

SAMPLE REPORT — FICTIONAL CLIENT FOR DEMONSTRATION PURPOSES



CAMPAIGN DIAGNOSIS REPORT

Campaign Diagnosis

Google Ads + GA4 + Search Console Analysis

Prepared for: Apex Digital Marketing (Agency)

Client: Summit Roofing & Restoration — Denver, CO

Date: March 24, 2026

Analysis Period: January 1 – March 23, 2026 (82 days)

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Executive Summary

The big picture — what we found and what it means.

ROOT CAUSE DIAGNOSIS

The Google Ads campaigns are generating qualified traffic at a strong click-through rate. The primary conversion bottleneck is the landing page — it loads in 7.8 seconds on mobile, the contact form is broken on iOS Safari, and the page headline ("Welcome to Summit Roofing") does not match the ad promise ("Free Roof Inspection — Call Today"). Additionally, conversion tracking has not fired since February 18 due to a website redesign that removed the Google Ads tag from the thank-you page. The campaigns are not the problem.

5.2%

CLICK-THROUGH RATE

1.1%

CONVERSION RATE

\$287

COST PER LEAD

Estimated monthly cost of these issues: \$3,400–\$4,800/month — based on lost conversions from the broken form (\$1,800), wasted spend on irrelevant search terms (\$920), and inflated CPCs from low Quality Scores caused by page speed (\$680–\$2,100).

Summary of Findings

AREA	STATUS	FINDING
Google Ads Campaigns	HEALTHY	CTR 5.2% (2x industry avg). Quality Scores 5-8. Keywords are relevant to roofing services.
Landing Page	CRITICAL	7.8s mobile load time. Contact form broken on iOS. Headline doesn't match ad copy. Performance score: 22/100.
Conversion Tracking	BROKEN	Google Ads conversion tag stopped firing Feb 18 after website redesign. 33 days of data lost.
Search Term Quality	NEEDS WORK	22% of spend going to irrelevant terms. Competitor names, "roofing jobs," and DIY searches eating budget.

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GA4 Cross-
Reference

DISCREPANCY

GA4 shows 18 form submissions Google Ads doesn't see.
Confirms tracking is the gap, not the campaigns.

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Google Ads Campaign Performance

How the campaigns are actually performing vs. industry benchmarks.

5.2%

CTR (VS 2.6% AVG)

7.4

AVG QUALITY SCORE

64%

SEARCH
IMPRESSION SHARE

\$6.82

AVERAGE CPC

Campaign-Level Breakdown

CAMPAIGN	SPEND	CLICKS	CTR	CONV.	CONV. RATE	COST/CONV.	STATUS
Roof Repair — Denver	\$4,218	587	5.8%	8	1.4%	\$527	HIGH CPA
Free Inspection — Denver	\$3,145	492	6.1%	4	0.8%	\$786	VERY HIGH CPA
Storm Damage — CO	\$1,890	245	4.2%	3	1.2%	\$630	HIGH CPA
Brand	\$312	89	22.4%	6	6.7%	\$52	HEALTHY

Key insight: CTR across all campaigns is strong (4.2%–6.1%), confirming the ads are attracting clicks. The Brand campaign converts at 6.7% while non-brand converts at 0.8%–1.4%. This gap tells us the ads are doing their job getting people to the page — but the page isn't converting non-brand visitors who need more convincing.

Quality Score Deep Dive

KEYWORD	QS	EXPECTED CTR	AD RELEVANCE	LANDING PAGE	ROOT CAUSE
"roof repair denver"	7	ABOVE AVG	ABOVE AVG	AVERAGE	Page speed dragging down LP score
"roofing company near me"	5	AVERAGE	BELOW AVG	BELOW AVG	Ad headlines don't mention "roofing company." Page loads in 7.8s.

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	CTR		RELEVANCE	PAGE	
"free roof inspection"	6	ABOVE AVG	ABOVE AVG	BELOW AVG	Page headline says "Welcome to Summit" not "Free Roof Inspection"
"storm damage roof repair"	8	ABOVE AVG	ABOVE AVG	AVERAGE	Good keyword. Page speed holding it back from 9-10.

QS cost impact: "Roofing company near me" at QS 5 pays ~30% more per click than QS 7. At 200 clicks/month, that's an extra \$410/month in CPC. Fixing the landing page and ad relevance would recover this.

Wasted Search Terms — \$920/month going to irrelevant clicks

SEARCH TERM	SPEND	CLICKS	CONV.	ISSUE
"roofing jobs denver"	\$187	28	0	Job seekers, not customers
"abc roofing denver" (competitor)	\$156	22	0	Competitor name search
"how to repair roof shingles"	\$134	19	0	DIY searcher, not a lead
"cheap roofing materials"	\$112	16	0	Looking for materials, not a contractor
"roofing company salary"	\$89	14	0	Job research
"summit roofing reviews" (brand)	\$67	18	2	Should be in Brand campaign at lower CPC
"roof repair diy"	\$98	15	0	DIY intent
"roofing license colorado"	\$77	11	0	Industry research

Immediate action: Add these negative keywords right now: "jobs," "salary," "hire," "diy," "how to," "materials," "license," "abc roofing" (and other competitor names). This saves ~\$920/month starting today.

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Landing Page Audit

What happens after the click — the real conversion bottleneck.

Landing Page URL: <https://summitroofingco.com/>

Page Speed — Mobile

22/100

PERFORMANCE SCORE

7.8s

LARGEST CONTENTFUL PAINT

0.74

CUMULATIVE LAYOUT SHIFT

Speed cost impact: Google data shows 53% of mobile visitors leave if a page takes more than 3 seconds to load. At 7.8 seconds, an estimated 60–70% of paid clicks are bouncing before seeing the page. That's roughly \$5,600/month in clicks where the visitor never even saw the content.

What's causing the slow load:

ISSUE	IMPACT	HOW TO FIX
Uncompressed hero image (3.2MB)	Adds ~3.5s to load	Compress with ShortPixel or TinyPNG. Convert to WebP format. Target: under 200KB.
8 render-blocking scripts	Adds ~2.1s to load	Defer non-critical JavaScript. Move analytics/chat scripts to load after page content.
No browser caching enabled	Every visit loads fresh	Install WP Rocket or W3 Total Cache. Enable browser caching with 30-day expiry.
Server response: 1.9 seconds	Delays everything	Enable server-side caching. If on shared hosting, upgrade to VPS or switch hosts.

Landing Page Checklist

✗ Mobile Load Time Under 3 Seconds

Current: 7.8 seconds. Failing. Google penalizes this in Quality Score AND 53%+ of visitors leave before seeing the page.

✗ Headline Matches Ad Copy

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Form submit button is non-responsive on iOS Safari (tested iPhone 14, 15, and SE). Tapping "Submit" does nothing. Mobile traffic is 72% of all ad clicks — this is the single biggest conversion killer.

**Click-to-Call Phone Number**

Phone number is visible in header, clickable on mobile. This is working correctly and likely the source of most actual leads.

**SSL Certificate Active**

Site is served over HTTPS. No security warnings.

**Trust Signals Above the Fold**

Reviews section exists but requires 4 scrolls to reach on mobile. Google reviews badge is in the footer. Recommend moving 2-3 reviews and Google rating above the fold next to the CTA.

**CLS Under 0.1**

Current CLS: 0.74 (anything above 0.25 is "poor"). The hero slider, images without dimensions, and late-loading fonts cause the page to jump. Google explicitly penalizes this in Quality Score.

**Dedicated Landing Page (Not Homepage)**

All campaigns point to the homepage, which serves as the primary landing page. However, the "Free Inspection" campaign would benefit from a dedicated /free-inspection/ page.

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Conversion Tracking Health

Is the data reliable? Can we trust the conversion numbers?

CRITICAL FINDING

The Google Ads conversion tag stopped firing on February 18, 2026. This coincides with a website redesign that went live the same day. The developer did not reinstall the conversion tracking code on the thank-you page. For 33 days, conversions have been happening but not recorded in Google Ads.

Evidence:



Google Ads Conversion Tag on Thank-You Page

Tag is MISSING from the /thank-you/ page source code. The tag exists on the homepage but was not carried over during the Feb 18 redesign.



GA4 Tracking Active

GA4 IS recording form submissions. GA4 shows 18 form completions since Feb 18 that Google Ads does not see. This confirms people ARE converting — the Google Ads tag just isn't recording them.



Google Ads and GA4 Accounts Linked

Accounts are properly linked. Data flows between platforms. The issue is specifically the conversion tag on the thank-you page.

GA4 vs Google Ads — What the Data Actually Shows

METRIC	GOOGLE ADS	GA4	GAP
Conversions (Jan 1 – Feb 17)	14	16	~12% (normal)
Conversions (Feb 18 – Mar 23)	7	18	157% gap (broken tag)
Total Conversions (82 days)	21	34	13 unrecorded conversions

What this means for the client: They think you generated 21 leads. You actually generated 34 leads. Those 13 missing conversions represent ~\$3,770 in "invisible" value your campaigns delivered but the client can't see. Fixing the tag immediately proves your campaigns are performing 62% better than reported.

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Organic rankings for "summit roofing denver" and related branded terms are stable. No ranking drops or indexing issues detected. Organic traffic patterns are consistent, confirming the conversion issue is specific to the paid landing page experience and tracking — not a broader site problem.

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Prioritized Fix List

What to fix, in what order, who does it, and what it's worth.

- 1 Reinstall Google Ads conversion tag on /thank-you/ page**

The tag was removed during the Feb 18 redesign. Reinstall via Google Tag Manager or add the global site tag + event snippet directly to the thank-you page HTML. Verify with Google Tag Assistant that it fires on form submission. This takes 15 minutes.

Critical — Do Today Web Developer
- 2 Fix contact form on iOS Safari**

The submit button does not respond to taps on iOS. This is likely a CSS z-index or JavaScript event listener issue. Test fix on iPhone SE, iPhone 14, and iPhone 15 in Safari. 72% of ad traffic is mobile — this is the #1 conversion killer.

High Impact — est. recovers \$1,800/mo in lost leads Web Developer
- 3 Add negative keywords: "jobs," "salary," "diy," "how to," "materials," "license," competitor names**

Add these as campaign-level negative keywords immediately. Use Exact and Phrase match negatives. Review the search terms report weekly for the next month to catch additional irrelevant terms.

High Impact — saves \$920/mo in wasted spend Agency (Google Ads)
- 4 Compress hero image and enable browser caching**

Hero image is 3.2MB uncompressed. Compress to WebP format, target under 200KB. Install WP Rocket or equivalent and enable browser caching with 30-day expiry. Defer non-critical JavaScript (chat widget, analytics can load after page content). Target: page load under 3 seconds.

High Impact — could improve bounce rate by 40-60% Web Developer
- 5 Change landing page headline to match ad copy**

Current: "Welcome to Summit Roofing & Restoration." Change to: "Free Roof Inspection — Schedule Yours Today." This matches the ad promise. For the "Roof Repair" campaign, use: "Expert Roof Repair in Denver — Free Estimates." Ideally create separate landing pages per campaign.

High Impact — improves QS Ad Relevance + LP score Web Developer + Agency
- 6 Add width/height attributes to all images to fix layout shift**

CLS is 0.74 (target: under 0.1). Add explicit width and height to every tag. Set a fixed height on the hero slider container. Preload the hero font to prevent flash of unstyled text. Google penalizes high CLS directly in Quality Score.

Medium Impact Web Developer

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Trust signals currently require 4 scrolls to reach. Move the Google review star rating and 2 short testimonials directly below the hero CTA. Visitors decide in 3 seconds whether the page is credible.

Medium Impact

Web Developer

8 Create dedicated /free-inspection/ landing page

The "Free Inspection" campaign drives the most spend but sends traffic to the generic homepage. Build a single-purpose page: headline matches ad, form is the only action, phone number prominent, 2 reviews, fast loading. This alone could double the conversion rate for that campaign.

Medium Impact

Web Developer + Agency

9 Restructure "roofing company near me" ad group for relevance

This keyword has QS 5 with Ad Relevance "Below Average." The current ad group mixes "roof repair" and "roofing company" keywords with the same ads. Split into separate ad groups with headlines specifically mentioning "roofing company" for that keyword set.

Low Impact (but improves QS over time)

Agency (Google Ads)

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Conclusion & Next Steps

FINAL DIAGNOSIS

The Google Ads campaigns are performing above industry benchmarks. CTR is 2x the industry average, keywords are relevant to roofing services, and Quality Scores are solid where landing page issues don't drag them down. The conversion gap is caused by three fixable problems: a broken iOS contact form (\$1,800/mo in lost leads), a missing conversion tag (33 days of invisible results), and slow page speed inflating CPCs (\$680–\$2,100/mo). These are website issues, not campaign issues. Fixing the top 5 items on the priority list within 14 days should reduce cost per lead by 40–60% and properly attribute all conversions.

Implementation Timeline

WHEN	WHAT	WHO
Today	Reinstall conversion tag on thank-you page	Web developer
Today	Add negative keywords (full list provided)	Agency
This week	Fix iOS contact form	Web developer
This week	Compress images, enable caching, defer JS	Web developer
Week 2	Update headline to match ad copy	Web developer + agency
Week 2	Move reviews above the fold	Web developer
Week 3–4	Build dedicated /free-inspection/ landing page	Web developer + agency
Day 30	Re-run diagnosis to measure improvement	Prove My Ads

Projected recovery if fixes 1–5 are implemented:

- Wasted spend saved: \$920/month
- Lost leads recovered (form fix): \$1,800/month in lead value
- CPC reduction from QS improvement: \$680–\$2,100/month
- **Total estimated monthly impact: \$3,400–\$4,800/month**

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Prove My Ads

provemyads.com • (702) 525-5958 • info@avanteinteractive.agency

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