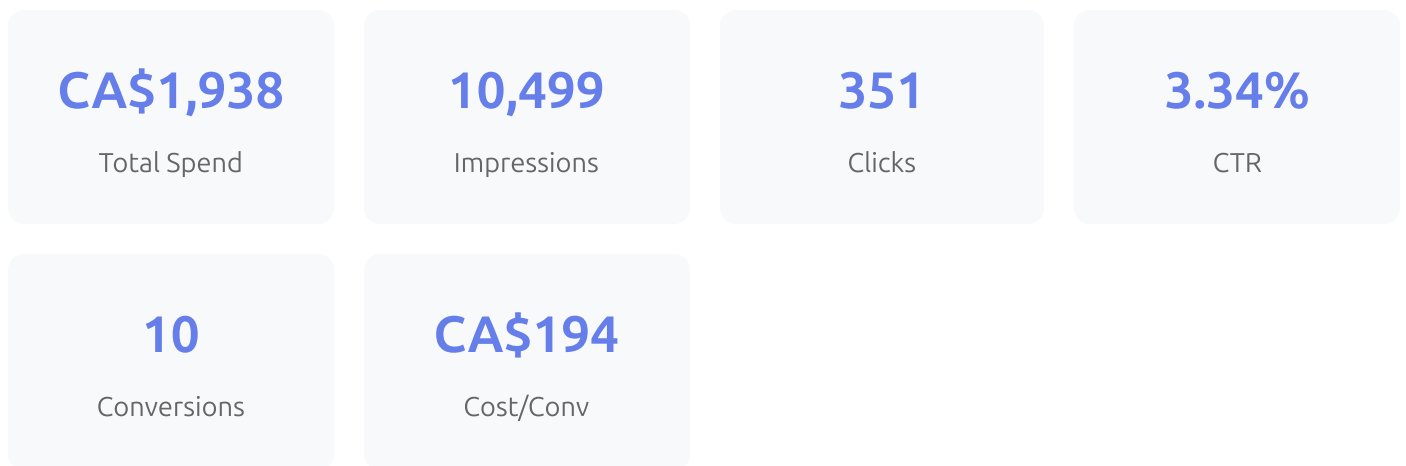


□ Mogestic Google Ads Audit

Full Month Analysis | March 1-23, 2026

□ Executive Summary



□ **Good News:** You have 10 conversions this month! Your "private driver services" keyword is a star performer with 8.11% conversion rate and only CA\$90.44 cost per conversion.

□ **Issue:** 120+ of your 134 keywords have minimal or zero activity. Only 11 keywords generated clicks this month.

□ Campaign Performance

Campaign 1: Mogestic Luxury Car Rental - Calls (Search)			
Status	Limited by budget	Cost	CA\$1,490.56
Budget	CA\$65.34/day	Avg CPC	CA\$6.01

Impressions 7,697

Conversions 8

Clicks 248

Conv. Rate 3.23%

CTR 3.22%

Cost/Conv CA\$186.32

Campaign 2: Campaign #1 (Performance Max)

Status Eligible

Cost CA\$447.82

Budget CA\$19.01/day

Avg CPC CA\$4.35

Impressions 2,802

Conversions 2

Clicks 103

Conv. Rate 1.94%

CTR 3.68%

Cost/Conv CA\$223.91

Key Insight: Search campaign drives 80% of conversions with better efficiency (CA\$186 vs CA\$224 cost/conv) despite higher CPC. Performance Max has lower CPC but also lower conversion rate.

Top Converting Keywords

These 4 keywords generated ALL 10 conversions:

Keyword	Clicks	Cost	Conversions	Conv. Rate	Cost/Conv
private driver services	37	CA\$271.33	3	8.11%	CA\$90.44
chauffeur service	54	CA\$302.09	1	1.85%	CA\$302.09
long term car hire	38	CA\$211.16	1	2.63%	CA\$211.16
hire a driver	33	CA\$265.80	1	3.03%	CA\$265.80

× Non-Converting Keywords (High Traffic)

These keywords have clicks but ZERO conversions:

Keyword	Clicks	Cost	Issue
luxury car rental	22	CA\$45.42	Landing page mismatch?
luxury car hire	11	CA\$93.48	Landing page mismatch?
car rental weekly rates	5	CA\$7.03	Low volume
car rental monthly	5	CA\$25.72	Landing page mismatch?

□ Priority Recommendations

□ Critical (Do First)

- **Scale "private driver services"** — Your best keyword (8.11% conv rate, CA\$90 cost/conv). Increase bids by 20%.
- **Fix or pause luxury keywords** — "luxury car rental" + "luxury car hire" = 33 clicks, 0 conversions. Fix landing pages or pause.
- **Optimize "chauffeur service"** — Costs CA\$302 per conversion. Add negative keywords, use phrase match.
- **Complete advertiser verification** — Required to continue running ads.

□ High Priority

- **Pause 120+ inactive keywords** — They're hurting account quality score.
- **Address budget limitation** — Search campaign is "Limited by budget." Increase budget or reduce CPC bids.
- **Add negative keywords** — Block taxi, cab, dealership, evo, modo, and competitor brands.

☐ Medium Priority

- **Rename "Campaign #1"** — To something descriptive like "Mogestic Performance Max"
- **Test Performance Max scaling** — Lower CPC (CA\$4.35) could work with volume

☐ Quick Wins

If you do only 3 things:

1. Increase bids on "private driver services" by 20%
2. Pause "luxury car rental" and "luxury car hire" temporarily
3. Add negative keywords to "chauffeur service"

Projected result: Reduce cost per conversion from CA\$194 to ~CA\$140, increase monthly conversions from 13 to 18.

☐ Scorecard

Account Structure	Fair	Too many inactive keywords
Budget Efficiency	Fair	Limited by budget
Conversion Performance	Good	10 conversions, strong top performer
Keyword Optimization	Poor	120+ inactive keywords
Overall Health	Good	83.7% optimization score