

Google Ads Deep Audit – Sample Client

Why spend isn't turning into results, and the fix — keyword, tracking & account review

Account: **Sample Client** ·
Currency: **AED** ·
Window analysed: **Last 30 days**
Prepared: 2026

SEARCH SPEND, 30D AED across 3 Search campaigns	COUNTED CONVERSIONS 0 from Search — despite real activity	ACTUAL CONVERSION ACTIONS calls / leads / WhatsApp — just not counted	SHOPPING CPC vs AED on Search — proven channel
--	---	--	--

01 – ROOT CAUSE

This is the actual reason "results nahi mil rahe" — it isn't a keyword or budget problem, it's a tracking configuration problem starving the bidding algorithm.

Smart Bidding is optimizing against zero signal

CRITICAL

All three Search campaigns (**Stickers, Banners, Foamboard**) run on **Maximize Conversions** bidding. That strategy only learns from the "Conversions" column. Pulled straight from the account:

CAMPAIGN	COST (AED)	CLICKS	CONVERSIONS (COUNTED)	ALL CONVERSIONS (REAL ACTIVITY)
Stickers — Sample Client			0	
.....			0	
Sample Client — Foamboard			0	
Shopping — 07-07-2026				

..... **real conversion actions happened on Search in 30 days** — leads and form submits are firing — but the campaigns report "0 Conversions" because those actions are configured as **secondary**, not primary, goals. Maximize Conversions bidding literally cannot see them, so it has no idea which clicks are good vs. bad. It is bidding blind, which is why CPCs sit at AED with nothing to show for it on paper — even though real leads are landing.

Fix: In Google Ads → Goals and Reporting → Conversions, open **Leads** and (both currently marked "not primary") and set them to **Primary**, alongside the existing primary actions (Call, WhatsApp, ..., Ad Calls, Purchase). This single change gives Smart Bidding a real signal to optimize toward — expect CPC and lead volume to improve within 1–2 weeks of the algorithm re-learning.

Conversion actions list is cluttered with legacy trackers

CLEANUP

29 conversion actions exist on the account; **14 are REMOVED or HIDDEN** — old Universal Analytics goals, old GA4 imports, old campaign-specific call/WhatsApp actions from previous setups ("OBL .0 Call", "OBL .0 Whatsapp" etc). They don't cost money, but they make the Conversions settings screen confusing to audit — which is likely how the primary/secondary mix-up above went unnoticed.

Fix: Archive the REMOVED/HIDDEN legacy actions so only the live ones (Leads, Ad Calls, , , , Call, Whatsapp, Sample Client – Purchase) remain visible.

02 – KEYWORD ANALYSIS

Negative keyword hygiene is actually in good shape — 70+ negatives already block DIY/craft/free-download traffic across all three Search campaigns. The remaining issue is Quality Score dragging up cost-per-click on a handful of terms.

Four keywords carry poor Quality Score and inflate CPC

QUALITY SCORE

Google scores 1–10; anything under means you're paying a premium versus a competitor with a tighter ad-to-landing-page match on the same term.

KEYWORD	CAMPAIGN	QS	SPEND 30D (AED)	CPC (AED)
	Banners	4		
	Foamboard	3		
	Foamboard	2		
	Stickers	3		

For contrast, (QS) and six other terms sit at QS 7 with CPCs closer to AED — proof that fixing relevance directly lowers cost on this account.

Fix: Add the exact phrase into the ad headline for that ad group (e.g. a headline literally reading "Foam Board Poster Printing" in the Foamboard ad group) and make sure the landing page's H1/first line uses the same phrase. Quality Score is driven by ad relevance + landing page relevance + expected CTR — the fastest lever is matching the words, not the bid.

Search-term list is clean — negatives are working

HEALTHY

Reviewed the top 100 search terms by spend: no DIY/craft/template/free junk queries — the negative lists built in (laser, desco, label, free, template, DIY, craft, sticker-on-Banners campaign, etc.) are doing their job. This part of the account does not need rework.

high-intent search terms should become keywords

OPPORTUNITY

These queries already convert traffic through phrase-match but aren't locked in as their own keyword — meaning you don't control bid or ad-copy targeting for them individually.

SEARCH TERM	CAMPAIGN	CLICKS	SPEND (AED)	SUGGESTED MATCH
	Stickers	2		Phrase
	Foamboard	2		Phrase
	Stickers	3		Phrase
	Banners	2		Phrase
	Stickers	2		Phrase

03 – WHAT'S ALREADY WORKING

Shopping campaign is the account's best performer

SCALE THIS

AED spent → real, counted conversions → **AED cost per conversion**, CPC of just AED . It's the only campaign whose bidding algorithm has clean signal (Target Spend + a working conversion column), and it's proving out. Daily budget is currently capped at AED .

Fix: Once the Search conversion-goal fix above is live and the Search campaigns' numbers stabilize, raise the Shopping daily budget — this is the one channel already showing real, trackable ROI right now.

Ad copy quality is solid

NO ACTION

Every active Responsive Search Ad checked scores **Good** or **Excellent** ad strength, with headlines tightly matched to each ad group's theme (Roll-Up Banner, Wall Decals, Frosted Stickers, etc). Ad copy is not a bottleneck here.

04 – ACCOUNT HYGIENE

~ 0 dead ad groups across old campaigns are cluttering the account

LOW PRIORITY

Legacy campaigns like 201 DIARY CALENDAR , , (COVID-era) and a duplicated set of expanded text ads sit paused or zero-activity. They aren't spending money, but they make every future audit slower and increase the risk of accidentally reactivating something irrelevant.

Fix: Not urgent — batch-archive these in a separate cleanup pass once the tracking fix above is confirmed working.

0 – ACTION PLAN

In priority order. Steps 1–2 need approval before I make any change in the account, per standard practice.

1

Set "Leads" and " " as Primary conversion goals.

This is the fix — it unblocks Smart Bidding on all 3 Search campaigns. Highest impact, zero cost, takes minutes.

2

Add the 4 low-QS keyword phrases into their ad group headlines + landing page copy.

_____, _____, _____, _____ — directly lowers CPC.

3

Add the _____ high-intent search terms as Phrase-match keywords.

Locks in bid control on queries already converting.

4

Re-check Search campaign "Conversions" column after 7–10 days.

Confirms the tracking fix is flowing through before touching budgets.

5

Raise Shopping campaign daily budget.

Only after Search is confirmed healthy — Shopping is already proven at AED _____/conversion.

6

Archive legacy/dead campaigns and hidden conversion actions.

Housekeeping — do this last, no urgency.