Bookend
REVENUE SYSTEMS

Report date set at delivery

GOOGLE ADS SEARCH · ONE FULL QUARTER

Revenue Leak Audit

One quarter of Google Ads Search activity, traced from the first click to collected revenue. The report shows where bookable demand was lost and what to fix first.

Your shop

Your service area

SERVICES	Your premium services, such as PPF, ceramic coating, and window tint
AUDIT PERIOD	The last full quarter
DATA REVIEWED	Google Ads (Search) account · website and landing pages · call tracking logs · web form records · shop calendar export · shop invoices for sold jobs
PREPARED BY	Bookend Revenue Systems
DEFINITIONS	Published definitions; the version is printed on every report
DATA SOURCES	System records, Shop-logged, Not measured

THE QUARTER AT A GLANCE

Ad spend		SYSTEM
Clicks		SYSTEM
Tracked inquiries		SYSTEM
Qualified opportunities		SHOP
Booked estimates		SHOP
Sold jobs		SHOP
Collected revenue		SHOP

TOP 3 LEAKS — IN ORDER OF PRIORITY

01 **Searches for the wrong job**
Which searches took ad spend without booking an estimate: DIY kits, car washes, job listings, tint laws.
of ad spend
LEAK 01 · P. 3

02 **Missed calls after hours and on Saturday**
How many tracked calls went unanswered, and at what hours.
of tracked calls missed
LEAK 03 · P. 4

03 **Ads that land on the wrong page**
Whether each service's ads land on a page for that service, and how inquiry rates compare.
inquiries per click
LEAK 02 · P. 3

BASELINE · ALL SEARCH CAMPAIGNS

From ad spend to sold jobs

One full quarter. Ad, call and form figures are system records. Booked estimates, sold jobs and revenue come from the shop's calendar and invoices.

FUNNEL

Ad spend Clicks Avg CPC — SYSTEM

Tracked inquiries Call, form, text or chat from a tracked source		of clicks	SYSTEM
Qualified opportunities Labeled qualified and confirmed by the shop (labels below)		of inquiries	SHOP
Booked estimates On the calendar, matched to an inquiry		of qualified	SHOP
Sold jobs Quote accepted, with a deposit paid or the job finished		of booked	SHOP

Collected revenue from sold jobs — SHOP

COST PER RESULT, TWO WAYS

Cost per booked estimate

Ad spend only	Incl. agency fee and call tracking

Cost per sold job

Ad spend only	Incl. agency fee and call tracking

All-in cost for the quarter: ad spend + agency fee + call tracking = .

BY CAMPAIGN

CAMPAIGN	SPEND	CLICKS	INQUIRIES	CALLS / FORMS	QUALIFIED	BOOKED	SOLD	COST PER BOOKED	COLLECTED
PPF									
Ceramic Coating									
Window Tint									
Total									

In the campaign table, cost per booked estimate uses ad spend only. Collected revenue comes from shop invoices, itemized by job type.

INQUIRY LABELS · EVERY TRACKED INQUIRY

Qualified	
Wrong service	
Price shopper	
Out of area	
Wrong intent	
Spam	
Existing customer	

Labels follow the published definitions. Percentages are rounded and may not sum to 100.

DATA SOURCES

System records: Google Ads, call tracking, web forms and site analytics, exported as recorded.

Shop-logged: calendar, invoices and inquiry labels confirmed by the shop, matched to tracked inquiries where a match exists.

Not measured: no record exists for the period. Listed on page 5 and left out of every figure.

LEAK 01 GOOGLE ADS SEARCH TERMS · SYSTEM RECORDS

Searches for the wrong job

How much ad spend went to searches for DIY kits, car washes, job listings and tint laws, and how many inquiries and booked estimates those clicks produced.

share of ad spend · booked estimates

Wrong-job searches
Share of spend · booked estimates

All other search terms
Share of spend



SEARCH TERM	COST	CLICKS	INQUIRIES	BOOKED
ppf kit diy				
car wash near me				
cheap ceramic coating				
clear bra kit				
ceramic coating spray				
ppf installer jobs				
window tint laws arizona				
mobile detailing				
Other terms, same intent				
Total				

WHAT WE FOUND

- Missing or thin negative keyword lists.
- Broad match terms that pull unrelated searches into service ads.

FIX

1. Negative keyword lists by theme: DIY & products, wash & maintenance, jobs & training, laws & info.
2. Phrase and exact match for core service terms.
3. Budget freed and moved to the terms that book estimates.

LEAK 02 EACH SERVICE CAMPAIGN · SYSTEM AND SHOP RECORDS

Ad and page don't match

Whether each service's ads land on a page for that service, and how inquiry, qualified and booking rates compare. Buyers differ by service, so the report notes when not all of a gap is the page.

inquiries per click, matching page vs homepage

Ads to a matching page Ads to the homepage

Inquiry rate per click — INQUIRIES ÷ CLICKS

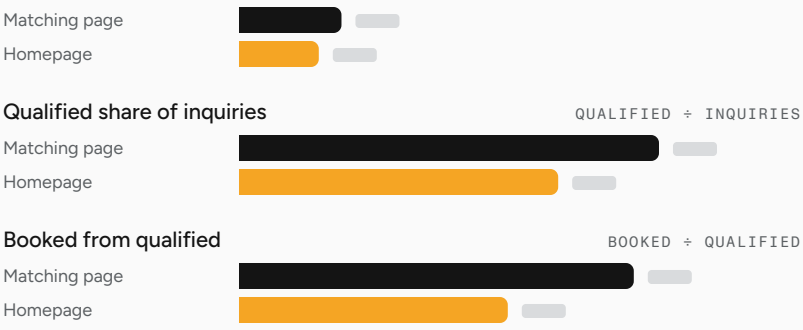
Matching page
Homepage

Qualified share of inquiries — QUALIFIED ÷ INQUIRIES

Matching page
Homepage

Booked from qualified — BOOKED ÷ QUALIFIED

Matching page
Homepage



WHAT WE CHECK ON MOBILE

- Where the first call button appears.
- Whether prep, package and price questions are answered.
- How many visitors leave before the services section

SYSTEM

FIX

1. A page per service that answers prep, package and price-range questions.
2. Sticky call and estimate buttons on mobile.
3. Each ad group sent to its matching page.

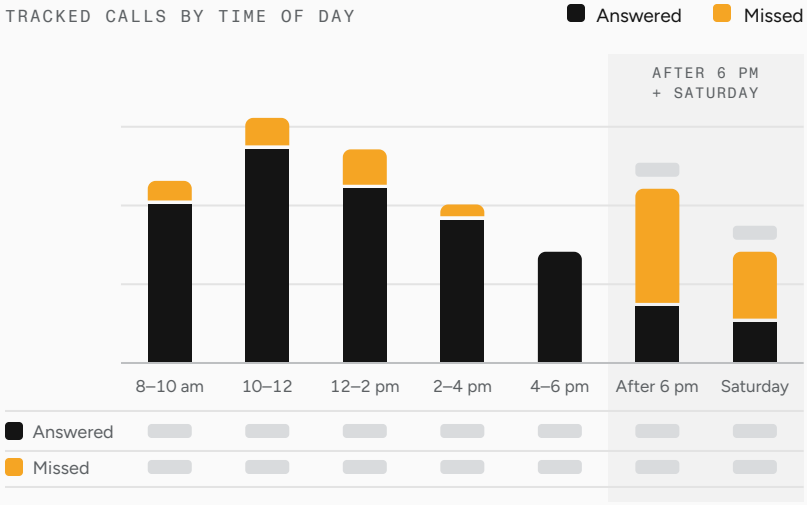
LEAK 03 CALL TRACKING AND WEB FORM RECORDS · SYSTEM RECORDS

Slow or missed response

Calls missed during weekday business hours compared with after 6 pm and on Saturday, and how long web forms wait for a reply.

of tracked calls missed

TRACKED CALLS BY TIME OF DAY



AFTER A MISSED CALL

	Voicemail left
	Shop called back within 1 hour
	Never called again or sent a form

WEB FORMS

	Median time to first reply
	Answered within 15 minutes
	No logged reply

ESTIMATE BASED ON AN ASSUMPTION · NOT A MEASURED RESULT

If the calls missed after 6 pm and on Saturday had booked at 50 to 100% of the answered-call rate, **how many more booked estimates per quarter would that be?**

Answered-call booking rate	`booked ÷ answered =`
Low, at 50% of that rate	`missed × rate × 0.5 =`
High, at 100% of that rate	`missed × rate × 1.0 =`

FIX

1. After-hours call routing, and the missed-call text-back included in each plan.
2. A 15-minute reply target for web forms.
3. Every reply logged, so response time can be measured.

LEAK 04 SHOP CALENDAR EXPORT · SHOP RECORDS

Inquiries with no source

How many booked estimates on the shop calendar match a tracked call or form, and how many can't be tied to an ad, a listing or a referral.

of booked estimates with no source



Main shop line (not tracked) · Instagram DMs · Walk-ins or referrals

The report lists every untracked line, such as a main number shown on the Google Business Profile.

FIX

1. Tracking number in the site header and footer.
2. A "source" field in the calendar booking form.
3. DM bookings logged with their source.

NEXT STEPS AND PLAN FIT

The next steps, in order

Six actions, in order. Each one addresses a leak in this report or makes the next report more complete.

ORDER	ACTION	ADDRESSES	OWNER
1	Negative keyword lists and match types	LEAK 01	Bookend
2	Tracking number on the site; source field in the calendar	LEAK 04	Bookend + shop
3	Coating landing page live; ad groups re-pointed	LEAK 02	Bookend
4	Sticky call and estimate buttons on mobile	LEAK 02	Bookend
5	After-hours call routing and the missed-call text-back	LEAK 03	Shop decides; Bookend sets up
6	First monthly report, with labels confirmed by the shop	ALL LEAKS	Bookend + shop

WHAT WE DID NOT MEASURE

Reply speed to Instagram DMs	NOT MEASURED
Source of walk-ins	NOT MEASURED
Quotes given by phone without a booking	NOT MEASURED

No figure in this report estimates these. Where a record was missing, it is marked not measured.

PLAN FIT

FITS THIS SHOP

Booked Estimate System

Google Search for 2 premium services in 1 market.

Fees **As listed on the pricing page**

INCLUDED IN EACH PLAN

Missed-call text-back

A text back and a quote follow-up for calls the shop can't answer.

Fees **Plan fee; software paid separately**

Fees as listed on the pricing page. Ad spend is paid by the shop directly to Google, and software such as call tracking is paid separately. Neither is part of these fees.

DEFINITIONS USED IN EVERY REPORT

Tracked inquiry
Someone who contacts your shop through a tracked channel: call, form, text, or chat.

Qualified opportunity
An inquiry for a service the shop sells, from inside its area, by a reachable person. Existing-customer requests and spam don't count.

Booked estimate
An estimate or consultation on your calendar for a qualified opportunity you confirmed. It names the customer, vehicle, service, and date.

Sold job
A booked estimate where the customer accepted the quote and paid a deposit or finished the job.

Every number in this report names its period, source and definition. Where a record is missing, the report says not measured.

Bookend Bookend Revenue Systems · Report date, audit period and definitions version are printed on every report