SAMPLE REPORT with illustrative data. It shows the format of a real Google & Meta Ads audit.

GOOGLE & META ADS AUDIT · SAMPLE

Where the budget is leaking, and what to fix first

62/100	~21%	2 of 5
Account health	Spend on irrelevant searches (example)	Conversion actions tracked

Priority actions

- **HIGH** Fix conversion tracking: form submits and calls are not counted, so bidding optimises for clicks.
- **HIGH** Add negative keywords: review the search terms report, block irrelevant and job-seeker queries.
- **MEDIUM** Split one mixed campaign into brand / non-brand / retargeting with separate budgets.
- **MEDIUM** Meta: test 3 creative angles; current ads show fatigue (frequency above 4).
- **LOW** Align ad copy with the landing page headline (message match).

Expected impact

Cleaner tracking and negatives usually cut wasted spend first; creative tests lift click-through later. Targets are set after the first two weeks of corrected data.

Next steps

1. 15-minute walk-through call · 2. You approve the priority list · 3. I implement fixes and report weekly.

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