KELLEY DIGITAL | PAID MEDIA & MARKETING STRATEGY

The Lead-Flow Inspection

Find where your leads are getting lost, before you spend another dollar.

A flat-fee review of your lead tracking and follow-up for service businesses.

ONE-TIME FEE

$500

Flat rate. No retainer.

The problem: ad dashboards can look healthy while real leads go unmeasured or unanswered. Most owners find out their tracking is broken the way they find out a smoke detector is dead: too late. This inspection checks the setup and tells you, in plain language, where leads are slipping through.

WHAT I INSPECT

- **Conversion tracking:** Google Ads, GA4, and Tag Manager checked for gaps, duplicates, and bad data
- **Call and form capture:** are phone calls and submissions recorded and attributed to the right source?
- **Lead response:** I place a real call and submit a real form to test speed and quality of follow-up
- **Lead drop-off points:** where prospects fall away between the click and the customer

WHAT YOU GET

- **Written findings report** in plain English, no jargon
- **Leak map** showing where leads are lost
- **Top fixes ranked by impact**, so you know what to do first
- **Optional 30-minute walkthrough call** to talk through the results
- **Yours to keep.** Do the fixes yourself, hand them to your web person, or ask me

WHAT TO EXPECT

1
You grant access
Read-only access to your ad account, analytics, and tag manager. I send a simple checklist. About 15 minutes of your time.

2
I inspect
I review your setup and run the lead response test. No changes are made to your accounts.

3
You get the report
Written findings within 5 business days of receiving access, plus an optional walkthrough call.

WHY IT'S WORTH IT

- **Stop paying for blind spots.** Know which ads and keywords actually produce calls and jobs
- **Fix the cheap problems first.** Missed calls and slow replies often cost more than bad ads
- **Clean baseline.** Ideal before a new campaign, an agency change, or a bigger budget
- **Low risk.** Flat fee, no pitch unless you ask for one

IS IT RIGHT FOR YOU?

A good fit if you:

- Run a service business with a website and phone line
- Spend on Google Ads, or are about to
- Inherited an ad account or tracking setup
- Aren't sure your ads are bringing in real leads

Not yet a fit: no website or ad spend. Ask about a Marketing Strategy Sprint instead.

Ready to see where your leads are going?
Email to book your inspection. Findings in 5 business days.

BOOK YOUR INSPECTION

Read-only access is requested for review only. No changes are made to your accounts.

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