

# Slate Creek Heating & Cooling

**\$4,218.60**

spent in 90 days

**402**

clicks, about \$10.49 each

**11**leads recorded, only 1 in the  
last 30 days**\$383.51**

per recorded lead

## WHAT'S WRONG

- 1 Google can't tell which clicks turn into jobs, so it's bidding blind.**  
It's steering your budget by 18 "goals," and only 3 of them are real leads.
- 2 Your ads send people to pages that are hard to book from on a phone.**  
The "Schedule service" button doesn't work on mobile and the phone number can't be tapped.
- 3 Your Business Profile says you sell equipment, not that you fix it.**  
It's listed as an air conditioning supplier, so it misses "furnace repair near me" searches.

## WHERE YOUR MONEY IS GOING

**You spend about \$1,406 a month. At least \$165 of it buys searches for things you don't sell.**

The rest is spent without Google knowing which clicks become jobs, and it lands on pages that make every click cost more. Page 4 shows where each dollar went.

## HOW TO FIX IT

**1**

DONE

### Free snapshot

What anyone could see  
from outside.

Free

**2**

YOU ARE HERE

### The audit

What's wrong, what it  
costs, and a ranked fix  
plan.

\$500 flat

**3**

YOUR CHOICE

### Fix it yourself

Step-by-step kits: where to  
click, what to paste.

\$250 for all three

**4**

YOUR CHOICE

### Or I fix it

About 8 hours for  
everything. You approve  
each change.

Quote: \$775

**Start with fixes 1 and 2 on page 2.** Together they take about 3 hours, and they make every other number in this report trustworthy.

# Your five fixes, in order

Do them top to bottom. Each one makes the next one work better.

1

**Clean up the goal list and test the quote form**  
 Keep the 3 goals that are real leads (calls from ads, calls from the website, the quote form) and switch off the other 15. Then confirm the form still records a lead.

**\$1,406/mo**  
 steered by this today  
 About 1.5 hours

Ads kit

2

**Fix the two booking problems on your landing pages**  
 Make the “Schedule service” button work on phones and make the phone number tap-to-call. Most of your clicks come from phones.

**\$1,322/mo**  
 lands on these pages  
 About 1.5 hours

Website kit

3

**Block searches for things you don’t sell**  
 Job seekers, people buying filters and parts, do-it-yourself questions and other companies’ names. 58 ready-made blocks come with this audit.

**\$165/mo**  
 proven waste, at least  
 About 1 hour

Ads kit

4

**Run ads evenings and weekends**  
 Your ads stop at 6 pm and all weekend, which is when furnaces break. Test evenings and Saturdays for 60 days.

**Test**  
 no extra budget  
 needed  
 15 minutes

Ads kit

5

**Fix your Business Profile category and add photos**  
 Change the main category to HVAC contractor, add your services, and post 10 job photos. Reply to your 23 reviews.

**Free leads**  
 from Maps, no ad  
 spend  
 About 1 hour

Business Profile kit

**One decision first:** do you still sell equipment to contractors? If you do, keep “parts” and “filters” out of the block list in fix 3.

**How to read the dollar figures.** Only fix 3 is money wasted. Fixes 1 and 2 show money at risk, not money you’ll save, so don’t add them together.

## The findings, in detail

The full audit has 14 findings like these; 3 are shown here. Every number traces to your account's own reports.

### ? HOW YOUR ADS ACCOUNT WORKS, IN THREE LINES

**You pay when someone clicks.** Google shows your ad when a search matches one of your keywords, closely or loosely depending on how the keyword is set up.

**Google decides what to bid.** It raises bids on clicks that look like the “goals” you gave it, so the goal list is the steering wheel.

**Your landing page sets the price.** Google rates the page each ad sends people to. A poor rating makes every click cost more.

### F1 TRACKING Google is bidding against a list of 18 goals

**WHAT THIS MEANS** Google decides how to spend your money by chasing “goals.” Yours has 18, and most are leftovers like page views and an old newsletter signup, so Google can't tell a booked job from a page visit.

**KEY NUMBERS** 18 goals, 12 of them counted for bidding, only 3 real leads. A page view is worth the same as a phone call today.

**WHAT TO CHANGE** Keep the 3 real lead goals and switch the other 15 off for bidding.

**Costs you:** \$1,406/month at risk **If I fix it:** about 1 hour

### F2 TRACKING 10 leads in the first 60 days, 1 in the last 30

**WHAT THIS MEANS** Leads dropped off on the same spend. Before deciding the ads stopped working, check that quote form fills are still being counted.

**KEY NUMBERS** Last 30 days: \$1,388.40 spent, 131 clicks, 1 lead. Calls are still counted; the form may not be.

**WHAT TO CHANGE** Submit the quote form once from each landing page and confirm Google records it.

**Costs you:** \$1,388.40 last month, 1 recorded lead **If I fix it:** about 30 minutes

### F3 WASTED SPEND At least \$165 a month on searches you don't serve

**WHAT THIS MEANS** Part of your budget pays for people looking for HVAC jobs, replacement filters, how-to videos and other companies by name. None of it is blocked yet.

**KEY NUMBERS** \$493.80 in 90 days on 61 searches like “hvac technician jobs,” “16x25 furnace filter” and “how to relight a pilot light.” 0 leads.

**WHAT TO CHANGE** Add the 58 ready-made blocks that come with this audit.

**Costs you:** \$164.60/month, at least **If I fix it:** about 1 hour

## Where your \$4,218.60 went

90 days of spend, grouped by what people actually searched for.

|                                                                           |                                                                                      |                   |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------|
| <b>Real customers, no lead yet</b><br>48 searches · 27 clicks             |     | <b>\$286.90</b>   |
| <b>Other companies' names</b><br>22 searches · 19 clicks · 0 leads        |     | <b>\$212.40</b>   |
| <b>Do-it-yourself questions</b><br>18 searches · 14 clicks · 0 leads      |     | <b>\$121.50</b>   |
| <b>HVAC jobs and pay</b><br>13 searches · 10 clicks · 0 leads             |     | <b>\$98.70</b>    |
| <b>Your own name</b><br>9 searches · 11 clicks · 2 leads                  |     | <b>\$94.30</b>    |
| <b>Real customers who became leads</b><br>4 searches · 6 clicks · 3 leads |     | <b>\$88.60</b>    |
| <b>Filters and parts shoppers</b><br>8 searches · 6 clicks · 0 leads      |     | <b>\$61.20</b>    |
| <b>Searches Google doesn't show</b><br>77.2% of spend · 6 leads           |  | <b>\$3,255.00</b> |

 Wasted: you don't serve these  Working: became leads  Right customer, no lead yet  Hidden by Google

### The gray bar, by the keyword that bought it

| KEYWORD                          | MATCH TYPE | HIDDEN SPEND      | LEADS    |
|----------------------------------|------------|-------------------|----------|
| furnace repair                   | Broad      | \$1,190.00        | 3        |
| hvac company                     | Broad      | \$842.00          | 1        |
| ac repair                        | Broad      | \$611.00          | 2        |
| heating and cooling              | Broad      | \$298.00          | 0        |
| No keyword (Google's automation) | None       | \$314.00          | 0        |
| <b>Total hidden</b>              |            | <b>\$3,255.00</b> | <b>6</b> |

#### The red bars add up to \$493.80

That's \$164.60 a month on searches for things you don't sell. The 58 blocks that come with this audit stop all of it.

#### Why Google hides searches

Since 2020, Google only names a search once enough people type it, for privacy. Broad match brings in lots of one-off searches, so most of yours are hidden.

#### What you can do about it

The words can't be recovered, but the keywords can be fixed. "Heating and cooling" and the automation spent \$612 with no leads; the full audit covers both.

## Your 90-day plan

What to do first, and when to check whether it worked.

### First 2 weeks

- Clean up the goal list (F1)
- Test the quote form (F2)
- Fix the button and tap-to-call
- Add the 58 blocks (F3)

### Days 15 to 60

- Start evening and weekend ads
- Fix the Business Profile category, services and photos
- Reply to every review

### Days 61 to 90

- Count leads against the first 30 days
- Decide on evenings and weekends
- Revisit the budget with clean data

### Fix it yourself

| KIT                  | COVERS                                  | PRICE        |
|----------------------|-----------------------------------------|--------------|
| Ads kit              | Fixes 1, 3, 4 and the rest of section A | \$125        |
| Website kit          | Fix 2 and the landing pages             | \$125        |
| Business Profile kit | Fix 5, text ready to paste              | \$95         |
| <b>All three</b>     |                                         | <b>\$250</b> |

### Or I fix it

| WORK               | MY HOURS    | AT \$100/HR  |
|--------------------|-------------|--------------|
| Google Ads fixes   | 4.25        | \$425        |
| Landing page fixes | 2.5         | \$250        |
| Business Profile   | 1.0         | \$100        |
| <b>Everything</b>  | <b>7.75</b> | <b>\$775</b> |

### ? WORDS USED IN THIS REPORT

**Goal (conversion).** An action Google counts as a win, like a call or a form fill.

**Negative keyword (block).** A word that stops your ad from showing for a search.

**Tap-to-call.** A phone number that dials when tapped on a phone.

**Landing page.** The page an ad sends people to.

**Search term.** What the person actually typed, which can differ from your keyword.

**Business Profile.** Your free listing in Google Maps and search.

Hours are my time. Expect longer if you're new to Google Ads; the kits are written for first-timers.

Buy a kit and change your mind within 30 days? The kit price counts toward having me do it. Reply to the email this came with to order either one, or to book your walkthrough call.

**Bob Rebeka** · Stop Wasted Clicks