

FREE SNAPSHOT · GOOGLE ADS & SEARCH

Bluestem Snow & Lawn

October 2026

Prepared by Bob Rebeka

I looked at what anyone can see from the outside: the snow ad you're running, where it sends people, and what your website tells Google. Running snow ads going into the season is the right call. Here's what's holding that ad back.

WHAT'S WRONG

- 1 Your snow ad shows a typing glitch customers can see.** [Details, page 2](#)
- 2 People searching for snow removal land on a page about lawns.** [Details, page 2](#)
- 3 Google can't see which clicks turn into customers.** [Details, page 2](#)

WHERE YOUR MONEY IS GOING

Every snow click you pay for lands on a lawn page, and Google can't tell a good click from a bad one.

So it can't move your budget toward the searches that bring in jobs. You pay the same for the click that books a plow route as for the one that leaves in five seconds. Snow season is when that costs the most.

This snapshot is 2 pages from the outside. The full audit is about 12 pages from inside your account: the dollar figures, every finding, and a ranked fix plan with the hours each fix takes.

HOW TO FIX IT, IN FOUR STEPS

1
YOU ARE HERE

Free snapshot

What anyone can see from outside. You're reading it.

Free
2
NEXT STEP

The audit

Real dollar figures from inside your account and a ranked fix list, in plain English.

\$500 flat
3

Fix it yourself

A kit for each fix: where to click, what to paste, what to check a week later.

Kits from \$95
4

Or I fix it

Free quote first. I make the changes, you approve each one. No retainer.

Quote from \$100/hr

Next step: reply to the email this came with and I'll send the link for the audit. No call needed.

The detail behind page 1 · for you, or whoever runs your ads

1 Your snow ad shows a typing glitch

What I saw: the ad reads “Now serving Eastside & Downtown.” That `&#amp;` is web code for the “&” symbol, and it slipped into the ad.

Why it matters: it’s the line people read right before choosing who to call. A visible glitch makes a well-run company look careless.

Sponsored

bluestemsnowandlawn.example

Snow Removal - Snow Plowing

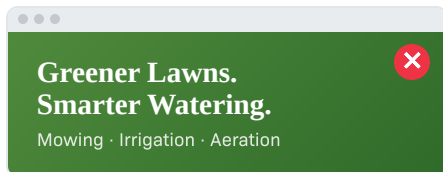
Now serving Eastside & Downtown

Mock-up of the live ad, as shown in Google’s public ad library.

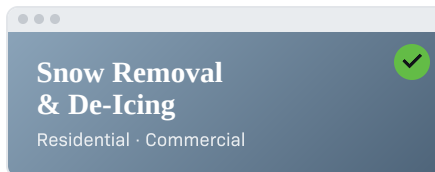
2 Snow searchers land on a page about lawns

What I saw: the ad links to the homepage, which leads with “Greener Lawns. Smarter Watering.” There’s already a Snow Removal page; the ad just doesn’t send anyone there.

Why it matters: someone who searched for snow plowing has to work out whether you even do it. That’s when people hit back and call the next company.



Where the ad sends people today.



The page that matches the ad.

3 Google can’t see which clicks turn into customers

What I saw: the website doesn’t load any Google tag, so nothing records a call or quote request that came from an ad.

Why it matters: Google counts clicks, not customers. It can’t steer your budget toward the searches that book jobs, so good and bad clicks get paid for the same way.

What the \$500 audit adds

- **The dollar figure:** what you spent and what it bought.
- **Wasted searches:** the real ones you paid for, and which to block.
- **Missed searches:** whether budget or ad quality is the cause.
- **Tracking:** what’s counted today, and what’s missing.
- **Business Profile and AI answers:** how you show up in Maps and AI tools.
- **A ranked fix plan** with the hours each fix takes, in 5 business days.



Page 1: the whole story



Every finding, explained



Where the money went

Questions? Reply to the email this came with. I read every one.

Bob Rebeka
Stop Wasted Clicks