

CLARITY SESSION REPORT

Google Ads Clarity Report

PREPARED FOR
Example Client Ltd

SESSION DATE
27 February 2026

SPECIALIST
Harry Thompson

CONTACT
harry@clicklogic.co.uk

This report summarises the findings from your 45-minute Google Ads Clarity Session. It covers the key issues identified in your account, their likely impact on performance, and a prioritised set of quick wins to address immediately.

4

ISSUES FOUND

Critical

HIGHEST SEVERITY

Est. Wasted

BUDGET AT RISK

This Week

RECOMMENDED ACTION

Account Findings

Four issues were identified during the live account review. Each is detailed below.

Conversion Tracking Broken

No conversions have been recorded in the account. Google Ads has been optimising blindly — every bid strategy and Smart campaign decision has been made

CRITICAL

1

Display Network Enabled on Search

Your Search campaigns have "Search Network with Display expansion" turned on. This means a portion of your budget is being spent on display placements with no

CRITICAL

2

No Negative Keywords

The account has no negative keyword lists applied at campaign or account level. Your ads are likely appearing for irrelevant, low-intent, or competitor queries — wasting

HIGH

3

Incorrect Bid Strategy

The account is running Maximise Clicks with no target CPA or ROAS guardrails, and conversion tracking is broken. This combination means the algorithm has no

HIGH

4

Combined Impact

With broken conversion tracking and display expansion running, your bid strategy has no valid signal. Fixing tracking first unlocks the ability to run proper Smart Bidding — the other fixes compound from there.

RECOMMENDED ACTIONS

Quick Wins & Next Steps

Prioritised by impact. Fix these in order — each one builds on the last.

- 1

Fix Conversion Tracking
Audit GA4 + Ads tags via GTM. Verify a test conversion fires correctly before anything else is changed.
- 2

Disable Display Expansion
In each Search campaign, set Network Settings to Search Network only. Takes 5 minutes and stops budget leaking immediately.
- 3

Build Negative Keyword Lists
Create a shared negative list covering irrelevant categories, competitor terms and low-intent queries. Apply account-wide.
- 4

Switch to the Right Bid Strategy
Once tracking is confirmed working, switch to Maximise Conversions (with a tCPA once you have 30+ conversions/month).

SUGGESTED TIMELINE

When to Do What

THIS WEEK	WEEK 2	WEEK 3-4
Fix conversion tracking Disable display expansion	Build negative keyword lists Review search terms report	Switch bid strategy Monitor & validate data

Want help implementing these changes?

Get in touch: harry@clicklogic.co.uk | clicklogic.co.uk | LinkedIn: [/in/harry-thompson039/](https://www.linkedin.com/in/harry-thompson039/)