

# Mogestic Google Ads Audit

Account: Mogestic Booking | Audit Date: March 24, 2026

## Executive Summary

CA\$70.32

Total Spend

389

Impressions

15

Clicks

3.86%

CTR

CA\$4.69

Avg CPC

0

Conversions

**Critical Finding:** 128 of 134 keywords (95.5%) have zero impressions and zero cost. Only 3 keywords are generating traffic.

## Campaign Overview

### Campaign 1: Mogestic Luxury Car Rental - Calls

Status

Limited by budget

Impressions

230

Budget

CA\$65.34/day

Clicks

8

Type

Search

CTR

3.48%

Optimization Score

81.6%

Cost

CA\$51.71

Avg CPC

CA\$6.46

## Campaign 2: Campaign #1

Status

Eligible

Impressions

159

Budget

CA\$19.01/day

Clicks

7

Type

Performance Max

CTR

4.40%

Optimization Score

89.6%

Cost

CA\$18.61

Avg CPC

CA\$2.66

## Keyword Performance

Out of **134 total keywords**, only these 3 are generating traffic:

Keyword	Match Type	Impr.	Clicks	CTR	Cost	Avg CPC
chauffeur service	Broad	61	4	6.56%	CA\$43.04	CA\$10.76
long term car hire	Broad	32	2	6.25%	CA\$5.00	CA\$2.50
luxury car rental	Broad	16	1	6.25%	CA\$2.16	CA\$2.16

**Note:** "chauffeur service" alone consumes 61% of your total budget at CA\$10.76/click.

## Search Terms Analysis

Your ads appeared for **73 different search queries**. Here are some examples:

## ☐ Relevant Searches

- luxury car rental surrey
- exotic car rentals
- chauffeur service
- private drivers
- rolls royce cullinan for rent

## × Irrelevant/Competitor Searches

- enterprise car rental (multiple variants)
- hertz yvr, avis vancouver
- lyft, yellow cabs, vancouver taxis
- evo number, modo car
- mercedes dealership vancouver

## ☐ Action Items

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### ☐ Critical (Do Immediately)

- **Complete advertiser verification** — Required to continue running ads. Currently flagged in account.
- **Pause 128 inactive keywords** — 95.5% of keywords have zero activity. This hurts account quality score.
- **Add negative keywords** — Block competitor brands (enterprise, hertz, avis, lyft) and irrelevant terms (taxi, cab, dealership, evo, modo).
- **Set up conversion tracking** — Currently showing 0 conversions. Cannot optimize without proper tracking.

### ☐ High Priority

- **Optimize "chauffeur service" keyword** — Costs CA\$10.76/click (61% of budget). Test phrase/exact match or add negatives.
- **Address budget limitation** — Main campaign is "Limited by budget." Increase budget or reduce bids.
- **Review landing pages** — 15 clicks, 0 conversions suggests landing page issues.

### ☐ Medium Priority

- **Rename "Campaign #1"** — Use descriptive name like "Mogestic Performance Max"
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- **Consider budget reallocation** — Performance Max has lower CPC (CA\$2.66) vs Search (CA\$6.46)

## □ Scorecard

Account Structure	Fair	Too many inactive keywords
Budget Efficiency	Fair	Limited by budget, high CPC
Targeting	Poor	Many irrelevant searches
Conversion Tracking	Poor	No conversions recorded
Optimization Score	Good	83.7% overall