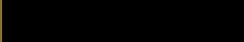




Partners

Greater  · 3 practice areas

Audit date · 16 April 2026

Reviewed by · Mark Ritson, Partner — LaunchedIn10 Law

Account access · Read-only guest, 24-hour window

Effective CPC · £11.42 (UK legal benchmark £8.58 · QS penalty +33%)

OVERALL HEALTH SCORE

3.4

/ 10

MONTHLY SPEND

£7,200

90-day avg

DETECTED WASTE

£2,300

32% of spend

ISSUES FOUND

6 / 12

3 critical

*"Six of the twelve checks fail.
Two are silently reversible in under an hour."*

THE 12-POINT AUDIT

What passes, what fails.

- 01 Campaign structure** ● FAIL
One campaign covering conveyancing, family, and probate — sharing one budget.
- 02 Match types** ● FAIL
89% broad match. No phrase/exact layering, no query-level bid control.
- 03 Negative keywords** ● FAIL
12 negatives across the whole account. Legal-sector benchmark is 200+.
- 04 Conversion tracking** ● FAIL
Firing on page view, not on call or form submit. You are not measuring enquiries.
- 05 Geo-targeting** ● FAIL
Targeting "whole of United Kingdom" for a high-street Manchester practice.
- 06 Ad extensions** ● FAIL
No call, sitelink, or location extensions. Missing the cheapest CTR lift available.
- 07 Quality Score** ● WARN
Account average 4/10 — below legal-sector benchmark of 6. CPC inflated 30%+.
- 08 Search terms analysis** ● WARN
Last reviewed >90 days ago. 67 wasteful queries flagged since.
- 09 Device performance** ● PASS
Mobile bid adjustment (+15%) applied. Data supports this decision.
- 10 Ad schedule** ● PASS
Office-hours weighting in place. Weekends dialled down correctly.
- 11 Landing page alignment** ● WARN
Generic "Contact us" page for "family lawyer near me" query. No intent match.
- 12 Budget pacing** ● PASS
Daily cap rarely hit. Budget is not the bottleneck — targeting is.

6

FAIL

3

WARN

3

PASS

What to fix first.

01 CONVERSION TRACKING

Tracking fires on landing-page view, not on qualified action. Every "conversion" in the account right now is a visit — not an enquiry. You are optimising toward pageviews.

RECOVERABLE MONTHLY WASTE

£900

EFFORT TO FIX

2 hours

IMPACT HORIZON

Day 1

02 CAMPAIGN STRUCTURE

Conveyancing, family, and probate share one budget and one ad group. Probate clicks (£4–7) are starving high-value conveyancing queries (£12–20) of budget. Three case values, one pot.

RECOVERABLE MONTHLY WASTE

£900

EFFORT TO FIX

1 week

IMPACT HORIZON

Month 1

03 NEGATIVE KEYWORDS

Spending on "free legal advice", "legal aid", "law student", "citizens advice", and 43 other non-commercial queries. Buying traffic that was never going to buy.

RECOVERABLE MONTHLY WASTE

£500

EFFORT TO FIX

3 hours

IMPACT HORIZON

Week 1

TOTAL RECOVERABLE / MONTH

£2,300

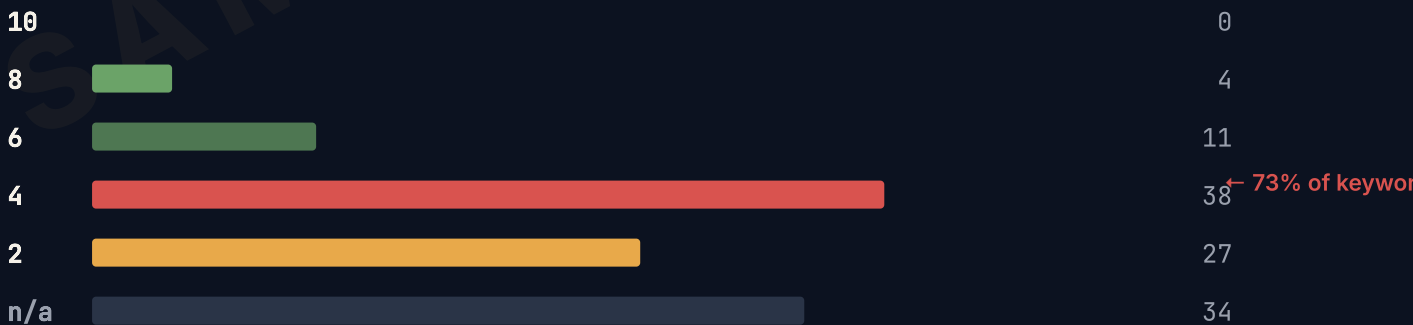
EVIDENCE

What the data shows.

TOP 10 WASTED SEARCH QUERIES · LAST 30 DAYS

free legal advice manchester	£164
can i sue [redacted]	£142
legal aid solicitor near me	£126
law student internship	£97
citizens advice conveyancing	£84
cheap divorce uk no cost	£72
free will template download	£67
[redacted] opening hours	£61
how to become a solicitor	£54
probate without solicitor	£43
Subtotal · 10 of 47 flagged	£910

QUALITY SCORE DISTRIBUTION · 114 KEYWORDS



This is a sample. Your audit finds your specific waste, on your actual account, in 15 minutes of your firm's time.

law.launchedin10.co.uk

Book the free audit →

If nothing meaningful is found, no invoice and no follow-up.