FREE FIELD SHEET · Nº 078
ISSUED 11 NOV 2026

KEYWORD TRACKING

GOOGLE ADS TRACKING CHECK: WHEN CONVERSIONS DROP

The checks from a real clinic account that went from 1 conversion in May to 370 in October

CHECKS	DO FIRST	PARTS	COST
21	3	6	Free



PREPARED BY
Hamza Jameel
10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

These are the checks from the video, in the order we'd run them again. Start with the tracking, then the account, then any Performance Max channel setting, and only then judge the leads by what they're worth.

ON THIS SHEET

1	Before you spend	2 CHECKS
2	When conversions suddenly drop	4 CHECKS
3	Count the right things	5 CHECKS
4	Keep watching it	4 CHECKS
5	Before you change Performance Max channel priority	4 CHECKS
6	Then judge the leads by what they're worth	2 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/tracking

PART 1 OF 6 — 2 CHECKS

Before you spend

☐ 1.1 DO FIRST

Set up conversion tracking before the first campaign goes live.

The clinic's first campaigns, November 2024 to April 2025, spent AED 8,009 on 504 clicks with zero tracked conversions, so neither Google nor we could learn from them.

☐ 1.2

Give each city or service its own landing page, and take out claims like "best", "number one" and "award-winning".

Glasgow, Manchester and Leeds each got a page in the video. Healthcare ads are checked closely, and those words were stripped so the ads would pass.

PART 2 OF 6 — 4 CHECKS

When conversions suddenly drop

☐ 2.1

Look at conversions month by month before you change any ads.

In the video, April had 19 conversions and May had 1, and the ads hadn't changed. A drop that sharp points at the tracking first.

WHERE `Google Ads › Insights and reports › Report editor: Month as the row, Cost and Conversions as columns`

☐ 2.2 DO FIRST

Open your site in a private window from the country you advertise in, and see if a cookie banner asks for consent.

On the clinic's site, Google's Site Kit plugin had set consent to denied by default for UK visitors, and there was no banner to ask them. Almost none of the UK enquiries reached Google Ads.

☐ 2.3

Find out which tool sets your consent defaults, and keep it to one.

A plugin and a cookie banner can both send consent settings. If you don't know which one Google Ads is getting, you can't trust the numbers.

☐ 2.4

Know what consent mode does when someone says no.

In basic consent mode, Google tags are blocked until the visitor answers, and nothing is sent if they decline. In advanced consent mode, tags send cookieless pings while consent is denied, and full data only after consent is granted.

PART 3 OF 6 — 5 CHECKS

Count the right things

☐ 3.1

Keep one primary conversion per goal.

That's how the clinic's account was cleaned up between 31 May and 3 June 2026, alongside the cookie banner and the consent fix.

☐ 3.2

Write down every action you count as a conversion.

The clinic counts form enquiries, calls from ads, WhatsApp taps and phone number taps. A tap is a click on a button, not always a conversation.

☐ 3.3

Judge the account on its strictest conversion.

In the video, part of the jump came from WhatsApp taps, which were only counted from July. Form enquiries went from 42 a month to 96.

☐ 3.4

Name every Tag Manager version after what it changed.

The clinic's container reads like a diary: the rebuild on 17 May 2026, the WhatsApp click tag on 18 May, the thank-you conversion pointed back at the right account on 29 May, enhanced conversions fixed in July and October.

WHERE `Tag Manager › Submit › Version name`

☐ 3.5

Send a hashed email and phone number with each form conversion (enhanced conversions).

It helps Google match more of your conversions. In the video it runs through Tag Manager from the form's success event to the thank-you page.

PART 4 OF 6 — 4 CHECKS

Keep watching it

☐ 4.1

Turn off auto-applied recommendations.

On the clinic's account they kept adding broad keywords.

☐ 4.2

Move broad match to phrase match and keep a shared list of junk negative keywords.

That's part of how the cost per conversion fell from AED 1,110 in June to AED 269 in October.

☐ 4.3

After an expensive day, pause, check the search terms, then restart with tighter settings.

In September the clinic's Search campaign came back with AI Max matching off and the budget capped at AED 3,000 a day.

☐ 4.4

Set a target cost per conversion you can actually reach.

It went from AED 450 to 340. When 340 sat below what a lead really cost, about AED 400, Google cut the bids and Search spend fell about 40%, so it went back up to 400.

PART 5 OF 6 — 4 CHECKS

Before you change Performance Max channel priority

☐ 5.1

Write down each channel's share of cost for the three days before the change.

On 29 to 31 October, YouTube took 59.7% of this campaign's spend.

WHERE `Performance Max campaign › Insights and reports › Channel performance`

☐ 5.2

Know that Google's own channels are one group.

Search, YouTube, Discover, Gmail and Maps are prioritised together, so putting Google channels on High priority can move spend to YouTube.

☐ 5.3 • DO FIRST

Compare the next three days before you keep the change.

After Search partners and the Display Network went to Low priority, each capped at 5% of the budget, YouTube rose to 83.9% of spend and conversions fell from 34 to 27 on slightly more spend. It was switched back on 4 November.

☐ 5.4

Check exactly what changed in Change history.

Expand the row to see each setting, for example 'Search partners set to Low priority'. It also shows who made the change and when.

WHERE `Google Ads › Change history, then the arrow on the row`

PART 6 OF 6 — 2 CHECKS

Then judge the leads by what they're worth

☐ 6.1

Get the business's own revenue for the same dates as your Google Ads data.

Conversions aren't sales. In the video, the clinic's revenue from these leads was £361,600 from 1 June to 7 November 2026, against £89,486 of ad spend.

☐ 6.2

Divide that revenue by the ad spend.

£361,600 divided by £89,486 is about 4.0, so about £4 back for every £1 spent on ads.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
- **YouTube** @ihamzajamil

SOURCES

1. https://support.google.com/google-ads/answer/10000067
2. https://www.searchenginejournal.com/google-ads-introduces-channel-prioritization-and-budget-allocation/592833/