Your Google Ads audit: Sample Heating & Air

Sample report. Made-up data. Fictional business. Sample Heating & Air is an invented 6-truck HVAC company. Every number was made up to show what an AdGentz audit looks like. The checks and the layout are the ones we use on real accounts.

PREPARED BY
AdGentz. 15+ years in paid search at Disney and Amazon, and for small and mid-sized businesses.

PERIOD
Aug 22 to Nov 19, 2026
about $3,800 a month

WHAT WE TOUCHED
Nothing. We only read the account.

The short version

$3,800	76	12	$317
spent a month	leads Google reports	jobs actually booked	real cost per booked job

Google's screen says your leads cost $50. Your dispatch software says each booked job costs $317. The gap is what Google counts as a "lead".



$547 a month goes to searches that will never be a job.

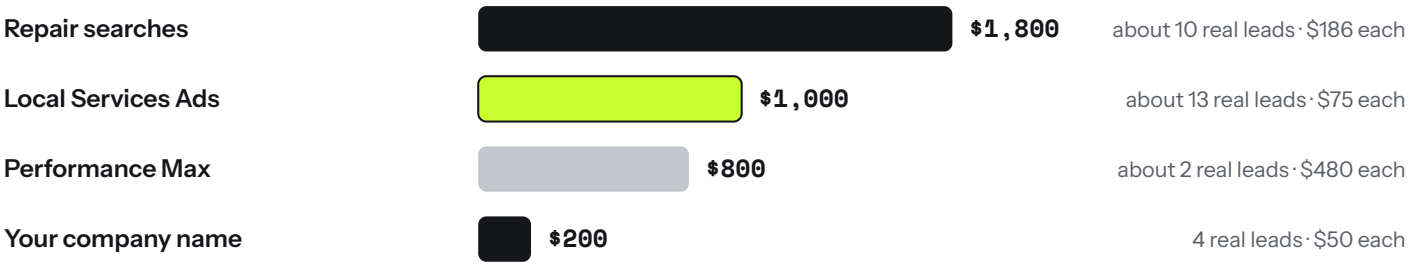
$225 a month pays for calls nobody answered.

Under 2 hours of work fixes the top 3 problems, and each fix can be undone.

About 15 booked jobs a month is the likely result on the same budget (12 today).

Where your money goes

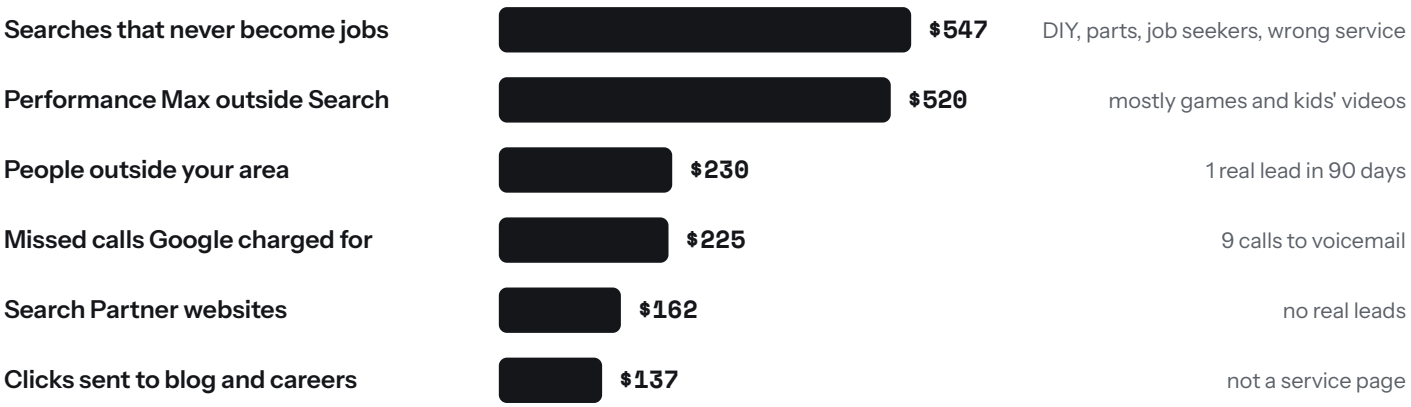
Monthly spend by campaign over the last 90 days. A real lead is a call from an ad lasting 60 seconds or more, a form, or a paid Local Services lead.



What stands out: Local Services Ads bring your cheapest leads at $75, yet Performance Max gets $800 a month for about 2 leads at $480 each. Most of that money ran on mobile games and kids' video channels. Nobody books a furnace repair from a game.

Where money leaks each month

These overlap in places, so don't add them up.



One more thing: calls made from your website aren't tracked at all today, so your real lead count is higher than 29. That's fix 1.

What we'd fix first

In this order. Each one is small, safe and can be undone.

1 Count real phone calls, not taps on your number

$2,600 a month aimed right

WHAT'S WRONG

Google's bidding hunts for more of whatever it's told is a lead. Right now a tap on your phone number counts (96 of them), and so does any call over 10 seconds.

WHAT IT COSTS YOU

About $2,600 a month is being aimed by that bad signal. Fixing it doesn't save that money. It points it at real callers.

WHAT WE DO

Add proper call tracking for calls from your website (calls of 60 seconds or more) and run it next to the current setup for 2 to 4 weeks. We check it against your phone log, then switch Google over once. Switching on day one would confuse the bidding, so we don't.

TIME about 30 minutes. We handle all of it, including the small tag on your website.

CAN IT BE UNDONE? Yes. Remove the new tracking; your ads aren't affected.

2 Block the searches that will never be a job

$547 a month

WHAT'S WRONG

In 90 days, 131 clicks costing $1,640 went to searches like “how to recharge home ac yourself”, “hvac technician jobs near me” and “car ac repair”.

WHAT IT COSTS YOU

About $547 a month, from DIY ($420), parts ($380), job seekers ($310), wrong service ($290) and towns you don't serve ($240) over 90 days.

WHAT WE DO

Build a block list from these exact searches. We read every one of the 131 clicks. No canned lists, because words like “repair” and “price” are what your buyers type.

Straight talk: Google will spend that $547 on other searches unless you lower the budget. The point is to spend it on people who need a repair.

TIME 45 minutes **CAN IT BE UNDONE?** Yes. Detach the list.

3 Turn your six best keywords back on

About 7 more leads a month

WHAT'S WRONG

On September 14 six keywords like “ac repair near me” were paused. Before that they brought 9 real leads at about $94 each. The rest of the campaign costs $228 a lead.

WHAT IT COSTS YOU

Your cheapest repair leads are switched off. Nine leads is a small sample, so treat the 7 as a rough guide.

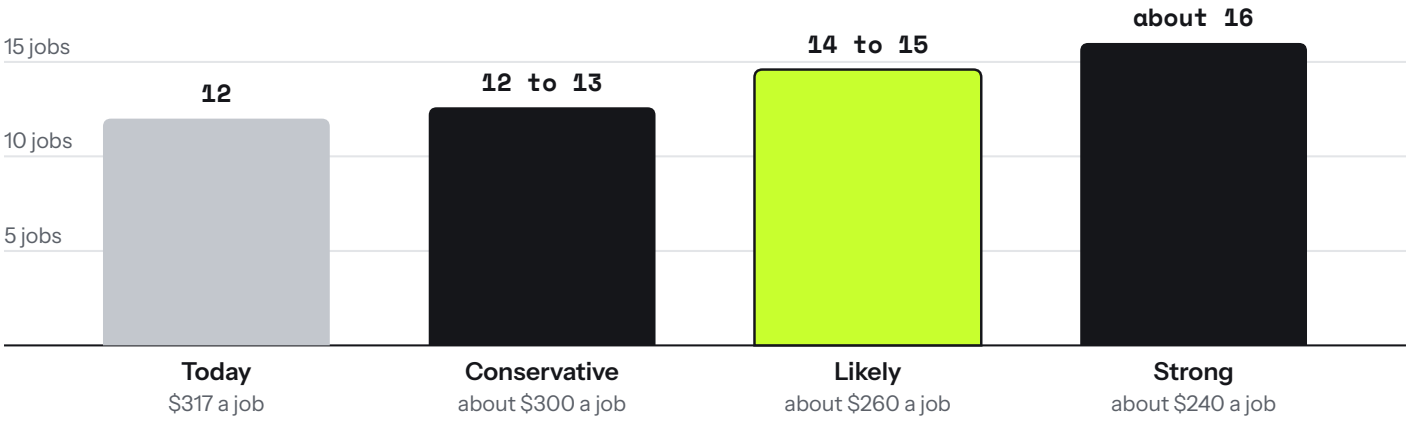
WHAT WE DO

Turn them back on in week 2, after fixes 1 and 2, so we can see what each fix did. If they cost more than $228 a lead over 14 days, we pause them again.

TIME 10 minutes **CAN IT BE UNDONE?** Yes. Pause them again.

What this could mean for you

Booked jobs a month in months 2 to 3, after the three fixes plus answering missed calls, **at the same $3,800 a month**.



This is arithmetic on one fictional account, not a promise. Real accounts vary, and we report a flat month as a flat month. "Conservative", "likely" and "strong" are labels for three sets of assumptions, not odds.

ASSUMPTION	CONSERVATIVE	LIKELY	STRONG
Junk-search money that ends up on real buyers	Half	All	All
Extra leads from the six keywords that show up	None	A quarter	Half
Missed Local Services calls (3 a month) answered	None	Half	All
Real leads that become booked jobs (your own rate)	42%	42%	42%

Month 1 can look worse. Google's lead count drops once we stop counting taps and hang-ups. The phones aren't ringing less.

Booked jobs are the score. You count them in your dispatch software, not us.

More leads only help if your trucks can take them. We didn't check your schedule.

Not counted yet: moving money out of Performance Max, new ads, faster pages. Those come later.

How working with us works

You stay in control. Every change goes through the same four steps.

1 We propose
What we want to change, why, and how to undo it.

2 You approve
Reply yes by text or email. No reply, no change.

3 We make it
Logged with the setting before and after.

4 We check
14 days later we tell you what it did.

About 15 minutes a week of your time: read the update, reply yes or no.

A short weekly update: what changed, what it did, and the one thing we need your OK on.

You keep the account. Your Google Ads account, your data. You can remove our access any time.

You work with the person who did this audit, not a junior account rep.

Your first 90 days

WEEKS 1 TO 2

Stop the leaks

- Block junk searches
- Turn off Google's automatic changes
- Correct your listed hours
- Start counting real calls

WEEKS 3 TO 4

Fix the counting

- Check tracking against your phone log
- Switch Google to real calls, once
- Six best keywords back on

MONTH 2

Move the money

- Shift budget toward what books jobs, 20% at a time
- Rein in Performance Max

MONTH 3

Sharpen

- Rewrite the ads
- One page per service
- Review evenings and weekends

FOUNDING OFFER

The first 3 clients get the audit and the first month of management free.

For businesses spending $1,000 or more a month on Google Ads, in return for honest feedback. After that, management starts from $299 a month based on ad spend, at a founding rate locked for 6 months. Month to month, no contract.

NEXT STEP

hello@adgentz.com

Send us your business name. We read your account, change nothing, and send you a report like this one, free.

Prefer to do it yourself? The top 3 fixes above are written so you can.

The full list

For whoever runs your ads. We found 19 issues; the top 3 cover issues 1 to 5 and 7. Every fix can be reversed except 18, the new service pages, which stay on your site.

SCORECARD · Tracking · Wasted spend · Settings · Performance Max and AI Max · Local Services Ads · Structure and budget · Ads and landing pages · Change management · Needs fixing · Worth a look

#	WHAT WE SAW	THE FIX	EFFORT
1	Phone number taps counted as leads (96); website calls not tracked	Add website call tracking (60 seconds) next to it; switch over once	30 min
2	Calls counted after 10 seconds; 38 of 62 were under a minute	Count calls of 60 seconds or more	5 min
3	A contact page view counted as a lead (8)	Stop counting it as a lead	5 min
4	Two leftover lead actions from the old website	Stop counting them, then remove	5 min
5	$1,640 on job seekers, DIY, parts, wrong service and out-of-area searches	Block list built from these exact searches	45 min
6	Nine loose keywords added by Google spent $1,130	Review in month 2; pause the expensive ones	30 min
7	Six best keywords paused September 14	Turn back on in week 2	10 min
8	Google's automatic changes on: 14 changes in 90 days	Turn off the ones that add keywords or widen targeting	5 min
9	Ads shown to people only interested in your area: $690, 1 real lead	Show ads to people in your area only	2 min
10	Search Partner websites: $486, no real leads	Turn off, recheck in 30 days	2 min
11	Ads run weekdays 8 to 5; your website promises 7 days, 7am to 8pm	Match ad hours to when phones are answered	10 min
12	Google sent $410 of clicks to blog posts and the careers page	Exclude those pages	15 min
13	65% of Performance Max money ran outside Google Search	Exclude games and kids' channels; review budget in month 2	30 min
14	41% of Performance Max search ads ran on your own company name	Keep your name in its own campaign	5 min
15	9 of 40 Local Services leads were missed calls (about $675)	Correct listed hours or add after-hours answering	15 min
16	Both search ads rated Poor by Google	Write 12 to 15 headlines (month 2)	60 min
17	Old call-only ad; these stop showing in February 2027	Rebuild it before then	20 min
18	Every ad goes to the homepage; 6.8 second load on phones	One page per service; faster images (months 2 to 3)	Half a day

#	WHAT WE SAW	THE FIX	EFFORT
19	Performance Max costs $480 a lead; Local Services costs $75	Move budget in 20% steps, after tracking is clean	10 min a step

Notes: since October 1, 2026, Local Services Ads can charge for a missed call during listed business hours if the caller stays on the line more than 20 seconds. Local Services Ads are also moving into Google Ads as Performance Max campaigns with pay-per-lead goals. The bidding goal changes once, in weeks 3 to 4, in a week where nothing else moves. 31 account changes in 90 days: 14 by Google's automatic changes, 17 by one person, none by a person in the last 41 days.

What we couldn't check

A read-only audit sees the ad account, not the whole business. These are ungraded, which is not the same as a pass.

Calls from the website. Not tracked today.

Call recordings. We see how long calls lasted, not what was said.

Booked jobs by campaign. The 12 is a total.

Older Local Services reports from before the move into Google Ads.

Real visitor page speed, competitors' ads and map results.

Truck capacity by day. It changes the advice on hours and budget.

How we got the numbers

Today: 86 real leads in 90 days ÷ 3 = 28.7 a month. 12 booked jobs in the last 30 days. $11,400 ÷ 3 = $3,800 a month. $3,800 ÷ 12 = $317 a job. Booking rate 12 ÷ 28.7 = 42% (a 30-day job count against a 90-day lead average, the only figures available).

Junk searches: $1,640 ÷ 3 = $547 a month. Main campaign: $5,400 ÷ 29 = $186 a real lead. All redirected: $547 ÷ $186 = 2.9 leads. Half: 1.5.

Six keywords: $846 ÷ 9 = $94 a lead; rest of campaign $4,554 ÷ 20 = $228. At $1,100 a month: 11.7 leads against 4.8, a gap of 6.9. A quarter: 1.7. Half: 3.5. We never count the full 6.9.

Missed calls: 9 in 90 days ÷ 3 = 3 a month, already paid for, booking at 42%. All 3: 1.3 jobs. Half: 0.6.

Conservative: 12 + (1.5 × 42%) = 12.6 jobs, $302 each. **Likely:** 12 + (4.6 × 42%) + 0.6 = 14.6 jobs, $260 each. **Strong:** 12 + (6.4 × 42%) + 1.3 = 16.0 jobs, $238 each. **At a 30% booking rate** the likely case is 13.8 jobs.

Sample report with made-up data. Sample Heating & Air does not exist, and no figure here describes any real business or predicts any result.