EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

The Weekly 15-Minute Dashboard Checklist

Fifteen minutes a week: five timed blocks, the green/yellow/red thresholds card, and the read-out prompt.

Part of the free Google Ads for Local Firms course · by Evolvv Strategies · evolvv.io

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Weekly 15-Minute Dashboard Checklist

The one page that runs your whole account: the five timed blocks, the green/yellow/red thresholds card, the log-line template, and the weekly read-out prompt. The back page adds the monthly scale/fix/kill pass. Calendar it, and the account becomes something you run, not something that runs you.

The five numbers that matter

Set these five columns up once (save the set) and your dashboard opens ready every week. Everything else — impression share, auction insights, optimization score — stays in the drawer.

#	Number	What it's asking
1	**Impressions**	Are you even in the game? Near zero means something upstream is broken.
2	**Clicks & CTR**	Is the ad relevant? Legal median CTR ~5.9% — a compass reading, not a report card.
3	**Average CPC**	Your reality vs the benchmark (legal ~$9.87). Wildly higher = competition or low Quality Score.
4	**Conversions**	The counted leads (calls + forms).
5	**Cost per conversion**	**THE number** the account lives or dies on. Legal ~$132, dental ~$73 (2026 medians, dated; yours will differ).

Benchmarks dated 2026-07; prices and platform figures move — check the vendor's page.

The fifteen minutes, blocked to the minute

Every block has a job, and the sizes are deliberate — the middle one is where most of the value lives.

1. **The five-number read — 4 minutes.** Open your saved columns. This week against the last four. Give each number a quick green, yellow, or red — trend, not snapshot.
2. **Search-terms triage — 5 minutes.** Open the Search Terms report, block the junk into your account-level list, promote the winners to their own keyword. **Most of the fifteen minutes' value is right here.**
3. **The LSA pass — 3 minutes** (if you run Local Services Ads). Rate every unrated lead — the only credit lever you have left. Glance at your response time and the review count of the competitor above you.
4. **The log line — 2 minutes.** Write one line: spend, leads, cost per lead, one observation. Next module you make scale-or-kill decisions from this log, not from memory.
5. **The one change — a minute or less.** At most one change a week. A batch of negatives counts as one. A bid nudge counts as one.

Why one change a week

Data needs stillness to mean anything. Change five things and something improves, you have no idea which one did it, and you've reset the clock on the learning period. Change one thing a week and wait, and the account actually tells you what worked. Fiddling *feels* like progress and *produces* noise. One change a week feels like patience and produces a machine that gets better.

The green / yellow / red thresholds card

Read every number as a **trend against the last four weeks**, not a panic over one day. One bad week is weather; three bad weeks in a row is a signal.

Number	🟢 Green	🟡 Yellow	🔴 Red
Impressions	Steady or climbing	Dipping week over week	Near zero — something's broken upstream
CTR	At/above your baseline	Sliding a little	Well under ~2–3% for weeks
Avg CPC	At/near benchmark	Creeping up	Wildly above benchmark
Cost per conversion	At/under your target	1.5–2× target	3×+ target, or zero conversions

The three diagnosis pairs — when a number goes wrong, look here

- **Impressions fine, clicks dead** → an **ad problem** (the copy or offer is missing). Back to the ads (m5).
- **Clicks fine, conversions dead** → a **page or tracking problem**. Check tracking first — a "zero conversions" that's really a broken tag has fooled a lot of people (m5 / m6).
- **Conversions fine, cost too high** → a **keyword, negative, or geo problem**. Back to keywords, negatives, and the location fix (m3 / m4).

The weekly log-line template

Copy one line into your worksheet each week. Memory is a liar about six weeks of ad data.

```
Week of __________ | Spend $______ | Leads ______ | Cost/lead $______ | Change made: ______________ | Observation: ______________
```

The weekly read-out prompt

Paste your week's numbers and recent log into this and it returns a plain-English verdict and the single highest-value change. You stay the decider; it does the analysis.

```
Read my Google Ads week like a calm, waste-averse ads manager. I get 15 minutes a week
and
ONE change.
- My business: [WHAT YOU DO] in [TOWN]. Campaign advertises: [SERVICE].
- My targets (from my plan): ~[N] leads/month at ~$[CPL] per lead. Budget
$[AMOUNT]/month.
- This week's numbers: impressions [N], clicks [N], CTR [N]%, avg CPC $[N],
  conversions [N], cost per conversion $[N].
- The previous 4 weeks, roughly: [PASTE or summarize]
- Anything I noticed (search terms, lead quality, a competitor): [NOTES]

1. Give me a one-paragraph plain-English state of the account: healthy, wobbling, or
leaking -
   and the trend, not just this week.
2. Name the ONE change with the best value-for-effort this week (or say "change
nothing -
   let it run," which is a real answer).
3. Tell me the one thing to watch next week.
No jargon, no list of ten optimizations. One change maximum.
```

Make it a standing appointment. Same day, same time, every week, phone on do-not-disturb, fifteen minutes, on the calendar as a recurring block. An account checked religiously for fifteen minutes beats an account checked frantically for an hour whenever panic strikes.

Back page — The Monthly Pass

The weekly routine is hygiene. Decisions live at the monthly level, where you've got four weeks of log lines and enough data to mean something. Once a month, for about half an hour, you make one of three calls: **scale it, fix it, or kill it.** Numbers, not mood.

The verdict against the plan

Pull your four weekly log lines and set them next to your m1 One-Page Ad Plan. Compare your cost per lead and lead count to what you said you'd accept. Then apply the three rules.

- **The scale rule.** Cost per lead at or under target for **four consecutive weeks**, *and* those leads are turning into consults → raise the budget **20–25%, once, then hold four weeks.** Never double it — a hard jump re-enters the learning period and you pay for the disruption. Small, single, held.
- **The fix rule.** Cost per lead running **1.5 to 2× your target** → don't add money to a leak. Find it with the diagnosis pairs (ad, page, tracking, keywords, negatives, geo, schedule) and give it two more weeks before re-running the verdict.
- **The kill rule.** Sixty-plus days in, tracking verified as working, and cost per lead at **3× target or worse** — or leads that never become consults → pause the campaign, or just the losing ad group. Kill the limb before the body. Then re-run the m1 decision with real data.

> **Leads that never become consults are usually an answering problem.** Before you blame the ads, pause. Leads that arrive and evaporate are far more often an intake failure — a phone that rang out, a form that sat a day, a caller who'd already booked the next firm. The ad only ever bought the ring. That's *Never Lose Another Lead*, and it's where to look before you kill a campaign that was doing its job.

Cost per lead is a means, not the goal. A $90 cost-per-lead of tire-kickers who never sign loses badly to a $150 cost-per-lead of retainer clients. Every month, cross-check the log against what actually happened downstream — consults booked, clients signed. Judge the client, never just the cost.

The monthly hygiene sweep

- [ ] Has your **negative list grown** this month, or has search-terms triage gone stale?
- [ ] Any **stray geography** in the Locations report to exclude?
- [ ] Does your **ad schedule still match reality** — the hours someone actually answers?
- [ ] Any **billing or identity-verification notices** sitting unread and threatening to pause you?
- [ ] If you run LSA: how's your **review count against the neighbor above you** in the ranking?

The monthly verdict prompt

```
Give me the monthly verdict on my Google Ads. Use my rules, not optimism.
- My plan targets: ~[N] leads/month at ~$[CPL]. Budget $[AMOUNT]/month. Live since
[DATE].
- The last 4 weekly log lines (spend, leads, CPL, note):
[PASTE]
- What actually happened with the leads (consults booked, clients signed, junk):
[NOTES]
- My rules: scale = CPL at/under target 4+ weeks AND leads become consults → +20–25%
once.
  Fix = CPL 1.5–2× target → find the leak, no new money. Kill = 60+ days, tracking
verified,
  CPL 3×+ target or leads never become consults → pause and rethink.

1. Apply my rules and give me the verdict: SCALE, FIX, KILL, or HOLD — with the
arithmetic.
2. If FIX: the single most likely leak (ad, page, keywords, geo, schedule, tracking,
or my
   answering speed) and how to confirm it in 10 minutes.
3. If the leads-to-consults ratio is the weak link, say plainly whether my problem is
ads or
   intake.
Be blunt. "Change nothing" is an acceptable verdict.
```

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THE NEXT STEP

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