



SAMPLE REPORT

Google Ads Performance Audit

A line-by-line look at where this advertiser's paid budget turns into booked jobs — and where it leaks before it gets there.

PREPARED FOR

Desert Peak Air Conditioning & Heating

desertpeakair.com · Phoenix, AZ · HVAC

MONTHLY AD SPEND

~\$4,500

OVERALL GRADE

D+ · Needs Work

PREPARED BY

The Valley Marketing Group

EXECUTIVE SUMMARY

The short version

Desert Peak is spending around \$4,500/month on Google Ads and getting calls — but a large share of that budget never reaches a booked job. The ads are doing their part by driving clicks. The problem is everything that happens *after* the click: a slow mobile site, no call tracking, and missed calls after hours.

~\$1,840/mo

of the ad budget is effectively wasted every month — paid clicks that bounce on a slow page, spend on the wrong searches, and calls that ring out to voicemail. That's **~\$22,000 a year** leaking out of the funnel.



GOOGLE ADS
ACCOUNT



LANDING PAGE &
SPEED



CONVERSION
TRACKING



LEAD RESPONSE

THE FOUR LEAKS WE FOUND

- **1. ~28% of spend goes to searches that will never book a job**
Broad match is pulling in "ac units for sale," "hvac school," and "how to fix ac myself" — clicks you pay for that were never going to call.
- **2. The mobile site scores 31/100 and takes 6.4s to load**
Google's own data: 53% of mobile visitors leave a page that takes over 3 seconds. Half the clicks you buy bounce before the page even finishes.
- **3. Phone calls — your #1 conversion — aren't tracked**
62% of conversions are calls, but there's no call tracking. Google is optimizing toward form fills it can see and ignoring the calls that actually pay.
- **4. 41% of calls come after hours — and go to voicemail**
78% of callers won't leave a voicemail. They hang up and dial the next company in the ad results — the one you just paid to sit above.



SECTION 1

Google Ads Account

The account is active and spending evenly, but it's running on default settings. Broad match + no negative keyword list means you're paying for a lot of traffic that was never going to convert.

\$4,500

Est. monthly spend

~28%

Spend on non-converting terms

0

Negative keywords in account

TOP WASTED SEARCH TERMS (LAST 30 DAYS, SAMPLE)

SEARCH TERM THAT TRIGGERED YOUR AD	CLICKS	SPEND	CONV.	VERDICT
ac units for sale	37	\$312	0	Wrong intent
how to fix ac myself	29	\$241	0	DIY, won't hire
hvac technician jobs near me	24	\$189	0	Job seeker
free ac repair phoenix	21	\$156	0	Price shopper
hvac school arizona	14	\$121	0	Student
used air conditioner parts	18	\$133	0	Low intent
6 terms shown of 40+ flagged	143	\$1,152	0	\$0 return

What this is costing you

Roughly **\$1,260/month** (\$15,100/yr) is going to searches that structurally cannot become a job. A tight negative-keyword list and exact/phrase match would redirect most of that spend to people actually looking to hire an AC company.

SECTION 2



Landing Page & Mobile Speed

Ads send traffic to the homepage, not a dedicated landing page — and that homepage is slow on mobile, where most of your clicks come from. You're paying premium prices for clicks that bounce before they see your offer.

Google Mobile PageSpeed score

31 / 100 — Poor



Largest Contentful Paint (load time)

6.4s — Google recommends under 2.5s



~53%

Mobile visitors lost to load time

homepage

Where ads send traffic (no dedicated LP)

No

Form above the fold

PAGE-LEVEL FINDINGS

- **Hero image is 3.8 MB, unoptimized**

A single oversized image accounts for most of the load time. Compressing + lazy-loading alone would cut seconds.

- **Phone number isn't clickable on mobile**

Visitors have to memorize and re-dial the number instead of tapping to call — friction at the exact moment of intent.

- **No clear single call-to-action**

The page asks visitors to choose between five things. A focused "Book Service" path converts far better for paid traffic.

The math

At ~\$4,500/mo and roughly half of mobile clicks bouncing on load, an estimated **\$900-\$1,100/month** of spend never even sees your offer. A fast, single-purpose landing page is usually the highest-ROI fix in the whole account.

SECTION 3



Conversion & Call Tracking

You can't improve what you can't measure. Right now the account is optimizing toward the wrong signal — and flying blind on the conversions that actually generate revenue.

Page views

What's currently counted as a "conversion"

62%

Of real conversions are phone calls (untracked)

None

Server-side / offline conversion tracking

Why this matters more than it looks

Google's algorithm optimizes toward whatever you tell it is a "conversion." Today that's page views — so it's buying cheap clicks that load a page, not expensive clicks that call and book. Feeding it real calls + booked jobs (via call tracking and server-side conversions) is what lets it find more customers like your best ones.

SECTION 4



Lead Response & Missed Calls

The fastest money in this account isn't more clicks — it's answering the calls you already pay for.

WHEN THE CALLS COME IN	SHARE OF CALLS	WHAT HAPPENS NOW
Business hours (Mon–Fri 8–5)	59%	Answered
After hours & evenings	28%	→ Voicemail
Weekends	13%	→ Voicemail

The leak

41% of calls hit voicemail, and 78% of those callers never leave one — they call the next AC company in the results. On ~\$4,500/mo of spend that's an estimated **9–14 booked jobs lost every month**. An AI receptionist that answers every call 24/7 plugs this leak without adding staff.

THE OPPORTUNITY

What fixing this is worth

No extra ad budget required. This is about keeping the spend you already have from leaking — and pointing it at people ready to book.

LEVER	TODAY	AFTER FIXES	MONTHLY IMPACT
Wasted spend on bad search terms	~\$1,260 wasted	Redirected to buyers	+\$1,260
Mobile clicks that bounce on load	~53% lost	Fast, focused landing page	+\$900
After-hours calls → voicemail	41% missed	AI receptionist, 24/7	9–14 jobs
Optimizing toward page views	Blind	Calls + jobs fed back to Google	Compounds
Estimated recovered value			~\$22K/yr + jobs

Estimated booked jobs recovered

+9–14 / mo

Ad budget redirected to real buyers

~\$2,160 / mo

New ad spend required

\$0

How we'd prioritize it

We always start with the leak that returns money fastest — usually the landing page + call handling, because they recover spend you're *already* making. Account cleanup and tracking come next so Google can compound the gains.

RECOMMENDED FIXES, IN ORDER

- 1 Build a fast, single-purpose landing page** **Highest ROI**
One offer, form above the fold, click-to-call, loads in under 2s on mobile. recovers bounced clicks
- 2 Deploy an AI receptionist on the existing number** **9–14 jobs/mo**
Answers every call 24/7, qualifies the job, books it, texts you the details. live in ~24 hrs
- 3 Add negative keywords + tighten match types** **+\$1,260/mo**
Stop paying for DIYers, job seekers, and price shoppers. redirected
- 4 Call tracking + server-side conversions** **Compounds**
Feed real calls and booked jobs back to Google so it optimizes toward revenue. smarter bidding

WANT THIS FOR YOUR BUSINESS?

This is a sample. Yours would be real.

This report uses a fictional company to show the depth we go to. When we run **your** free audit, every number is pulled from your actual account, site, and call data — and you keep the report whether or not we ever work together.

Get your free Google Ads Leak Audit

We'll show you exactly where your ad budget is leaking before it becomes a booked job — no charge, no obligation, no pushy pitch. Just the findings.

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 (623) 343-3141

Real data

Pulled from your actual ad account & site

1 page, plain English

No jargon, no 40-slide deck

Free to keep

Yours whether we work together or not

Sample report prepared by The Valley Marketing Group, an AI-powered marketing agency serving the Phoenix metro.

"Desert Peak Air Conditioning & Heating" is a fictional business created for illustration; all figures are representative examples of the issues we commonly find, not data from a real account.