

SAMPLE REPORT — FICTIONAL CLIENT FOR DEMONSTRATION PURPOSES

MONTHLY MONITORING REPORT

Cascade HVAC Solutions

Prepared for: Redline Digital Agency

Period: March 2026

Report Date: March 24, 2026

PERFORMANCE SNAPSHOT

March vs. February 2026

1,247

CLICKS

+12% vs Feb

4.8%

CTR

+0.3% vs Feb

87

CONVERSIONS

-18% vs Feb

\$68

COST/LEAD

+\$14 vs Feb

MONTHLY SUMMARY

Traffic and CTR improved month-over-month — the campaigns are generating more qualified clicks. However, conversions dropped 18% despite more traffic. We traced this to two issues: (1) a landing page plugin update on March 8 increased mobile load time from 2.4s to 5.1s, and (2) a new competitor ("AirPro Heating") entered the auction mid-month, increasing CPCs on 4 keywords by 15–22%. The campaigns are performing well — the conversion drop is a website issue + market shift, not an ads problem.

Issues Flagged This Month

Landing Page Speed Regression (Flagged March 9)

Mobile load time increased from 2.4s to 5.1s after a WordPress plugin update on March 8 (Elementor Pro 3.36 update). This correlates directly with an 22% drop in mobile conversion rate starting March 9. GA4 confirms mobile bounce rate jumped from 38% to 61% on the same day.

Fix: Roll back the Elementor update or disable the newly activated "Motion Effects" module that's loading 280KB of additional JavaScript. This is the #1 priority — estimated cost: \$1,400/month in lost leads until fixed.

Status: Flagged to client's web developer on March 10. Awaiting action.

New Competitor in Auction (Detected March 14)

Auction Insights shows "AirPro Heating & Cooling" appeared with 28% impression share overlap starting mid-month. Their aggressive bidding increased CPCs on "hvac repair near me" (+22%), "ac repair" (+18%), "heating repair" (+15%), and "furnace repair" (+17%).

Impact: Estimated \$340/month in additional CPC costs across these 4 keywords.

Recommendation: Monitor for 2 more weeks. New competitors often burn through budget quickly and pull back. If CPCs remain elevated by April report, we recommend adjusting bid strategy from Target CPA to Maximize Conversions with a CPA cap.

Conversion Tracking: Healthy

All conversion tags verified and firing correctly. Google Ads shows 87 conversions; GA4 shows 94 (8% variance is within normal range due to attribution model differences). No tracking issues detected. Phone call tracking is active and recording properly.

Search Term Quality: Clean

Reviewed 312 search terms for March. 94% relevant to HVAC services. Added 8 new negative keywords this month: "hvac jobs," "hvac salary," "hvac certification," "diy furnace repair," "hvac school near me," "free ac unit," "window ac unit," "portable heater." Estimated savings: \$180/month in wasted clicks.

Campaign Performance Breakdown

CAMPAIGN	SPEND	CLICKS	CTR	CONV.	COST/LEAD	VS FEB
AC Repair — Portland	\$2,340	412	5.2%	34	\$69	-12%
Heating Repair — Portland	\$1,890	298	4.4%	22	\$86	-24%
HVAC Installation	\$1,245	187	3.8%	12	\$104	+8%
Emergency Repair	\$890	245	6.1%	14	\$64	+5%
Brand	\$198	105	18.2%	5	\$40	STABLE

Why Heating Repair dropped 24%

Two factors: (1) The landing page speed issue hit this campaign hardest because 78% of heating repair traffic is mobile, and (2) the new competitor "AirPro" is specifically targeting heating keywords. Once the page speed is fixed, we expect this campaign to recover to February levels within 2 weeks. The competitor impact adds ~\$12/month to CPC for this campaign — manageable.

What We Checked This Month

CHECK	STATUS	NOTES
Conversion tracking health	PASS	All tags firing. Google Ads vs GA4 within 8% (normal).

CHECK	STATUS	NOTES
Landing page speed (mobile)	FAIL	5.1s load — regression from March 8 plugin update. Flagged.
Landing page form test	PASS	Tested on iOS + Android. Form submits correctly on all devices.
Search term quality review	PASS	94% relevant. 8 new negatives added. \$180/mo saved.
GA4 vs Google Ads reconciliation	PASS	87 vs 94 conversions (8% gap — normal attribution variance).
Competitor activity (Auction Insights)	FLAG	New competitor "AirPro" detected. Monitoring CPCs.
Search Console ranking check	PASS	Organic rankings stable. No indexing issues on landing pages.
Ad copy performance review	PASS	All RSAs at "Good" or "Excellent" strength. No disapprovals.

Recommendations for April

#	ACTION	PRIORITY	WHO
1	Fix landing page speed regression. Roll back Elementor update or disable Motion Effects module. Target: under 3 seconds on mobile. This is costing ~\$1,400/month in lost conversions.	URGENT	Web Developer
2	Continue monitoring AirPro competitor CPCs. If heating keyword CPCs remain elevated by April 7, switch "Heating Repair" campaign to Maximize Conversions with \$90 CPA cap.	WATCH	Agency
3	Increase Emergency Repair budget by 15%. This campaign has the lowest CPA (\$64) and highest CTR (6.1%). It's limited by budget — Impression Share Lost to Budget is 34%. Adding \$130/month could generate 2–3 additional emergency calls.	OPPORTUNITY	Agency + Client Approval
4	Test new ad copy for AC Repair. Current ads have been running since January. Refresh headlines to include spring/summer messaging ("AC Not Cooling? Same-Day Repair"). Seasonal relevance typically improves CTR 10–15%.	OPPORTUNITY	Agency

BOTTOM LINE FOR YOUR CLIENT

The Google Ads campaigns are generating strong traffic at competitive rates. The 18% conversion drop this month is caused by a website speed issue from a March 8 plugin update — not the ad campaigns. Once the web developer fixes the page speed, conversions should return to February levels within 2 weeks. A new competitor entered the market but their impact is moderate (\$340/mo in CPC increases). We're monitoring and will adjust bid strategy if needed next month.

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