

AIO Copilot

Google Ads waste audit

Harbour & Finch LLP

Site	harbourfinch-demo.com
Account	482-119-3307, three Search campaigns
Window	5 August 2026 to 2 November 2026, 90 days
Prepared	3 November 2026, read by a person before sending
Currency	Canadian dollars, the account's currency

Sample report. Harbour & Finch LLP is a fictional firm. The method, the checks and the layout are the ones every Google Ads waste audit uses.

The short version

A quarter of the spend, $5,571 of $21,727, went on 38 searches that never converted.

$21,727	$5,571	38
spent in 90 days	never converted	negatives to add



63% bought a conversion, $13,688

26% never converted, $5,571

11% hidden by Google, or too few clicks to judge, $2,468

The five fixes, in order

1	Add the 38 negatives in negatives.csv. Four carry a note to read first.	$5,571 in 90 days
2	Show the non-brand ads only to people in the area.	Stops the next city
3	Stop counting the same phone call twice.	Up to 29 of 94 conversions
4	Put the phone number in the first screen of two landing pages.	$3,140 of spend
5	Give workplace harassment its own ads.	$400

And one test: pause the brand campaign for four weeks. It spent $1,411 on searches for the firm's own name, where the site already ranks first.

Spend that never converted is measured, not saved. A click you stop buying might have turned into a client later; each task in the action plan says how to check.

Where the $5,571 went

Nearly all of it went on people who were never going to hire a Toronto lawyer.

Free help and legal aid

$1,672, 6 searches

People looking for help they do not pay for. The firm charges for its work, and none of these 56 clicks booked a consultation.

Biggest: legal aid ($639.67), free employment lawyer ($512.40), free legal advice employment ($186.20).

Other cities

$1,388, 9 searches

Searches for a lawyer somewhere else. Three are in other provinces, where an Ontario firm cannot act. Both campaigns show ads to people who search for a place, not only to people in it.

Biggest: employment lawyer hamilton ($286.40), wrongful dismissal lawyer ottawa ($231.75), employment lawyer vancouver ($204.10).

Forms, courses and government services

$963, 14 searches

Searches for a form, a phone number, a course or a rule. The people making them want a document, not a lawyer.

Biggest: employment insurance application ($142.18), workers compensation claim form ($118.90), car accident report toronto ($104.35).

Jobs and salaries

$846, 5 searches

People looking for work in law, or asking what lawyers earn.

Biggest: employment lawyer salary ($288.15), paralegal jobs toronto ($201.30), legal assistant jobs ($164.12).

Calculators and templates

$702, 4 searches

People working it out for themselves. The two calculator searches are the closest of the 38 to a client, which is why they carry a note.

Biggest: severance calculator ontario ($402.33), severance pay calculator ($142.67), resignation letter template ($91.50).

Search terms report, 5 August 2026 to 2 November 2026. Each search was read and grouped by a person; the totals are the report's own Cost column.

The negatives

38 negatives that block all of it, and nothing that converted.

Search term	Clicks	Cost	Negative to add
legal aid	13	$639.67	"legal aid"
free employment lawyer	21	$512.40	[free employment lawyer]
severance calculator ontario	17	$402.33	"severance calculator" ●
employment lawyer salary	9	$288.15	"lawyer salary"
employment lawyer hamilton	11	$286.40	"hamilton"
wrongful dismissal lawyer ottawa	7	$231.75	"ottawa"
employment lawyer vancouver	8	$204.10	"vancouver"
paralegal jobs toronto	12	$201.30	"paralegal jobs"
free legal advice employment	8	$186.20	[free legal advice employment]
labour lawyer calgary	6	$168.95	"calgary"
legal assistant jobs	10	$164.12	"legal assistant jobs"
severance pay calculator	7	$142.67	"severance pay calculator" ●
employment lawyer barrie	6	$142.30	"barrie"
employment insurance application	9	$142.18	"employment insurance"

The 14 costliest of 38. ● Read its note on page 12 first. "Quotes" is phrase match, [brackets] exact.

Why not just block "free"?

One phrase negative on "free" would have stopped all the free-help searches in a line. It would also have blocked 2 searches that booked 8 consultations: "employment lawyer free consultation" (6) and "free consultation wrongful dismissal" (2). So each free-help search gets a negative of its own.

Every negative was checked against all 412 search terms the way Google applies negatives, with no close variants. None blocks a search that converted. All 38 are in negatives.csv, ready for Google Ads Editor.

What is working

Ten searches booked 62 of the 94 conversions. Nothing in this report touches them.

Search term	Clicks	Cost	Conv.	Per conv.
wrongful dismissal lawyer toronto	71	$2,188.40	**12**	$182
harbour and finch	214	$612.40	**11**	$56
employment lawyer toronto	84	$1,904.75	**10**	$190
severance lawyer toronto	41	$1,226.30	**8**	$153
employment lawyer free consultation	19	$688.40	**6**	$115
wrongful dismissal lawyer	31	$1,142.80	**4**	$286
car accident lawyer toronto	29	$1,021.60	**4**	$255
constructive dismissal lawyer toronto	17	$604.15	**3**	$201
free consultation wrongful dismissal	8	$301.10	**2**	$151
slip and fall lawyer toronto	11	$431.25	**2**	$216

Keep these exactly as they are

The account's cost per conversion is $231. Eight of these ten come in under it. Two contain "free", which is why no negative in this report does.

One costs less than it looks

The firm's own name converts at $56 a conversion, but the site already ranks first for it. Page 8 sets out a test of whether those clicks need paying for.

Search terms report, conversions as the account counts them. Page 6 explains why that count is too high, and why it does not change which searches never converted.

Two settings

One setting lets waste in. The other makes the results look better than they are.

Ads shown to people who are not in Toronto

Both non-brand campaigns use "Presence or interest", Google's default location option. It shows ads to people who are in Toronto and to people anywhere who show interest in it, so a search for a lawyer in Hamilton can still buy a click. The nine city searches cost $1,388 in 90 days. Their negatives stop those nine; switching the option to "Presence" stops the tenth before it costs anything.

The same call, counted twice

Two conversion actions, "Calls from website" and "Phone number clicks", are both set as primary, and both record a visitor tapping the number on the site. On 33 of the 41 days with a call, they moved together on the same search term. Up to 29 of the 94 conversions may be one call counted twice.



Both campaigns bid with Maximize conversions, so Google is also chasing the duplicates. This does not change the waste figure: counting a call twice only adds conversions to searches that already converted.

Campaign settings as shown in the search terms report's campaign columns, and the report segmented by conversion action. The front desk's call log would settle the real number; the action plan says how.

Quality Score, by who fixes it

$3,140 went on keywords whose landing page Google rates below average.

Keyword	QS	Expected CTR	Ad relevance	Landing page	Spend
wrongful termination lawyer /wrongful-dismissal	4	Average	Above average	Below average	$1,284
severance package lawyer /severance	5	Average	Average	Below average	$912
constructive dismissal lawyer /wrongful-dismissal	3	Below average	Average	Below average	$544
workplace harassment lawyer /wrongful-dismissal	4	Average	Below average	Below average	$400

For the web developer

All four keywords land on /wrongful-dismissal or /severance. On a phone, both pages open on a photo and a heading, and the phone number is below the first screen. Put a tap-to-call link above the photo on both pages. That covers $3,140 of spend.

For whoever writes the ads

"Workplace harassment lawyer" sits in an ad group whose ads never mention harassment: give it its own, with two ads that do. "Constructive dismissal lawyer" has a below-average expected click rate; its ads do not use the words.

Keyword report with the Quality Score, Exp. CTR, Ad relevance and Landing page exp. columns, 64 keywords. These are Google's own ratings; the report adds only who can act on each.

Paid and organic

$2,216 bought clicks on searches where the site already ranks in Google's top three.

Search	Paid	Paid clicks	Conv.	Organic position	Organic clicks
harbour and finch (name)	$612.40	214	11	1.0	1,108
severance pay ontario	$486.20	23	1	2.4	311
harbour finch lawyers (name)	$401.75	131	6	1.0	386
notice period ontario employment	$318.65	17	1	2.9	205
harbour & finch llp (name)	$214.30	72	3	1.1	240
harbour and finch reviews (name)	$182.55	61	2	1.0	153

Test 1: the firm's name

The brand campaign spent $1,411 on four searches for the firm's name, where the site ranks first. Pause it for four weeks and add paid and organic brand clicks together. If the total holds, the spend was buying clicks the site would have had anyway. If a rival starts bidding on the name, switch it back on.

Test 2: two guide searches

"Severance pay ontario" and "notice period ontario employment" cost $486 and $319 per conversion, against $231 across the account, and the firm's guides rank 2.4 and 2.9 for them. Block them for four weeks and watch the guides' organic clicks.

Search Console Queries export joined to the search terms report on the search itself. Neither test is a saving yet: pausing an ad does not hand you the organic click, and the test is how you find out whether it does.

The action plan

Twelve tasks, each ready to paste into Claude or hand to whoever runs your ads.

1	Add "legal aid" as a phrase match negative Whoever manages the ads	$640
2	Add the five other free-help searches as negatives, but not "free" on its own Whoever manages the ads	$1,032
3	Add the nine city names as phrase match negatives Whoever manages the ads	$1,388
4	Switch the location option to Presence in both non-brand campaigns Whoever manages the ads	
5	Add the five job and salary searches as negatives Whoever manages the ads	$846
6	Add the 14 negatives for forms, courses and government services Whoever manages the ads	$963
7	Add the four calculator and template negatives, after one decision Owner decides, then whoever manages the ads	$702
8	Make "Phone number clicks" a secondary conversion action Whoever manages the ads	
9	Put the phone number in the first screen of /wrongful-dismissal on phones Web developer	$2,228
10	Do the same on /severance Web developer	$912
11	Give "workplace harassment lawyer" its own ad group and ads Whoever writes the ads	$400
12	Test pausing the brand campaign for four weeks Whoever manages the ads	$1,411

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## 1. Add "legal aid" as a phrase match negative
Why: 13 clicks and $639.67 on the search "legal aid", no consultation booked.
Where: The negative keywords of the Employment campaign. Blocks no search that converted.
Check: In 30 days, no spend on searches containing "legal aid".
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action-plan.md has all twelve in this form. Each task stands on its own, so it can be pasted one at a time.

How this was measured

From three files exported from the account, read by a person before this report was sent.

File	What was in it
Search terms report, with the conversion action segment	412 search terms, 3 campaigns
Keyword report with the Quality Score columns	64 keywords
Search Console, Queries export	1,000 searches, the export's limit

All three cover 5 August 2026 to 2 November 2026.

Never converted No conversion in the 90 days, and either 8 clicks or more, or a search no client would make: a job, a form, another province.

Too few clicks to judge No conversion, under 8 clicks, and could be a client. 313 searches, $864. Left alone.

Hidden by Google Spend Google reports without the search behind it, for privacy: $1,604, 7% of the total. No report can judge it.

Negative matching As Google applies negatives: exact means the whole search, phrase means the words in that order, and no close variants.

Not in this report

Performance Max, Display and YouTube. The search terms report does not cover them, and this account runs none.

Changes to the account. Nothing was changed; every fix is a task for you or your agency.

Savings. Spend that never converted is measured; what stopping it saves is what the tasks' checks will show.

Page 12 lists the checks that show, 30 days on, whether the fixes worked.

Appendix

All 38 searches, and the negative for each.

Search term	Campaign	Clicks	Cost	Negative
legal aid	Employment	13	$639.67	"legal aid"
free employment lawyer	Employment	21	$512.40	[free employment lawyer]
severance calculator ontario	Employment	17	$402.33	"severance calculator" ●
employment lawyer salary	Employment	9	$288.15	"lawyer salary"
employment lawyer hamilton	Employment	11	$286.40	"hamilton"
wrongful dismissal lawyer ottawa	Employment	7	$231.75	"ottawa"
employment lawyer vancouver	Employment	8	$204.10	"vancouver"
paralegal jobs toronto	Employment	12	$201.30	"paralegal jobs"
free legal advice employment	Employment	8	$186.20	[free legal advice employment]
labour lawyer calgary	Employment	6	$168.95	"calgary"
legal assistant jobs	Employment	10	$164.12	"legal assistant jobs"
severance pay calculator	Employment	7	$142.67	"severance pay calculator" ●
employment lawyer barrie	Employment	6	$142.30	"barrie"
employment insurance application	Employment	9	$142.18	"employment insurance"
legal clinic toronto	Employment	6	$141.85	"legal clinic"
wrongful dismissal lawyer london ontario	Employment	4	$121.60	"london ontario"
workers compensation claim form	Injury	6	$118.90	[workers compensation claim form]
pro bono employment lawyer	Employment	5	$118.40	"pro bono"
how to become an employment lawyer	Employment	5	$109.43	"become an employment lawyer"
car accident report toronto	Injury	7	$104.35	"accident report"
employment lawyer kitchener	Employment	4	$98.45	"kitchener"
ontario labour board phone number	Employment	8	$96.20	[ontario labour board phone number]
resignation letter template	Employment	6	$91.50	"resignation letter"
law clerk salary ontario	Employment	4	$83.00	"law clerk salary"
slip and fall statistics	Injury	5	$81.40	"statistics"
human rights tribunal forms	Employment	4	$77.65	"tribunal forms"
employment lawyer montreal	Employment	3	$77.20	"montreal"
employment standards free help	Employment	3	$73.48	[employment standards free help]
employment law course	Employment	4	$71.10	"law course"
termination letter sample	Employment	4	$65.50	[termination letter sample] ●
toronto courthouse address	Injury	5	$63.85	"courthouse address"
record of employment	Employment	4	$58.20	[record of employment]
employment lawyer windsor	Employment	2	$57.25	"windsor"
lawyer cost per hour	Employment	2	$48.30	[lawyer cost per hour] ●
small claims court forms	Injury	3	$44.60	"small claims court forms"
minimum wage ontario 2026	Employment	3	$27.92	"minimum wage"
vacation pay rules ontario	Employment	2	$17.85	[vacation pay rules ontario]
stat holiday pay ontario	Employment	1	$10.50	[stat holiday pay ontario]
Total		**244**	**$5,571.00**	

Notes, and the check in 30 days

Six negatives come with a note, and four checks tell you whether the fixes worked.

The six notes

"severance calculator" ●	Often searched in the week someone is let go. Task 7 of the action plan sets out the choice: block it, or build a calculator page.
"severance pay calculator" ●	The same reader as "severance calculator ontario". Decide the two together.
[workers compensation claim form]	Exact only: a WSIB claim gone wrong is a case the firm takes.
[ontario labour board phone number]	Exact, not "phone number": that phrase would block people looking for the firm's own number.
[termination letter sample] ●	Exact only. Someone holding a termination letter may want a lawyer to read it.
[lawyer cost per hour] ●	Two clicks is thin evidence, and a price shopper can become a client. Add it only if the fees page answers the question.

● Decide before adding. The other two are exact on purpose; the note says why.

In 30 days, check four things

The 38 are gone	Export the search terms report for the 30 days after the negatives went in. None of the 38 should appear with spend.
What works is untouched	The ten searches on page 5 should keep their clicks and conversions. If one drops, a negative is catching it: the appendix shows which.
The calls add up	With one call action left as primary, conversions should come close to the calls the front desk logged. If they still run high, the counting has another leak.
Google rates the pages better	Four weeks after the phone number moves up, check the Landing page exp. column for the four keywords on page 7.

The monthly plan runs these checks every week on a connected account. Questions about any figure in this report: reply to the email it came with.