Sample report. Brightway Aircon is a fictional business. All figures are illustrative and show what a real report contains.

WORKLINK · ADS CHECK · GOOGLE ADS + META ADS

Where your ad budget actually goes

Client	**Brightway Aircon (fictional)**
Period	**20 Sep – 19 Oct 2026**
Look-back	**90 days for search terms**
Accounts	**Google Ads · Meta Ads · CRM export**
Prepared	**21 Oct 2026**

40/100

Google Ads health score

Google Ads reports **312 conversions** this month. Your CRM shows **41 real enquiries**. The account spends heavily on search terms that never produce an enquiry, and Google's bidding is being trained on page views rather than enquiries. Most of this is fixable inside 10 working days, without raising the budget.

What the dashboard showed vs what was happening

WHAT THE DASHBOARD SHOWED	WHAT WAS ACTUALLY HAPPENING
312 conversions at S$15 each	41 real enquiries (calls of 60 s or more, WhatsApp chats, forms) at **S$118 each**. 213 of the "conversions" were page views imported from GA4.
Search campaigns "performing"	**S$1,832 (38%)** went to search terms that produced no enquiry in 90 days — job seekers, DIY cleaning, aircon courses.
Targeting set to Singapore	S$430 went to clicks from outside Singapore: the location option includes people "interested in" Singapore.
Meta: 64 leads at S$33	22 could be reached. Cost per reachable lead: **S$95**.
WhatsApp button on every page	Not tracked. Google cannot see the 15 chats it produced, so it cannot bid for more of them.

Real cost per enquiry (Google)

S$118

S$4,820 ÷ 41 enquiries

Spend that bought no enquiry

S$2,874

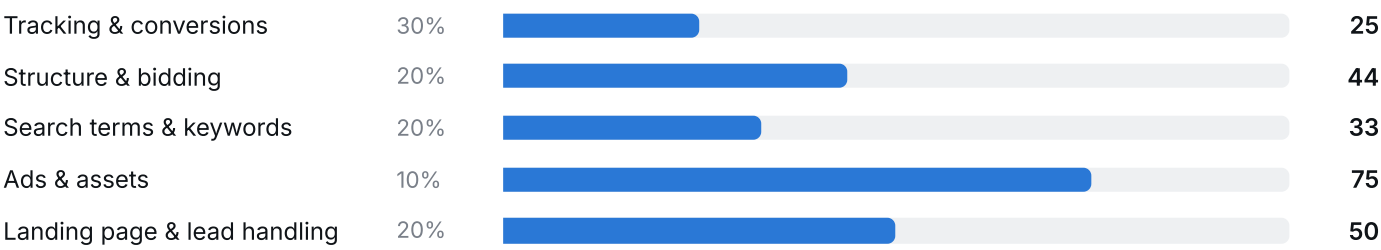
60% of Google spend, last 30 days

Estimated after the fix

S$74–93

Real cost per enquiry, same budget. Estimate, see p.4

Scores by area



Weighted total 40.4, rounded to 40. Meta Ads is scored separately: 42/100. Each area is scored from a 40-point checklist; every point records where the evidence was found.

Where the S$4,820 went

Google Ads, 20 Sep – 19 Oct 2026. The four groups do not overlap and add up to total spend.



Search terms that produced enquiries S$1,946 · 40%

Search terms that never did (90 days) S$1,832 · 38%

Search Partners & Display S$612 · 13%

Clicks from outside Singapore S$430 · 9%

What Google counted as a conversion

Reported: 312



CONVERSION ACTION	SOURCE	COUNTED IN BIDDING	COUNT	REAL ENQUIRY?
page_view (imported)	GA4	Yes	213	No
Directions & profile actions	Business Profile, automatic	Yes	73	No
Calls from ads, 60 s or more	Google call tracking	Yes	18	Yes
Contact form	Google tag	Yes	8	Yes
WhatsApp chats	**Not tracked** — found in CRM export	—	15	Yes

Source: Google Ads › Campaigns, segmented by conversion action; segment rows reconcile to the campaign total. WhatsApp count from the client's CRM export for the same dates.

Search terms that spent and never enquired

SEARCH TERM GROUP	EXAMPLE TERM	CLICKS	SPEND (90 DAYS)	ENQUIRIES
Jobs & training	`aircon technician job`	412	S$1,486	0
DIY & how-to	`how to clean aircon filter`	366	S$1,102	0
Buying a new unit	`daikin system 4 price`	298	S$1,254	0
Other brands' service lines	`[brand] aircon hotline`	214	S$918	0
Second-hand & disposal	`used aircon for sale`	161	S$736	0

90-day total S$5,496 across 146 terms, of which S$1,832 fell in the last 30 days. In a real report the full list, with the proposed negative keywords, comes as a spreadsheet.

Findings

CRITICAL Bidding is trained on page views, not enquiries

EVIDENCE

Bid strategy: Maximise conversions. 213 of 312 conversions are a GA4 `page_view` import set as Primary; 73 more are automatic Business Profile actions.

FIX

Set both to Secondary. Make calls ≥60 s, forms and WhatsApp clicks the only Primary actions. Hold the strategy steady for 14 days while it relearns.

> Why it matters: Google finds more of whatever is counted. Today that is people who load a page.

CRITICAL 38% of spend on search terms that never enquire

EVIDENCE

146 terms with spend and zero enquiries over 90 days (table on p.2). No negative keyword list is attached to any campaign.

FIX

Add a shared negative list for jobs, training, DIY, new-unit shopping and second-hand. Brand terms are kept. You approve the list before it goes live.

SERIOUS Search Partners and Display switched on in Search campaigns

EVIDENCE

S$612 in 30 days on partner sites and display placements; no enquiries traced to either.

FIX

Turn both networks off in the three Search campaigns.

SERIOUS Location option reaches people outside Singapore

EVIDENCE

Location option is "Presence or interest". S$430 of clicks came from Malaysia, Indonesia and the Philippines.

FIX

Change to "Presence: people in or regularly in your locations".

SERIOUS Meta lead form optimised for volume

EVIDENCE

Instant form type "More volume". 64 leads, 42 unreachable (wrong number or no answer after two tries). Pixel sends PageView only; no Conversions API.

FIX

Switch to "Higher intent" with one qualifying question. Send a Lead event from the website and the CRM through the Conversions API.

WARNING Enquiries wait too long for a reply

EVIDENCE

Median first reply 2 h 40 min. 9 of 47 WhatsApp chats (19%) had no reply within 24 hours. 22% of Google spend runs between 11 pm and 7 am.

FIX

Lower overnight bids, or send overnight clicks to the form. Set an auto-reply that promises a callback time, and a same-day follow-up rule for the team.

WARNING Slow landing page on mobile

EVIDENCE

PageSpeed Insights, mobile: Largest Contentful Paint 5.8 s. Hero image is 2.4 MB.

FIX

Brief for your web developer: compress the hero image, defer chat widgets, add a sticky WhatsApp button.

The 10-day fix plan

Day 1–2	Tracking: demote page views and map actions to Secondary; add WhatsApp click and call conversions; verify each fires with Tag Assistant.
Day 3	Negative keyword list (sent to you for approval first). Search Partners and Display off. Location option to "Presence".
Day 4	Overnight bid adjustment. Brand terms moved to their own campaign so their results stop hiding the rest.
Day 5–6	Meta: higher-intent form with a qualifying question; Lead event and Conversions API.
Day 7–8	Landing page brief to your developer; auto-reply and follow-up rule for the team.
Day 9–10	Hand-over call. Every change listed with the old value, new value and how to undo it.
Day 24	Re-check: the same report, 14 days after the fix, compared with the 14 days before.

What we expect, and how we got there

Real enquiries per month

41 → 52–65

Same S$4,820 monthly budget

Real cost per enquiry

S$118 → S$74–93

S$4,820 ÷ 65 and ÷ 52

> **Method.** The groups in orange, aqua and yellow on p.2 total S$2,874. We assume Search Partners, Display and out-of-country clicks can be cut fully (S$1,042) and 60–70% of the non-enquiring search terms (S$1,099–1,282). That frees S$2,140–2,320 a month.
>
> **Redeployed** into the terms that already produce enquiries (S$47 per enquiry today), at a quarter to half of that efficiency to allow for diminishing returns, it buys 11–24 more enquiries.
>
> **This is an estimate, not a guarantee.** The Day 24 re-check measures what actually happened.

How this check was done

Read-only access to Google Ads and Meta Ads; a 90-day enquiry export from your CRM. Nothing was changed in your accounts during the check. Every number in this report states where it was read. Figures are in Singapore dollars and exclude GST.