GOOGLE ADS MONTHLY REPORT | SAMPLE REPORT

Calder Cleaning Services October 2026

Account **Sample**
Period **1 to 31 October 2026**
Prepared **2 November 2026**

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SPEND

£2,500

September £2,410 +3.7%

ENQUIRIES

90

53 forms, 37 calls. September 71 +26.8%

COST PER ENQUIRY

£27.78

September £33.94

COST PER ENQUIRY, 12 WEEKS

£34.82

3 Aug to 25 Oct, £6,685 / 192

Campaigns

Every campaign that spent in October. School and nursery cleaning launched on 6 October. An enquiry is a website form or a phone call. Lost to budget is the share of searches the ad did not show for because the daily budget had run out. Lost to rank is the share it was outranked on.

CAMPAIGN	SPEND	CLICKS	FORMS	CALLS	ENQUIRIES	£ / ENQUIRY	SHARE OF SEARCHES	LOST TO BUDGET	LOST TO RANK
Office cleaning	£1,180	402	24	14	38	£31.05	52%	31%	17%
Contract cleaning	£760	268	13	8	21	£36.19	47%	0%	53%
School and nursery cleaning	£410	151	7	3	10	£41.00	39%	12%	49%
Brand	£150	214	9	12	21	£7.14	91%	0%	9%
Total	**£2,500**	**1,035**	**53**	**37**	**90**	**£27.78**			

Week by week

Weeks starting Monday. The first row covers 1 to 4 October and the last covers 26 to 31 October, so neither is a full week.

WEEK COMMENCING	SPEND	CLICKS	FORMS	CALLS	ENQUIRIES	
28 September 1 to 4 Oct, 4 days	£310	128	6	4	10	
5 October	£560	231	11	8	19	
12 October	£575	240	13	9	22	
19 October	£570	236	12	9	21	
26 October 26 to 31 Oct, 6 days	£485	200	11	7	18	

Top keywords

The six biggest keywords by October spend.

KEYWORD	SPEND	CLICKS	ENQUIRIES	£ / ENQUIRY
office cleaning company Phrase	£420	138	15	£28.00
commercial cleaning services Phrase	£365	124	11	£33.18
office cleaners near me Exact	£290	101	10	£29.00
contract cleaning company Exact	£250	82	7	£35.71
school cleaning contractors Phrase	£215	78	6	£35.83
calder cleaning Exact	£110	160	16	£6.88

Visibility and traffic quality

What people typed, and which devices the spend was on.

Search terms. Google does not show the low volume searches. In October £1,640 of the £2,500 spent can be traced to a search term, which is 66%.

Six searches spent more than £20 with no enquiries, £168 between them. Four were for domestic cleaning and have been added as negatives. Two were for office cleaning and have been left.

By device.

DEVICE	SPEND	CLICKS	ENQUIRIES	£ / ENQUIRY
Mobile	£1,290	560	41	£31.46
Desktop	£1,150	440	47	£24.47
Tablet	£60	35	2	£30.00

The 12-week view

The same account over the last 12 full weeks, 3 August to 25 October. The window moves forward each month.

WEEK COMMENCING	SPEND	FORMS	CALLS	ENQUIRIES	£ / ENQUIRY
3 August	£540	7	3	10	£54.00
10 August	£548	8	4	12	£45.67
17 August	£552	8	4	12	£46.00
24 August	£545	9	5	14	£38.93
31 August	£550	9	5	14	£39.29
7 September	£560	10	6	16	£35.00
14 September	£565	10	6	16	£35.31
21 September	£562	11	7	18	£31.22
28 September	£558	11	7	18	£31.00
5 October	£560	11	8	19	£29.47
12 October	£575	13	9	22	£26.14
19 October	£570	12	9	21	£27.14
12 weeks	**£6,685**	**119**	**73**	**192**	**£34.82**

Work this month

Everything done on the account in October, including the work that does not show up as a number.

New campaign built and launched. School and nursery cleaning went live on 6 October with two ad groups, nine keywords and three ads. It spent £410 in the month for 10 enquiries.

Office cleaning budget. Raised from £35 to £40 a day on 14 October on your go. The campaign lost 44% of its searches to budget in September.

Negative keywords added. 34 terms through the month. Domestic and house cleaning, cleaning jobs and vacancies, cleaning products and supplies, and two competitor names.

New ads. Two ads added in Office cleaning on 12 October, with the free site visit in the headline.

Locations. Three postcode areas outside the area you cover excluded on 15 October.

Ad schedule. Contract cleaning runs Monday to Friday, 7am to 7pm, from 19 October. Saturdays and Sundays spent £96 in September for 1 enquiry.

Form tracking checked. Checked on 20 October after the website update. A test enquiry was recorded. No change needed.

Landing page. Changes for the office cleaning page sent on 21 October. The form at the top, a phone number that can be tapped, and three client logos. These are with your web developer.

Google recommendations. Reviewed on 27 October. Two applied, both sitelinks. Eleven dismissed. Auto-applied recommendations are still switched off.

Your dashboard. Forms and calls are now separate lines on the enquiries chart, on your request.

What we would highlight

90 enquiries against 71 in September, on 4% more spend. Cost per enquiry was £27.78 against £33.94.

Office cleaning is the largest campaign. £1,180, 47% of the spend, and 38 enquiries at £31.05. It lost 31% of its searches to budget in October, against 44% in September.

School and nursery cleaning had 10 enquiries at £41.00 in its first 26 days. We would leave it as it is through November.

Contract cleaning lost 53% of its searches to rank and none to budget. More budget would not change that. The options are higher bids, or the new landing page first.

Desktop was £24.47 an enquiry and mobile £31.46. 52% of the spend was on mobile. The landing page changes sent on 21 October are for the mobile page.

The 12 weeks are 192 enquiries at £34.82. The last four full weeks are 80 enquiries at £28.29.

Figures come straight from the Google Ads account. Conversions are recorded against the date of the ad click, not the date they came in. Calder Cleaning Services is not a real company and the figures in this sample are examples.