slide notes.

REVIEW

£1,100

PMax spend associated with /guides destinations

RECOMMENDED ACTION

Review homepage routing and expanded URLs. Seek approval for destination changes; do not assume the pages are broken.

Destination choices, backed by account data.

Configured paths and Google Ads reporting support these review items. Website content and form usability remain unverified.

CAMPAIGN / ASSET	CONFIGURED OR REPORTED PATH	REPORTED COST	SELECTED ACTIONS	AUDIT TREATMENT
General Search	/ (homepage)	£8,000	70	Review service-specific routing
PMax /guides subset	/guides/...	£1,100	4	Review URL-expansion scope
Three sitelinks	/ (homepage)	Not separately counted	Not attributed here	Review asset destinations

WHAT WE CAN SAY

These are destination choices worth reviewing.

WHAT WE CANNOT CLAIM

The website is broken or £9,100 is wasted.

PMax /guides spend is a subset of its £10,000 budget. General Search cost can overlap with the query findings. Neither is added to waste.

Conversion tracking & goals

Know what the account calls a conversion.

06.1 **Actions & bidding goals**

Inventory conversion actions; map account and campaign goals.

06.2 **Counting & attribution**

Review count rules; compare windows, values and attribution.

06.3 **Diagnostics & duplicate risk**

Read recording status; inspect possible parallel measurement.

06.4 **Calls & imported signals**

Review available imports; inspect call conversion definitions.

ISSUE

30%

Of reported conversions are pricing-page views

RECOMMENDED ACTION

Keep the two selected enquiry actions separate from engagement. Check campaign and custom-goal contents before editing.

E05 · Supported check records and status evidence are in the slide notes.

£50 reported CPA is not £50 per enquiry.

The conversion denominator mixes actions with different meanings. Changing the denominator is not a performance improvement.

CONVERSION ACTION	SOURCE	ROLE / COUNT	COUNT	AUDIT DECISION
Quote form submission	Website	Primary / One	600	Retain as selected enquiry action
Calls of 60+ seconds	Calls from ads	Primary / One	240	Retain; quality not verified
Pricing-page view	Website	Primary / Every	360	Remove from intended enquiry goals

£50.00
£60,000 / 1,200 reported conversions

£71.43
£60,000 / 840 selected enquiry actions

30%
360 page views / 1,200 reported conversions

Check campaign goals and custom-goal contents: a Secondary action can still be used for bidding when it is included in an applied custom goal.

Audience & targeting

Find targeting decisions worth testing.

07.1 **Geography & location options**

Review included locations; inspect location options and exclusions.

07.2 **Audience & demographics**

Check Targeting versus Observation; review restrictions and signals.

07.3 **Devices & schedules**

Compare devices; review hours, schedules and supported controls.

07.4 **Networks & inventory**

Separate Search partners; inspect PMax channel reporting.

REVIEW

£102.86

Search partners cost per selected enquiry action

RECOMMENDED ACTION

Review location options and network mix by campaign, then test approved restrictions with volume guardrails.

E06 · Supported check records and status evidence are in the slide notes.

A network gap is a reason to investigate.

Compare within campaigns before restricting traffic. Network mix may differ; lead quality is not available.

COST PER SELECTED ENQUIRY ACTION

Google Search

£62.03

£42,800 / 690 actions

Search partners

£102.86

£7,200 / 70 actions

LOCATION OPTIONS

2 campaigns

Repair and General use Presence or Interest.

Review whether that setting fits the local-service intent shown in the ads. Do not infer customer addresses.

The £7,200 partner spend is not proven waste and can overlap with the £9,600 query ledger. It is not added to the opportunity.

Delivery & competitive visibility

Find whether rank or budget is limiting reach.

08.1 **Search impression share**
Read eligible reach by campaign and intent.

08.2 **Lost share: rank**
Separate relevance and bid pressure from budget limits.

08.3 **Lost share: budget**
Identify genuine capacity constraints.

08.4 **Auction context**
Use competitive visibility as context, not certainty.

REVIEW

27% / 34%

Conflicting Boiler Repair rank-loss figures. Reconcile before acting.

RECOMMENDED ACTION

Confirm the source rows, then review rank and budget constraints. Emergency Search is absent from the spend ledger.

E08 · Grouped topics; six-check ledger not supplied.

Delivery figures need reconciliation

Both source versions are retained. No campaign or spend has been added.

SOURCE / CAMPAIGN	SEARCH IS	RANK LOSS	BUDGET LOSS
Slide 23 · Emergency Search*	54%	31%	15%
Slide 23 · Boiler Repair†	49%	34%	17%
Slide 11 notes · Boiler Repair†	55%	27%	18%
Slide 23 · Boiler Servicing	61%	27%	12%
Slide 23 · Brand Search	91%	6%	3%

* D02: Emergency Search has no match in the five-campaign spend ledger.
† D01: Conflicting Boiler Repair values require an owner decision. Each row totals 100%.
E08 · Hold the specific rank/budget recommendation until these source choices are resolved.

One spend total. Three different types of finding.

Only the first category enters the budget-reallocation scenario. Settings risks and test opportunities remain separate.

01	QUANTIFIED OFF-INTENT COST £9,600	Jobs, training, manuals and parts-only queries. Distinct Search cost rows, counted once.
02	MEASUREMENT RISK 360 page views	Part of the conversion total, not a cost category. 30% of conversions does not mean 30% wasted budget.
03	REVIEW / TEST EXPOSURE No saving booked	£7,200 partners; £1,100 /guides. Different views of spend, not proven waste.

Achieved savings: not measured.

£1,920-2,560 per month.

Potential budget available for reallocation if recurring off-intent spend is reduced.

ILLUSTRATIVE MONTHLY BASELINE

£3,200

£9,600 / 3 complete months

Assumes a comparable future traffic mix.
Seasonality and demand can change.

ASSUMED REDUCTION	MONTHLY REALLOCATION
60%	£1,920
70%	£2,240
80%	£2,560

Reallocation is not cash recovered.

With unchanged budgets, the spend moves elsewhere.
Cash outlay falls only if total spending falls.

Eight decisions, with clear ownership

Your authorised team approves and implements changes. No edits are included here.

ID / PRIORITY	AREA	PROPOSED ACTION	OWNER	VALIDATION
F01 / P1	01	Separate brand; clarify campaign purpose	Account manager	Routing + spend baseline
F02 / P1	06 + 03	Remove page views from enquiry goals	Account manager	Goal map + new baseline
F03 / P1	02	Review exclusions; attach negative lists	Account manager	Conflicts + query cost
F04 / P2	05	Review homepage routing and URL scope	Owner + manager	Approved paths / exclusions
F05 / P2	07	Review locations and campaign networks	Account manager	Bounded test
F06 / P2	08	Resolve D01/D02; review rank inputs	PPC + web team	IS + enquiry-action trend
F07 / P3	04	Run repair-message experiment T01	Copy + account team	Stable enquiry-action CPA
F08 / P3	03	Reassess a capped allocation test	Owner + manager	Spend + volume guardrails

P1: correct a material issue. P2: review evidence. P3: controlled optimisation test. Lead quality is unverified; no qualified-lead trend is claimed.

Fix first. Test next. Scale carefully.

Timing depends on access, approvals, conversion lag and sufficient data. These are implementation stages, not audit-delivery promises.

01

DAYS 1-14

Stabilise

Agree enquiry-only goals.
Review negatives and conflicts.
Log each approved change.

02

DAYS 15-30

Refine

Check the new goal baseline.
Review URLs and targeting.
Keep total spend controlled.

03

DAYS 31-60

Test

Run the repair-message test.
Avoid simultaneous edits.
Track cost and action volume.

04

DAYS 61-90

Decide

Read uncertainty and lag.
Keep, revise or stop the test.
Approve scaling only with evidence.

Define the decision before running the test.

Hypothesis: more specific repair messaging may lower selected enquiry-action CPA without materially reducing volume.

METRIC

Quote submissions + calls of 60+ seconds.

Use exactly the same two actions in both arms; separate brand from the test.

COMPARISON

A 50/50 Search experiment.

Start after goal and negative changes stabilise. Review after at least 28 days; extend if evidence is sparse.

GUARDRAILS

Hold other major settings steady.

No simultaneous target, budget or location edits. Monitor spend and enquiry-action volume.

DECISION

Material improvement, with uncertainty.

A 10% CPA reduction is an illustrative business threshold, not proof. Check uncertainty; no clear winner means keep testing.

Keep the meaning attached to the number.

All calculations below use the same synthetic account and explicit reporting scope.

METRIC	EXAMPLE CALCULATION	DOES NOT ESTABLISH
Reported conversion CPA	£60,000 / 1,200 = £50.00	Cost per unique or qualified lead
Selected enquiry-action CPA	£60,000 / 840 = £71.43	Deduplicated people, bookings or sales
Off-intent share of account spend	£9,600 / £60,000 = 16%	A guaranteed 16% cash saving
Visible Search-query coverage	£42,500 / £50,000 = 85%	Visibility into every Search query
Monthly off-intent baseline	£9,600 / 3 = £3,200	An unchanged future traffic mix
Monthly reallocation scenario	£3,200 × 60-80% = £1,920-2,560	Achieved savings, profit or a forecast

When the selected action count is zero, CPA is undefined. Ratios use total cost / total actions; row CPAs are never averaged.

The evidence behind each finding

These synthetic anchors illustrate the evidence to capture in a real audit.

ID	AREA	EVIDENCE TO CAPTURE	EXAMPLE ANCHOR
E00	Account & campaign structure	Purpose, settings, overlap, change history	2 purpose overlaps
E01	Keywords & match types	Queries, trigger context, negative associations	£9,600 off-intent cost
E02	Bidding & budget	Goals, strategies, targets, spend, history	4 mixed-goal campaigns
E03	Ad copy & assets	Ads, assets, eligibility, delivery	3 homepage sitelinks
E04	Landing pages & destinations	Final URLs, URL reports, expansion controls	£1,100 /guides subset
E05	Conversion tracking & goals	Actions, settings, goals, diagnostics	600 forms + 240 calls + 360 views
E06	Audience & targeting	Locations, audiences, devices, networks	£7,200 partner cost
E08	Delivery & competitive visibility	IS, rank loss, budget loss, auctions	D01 / D02 unresolved

Record dates, campaign scope, metric definition, confidence, dependencies, action, owner and validation. The complete supported check transcription accompanies this sample.