

cshe1.co.uk: Google Ads, done properly

GOOGLE ADS CASE STUDY

Property Development

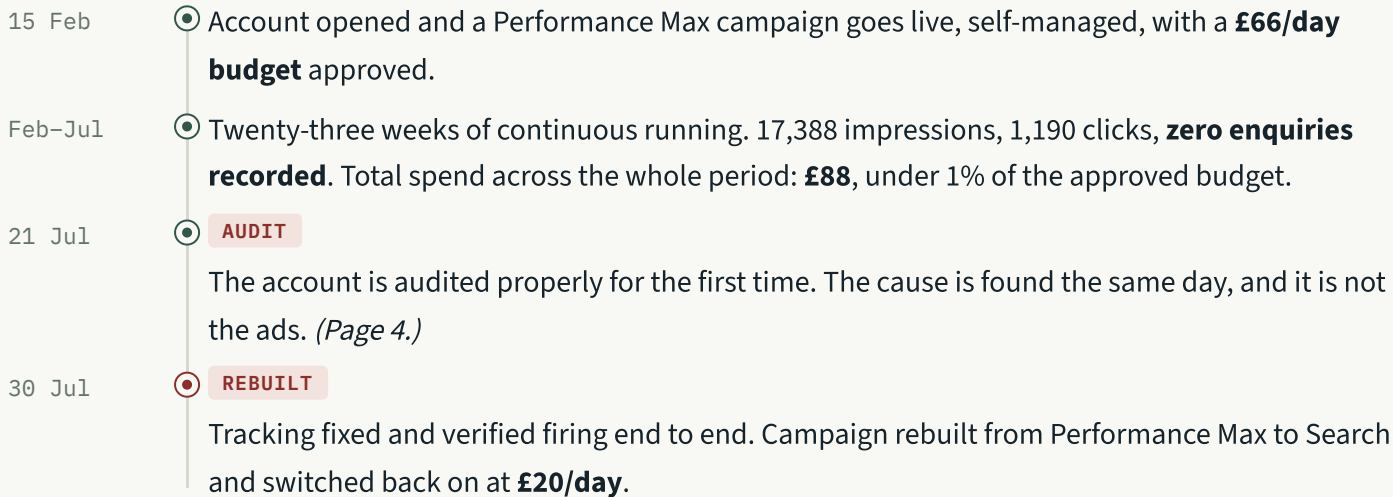
Reviving a dead account

A new-build development ran Google Ads for five months and recorded not one enquiry. The ads were not the problem. Nothing was ever counting.

INDUSTRY	MARKET	PERIOD
New-build property	Surrey	Feb-Sep 2026

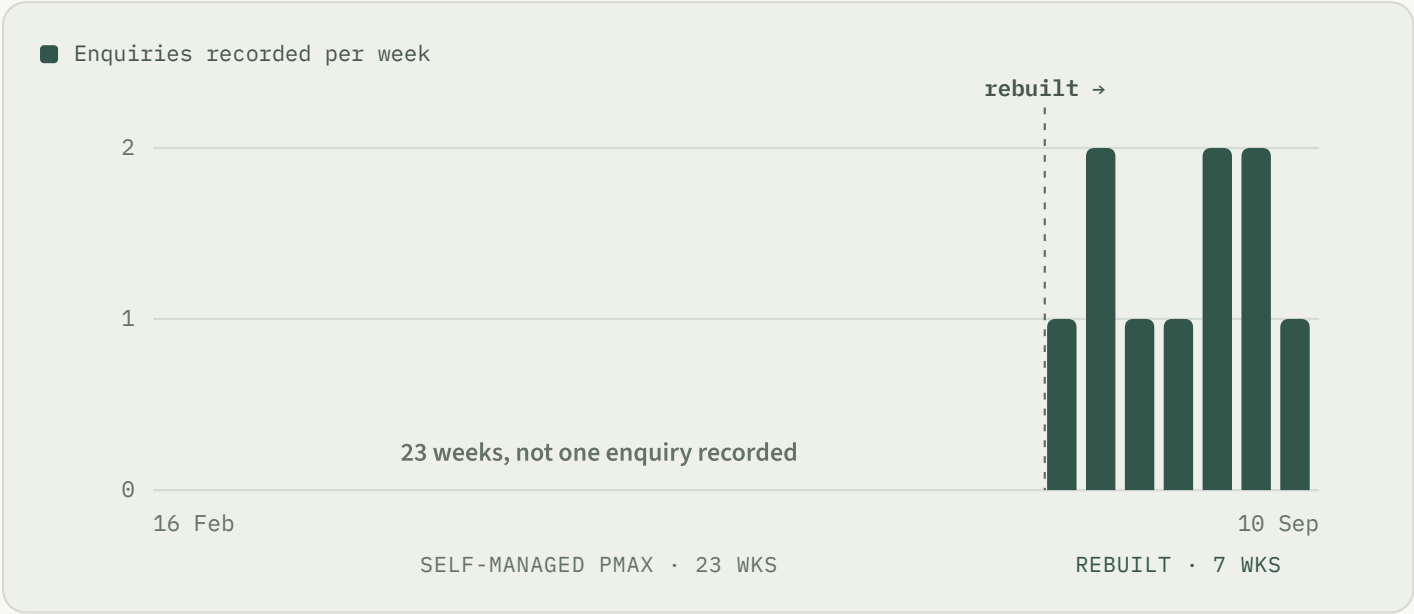
Five months of running. Nothing to show for it.

A four-unit development with homes priced from £460,000. The campaign was live, approved and spending. It had simply never produced a measurable enquiry.

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- A vertical timeline on the left side of the page marks four key dates: 15 Feb, Feb-Jul, 21 Jul, and 30 Jul. Each date is aligned with a circular icon containing a dot. A vertical line runs through the center of these icons. To the right of each icon is a text block describing an event. The text for the 21 Jul event includes a red 'AUDIT' label, and the text for the 30 Jul event includes a red 'REBUILT' label.
- 15 Feb  Account opened and a Performance Max campaign goes live, self-managed, with a **£66/day budget** approved.
 - Feb-Jul  Twenty-three weeks of continuous running. 17,388 impressions, 1,190 clicks, **zero enquiries recorded**. Total spend across the whole period: **£88**, under 1% of the approved budget.
 - 21 Jul  **AUDIT**
The account is audited properly for the first time. The cause is found the same day, and it is not the ads. *(Page 4.)*
 - 30 Jul  **REBUILT**
Tracking fixed and verified firing end to end. Campaign rebuilt from Performance Max to Search and switched back on at **£20/day**.

Twenty-three weeks at zero. Then an enquiry every week.

Every week since the rebuild has produced at least one enquiry. There has not been a single blank week.



SELF-MANAGED, 23 WEEKS	AFTER THE REBUILD, 7 WEEKS
0 enquiries	10 enquiries

*Enquiries are register-interest form submissions, phone-number clicks and calls placed from the ad. Figures pulled directly from the Google Ads API on 10 September 2026. The final week shown is partial, to 10 September.

The ads were fine. The counting was broken.

Five months of an apparently healthy campaign, throttling itself to a standstill because it was never told what a good outcome looked like.

The root cause

Found 21 Jul

- 1 The only conversion actions set up were **page-view type**, one of them pointed at a same-page contact anchor that never loads a page and therefore **can never fire**.
- 2 The campaign bid on **Maximize Conversions**. With no conversion ever recorded, the bidding had no signal to optimise towards, so it throttled delivery to almost nothing: **£88 spent against a £66/day budget in five months**.
- 3 Two real conversion actions built, installed on the site and **verified firing end to end** before a penny more was spent.

Found in the same pass

Fixed 21-30 Jul

- 4 **Targeting:** a 50-mile radius sat on top of six named towns. Google adds locations together rather than narrowing them, so the town list was decorative and the ads were reaching most of Greater London.
- 5 **Ad copy:** the ads advertised a three-bedroom home. **The development has never had one**. Copy rewritten against the real, currently available units.
- 6 **Assets:** the campaign had no sitelinks, callouts, call button or snippets at all. **Sixteen added**.
- 7 **Structure:** rebuilt from Performance Max to Search. Performance Max needs roughly 30 to 50 conversions a month to learn properly. A four-unit development on a small budget can never feed it.

Before, and after.

The honest comparison. The old campaign barely spent anything, because it had throttled itself. This is not the same money buying more. It is a budget that was never actually being used starting to work.



PERIOD	SPEND	CLICKS	ENQUIRIES
Self-managed PMax	£88	1,190	0
Rebuilt Search	£815	400	10

A third of the clicks, and every one of the enquiries. The rebuilt campaign buys far less traffic, and far more of the right traffic.

£81.50 an enquiry, on homes from £460,000.

On a high-value, low-volume product, the maths stops being about cost per lead very quickly.

TOTAL AD SPEND SINCE REBUILD

£815

Seven weeks, 10 enquiries, £81.50 each

vs.

VALUE OF ONE UNIT

£460,000+

The cheapest of the homes on the development

- ◆ **A single reservation covers the entire campaign several hundred times over.** At this price point the only question worth asking is whether qualified people are enquiring at all, and for five months the answer was no.
- ◆ **To be clear about what is being claimed here.** These are enquiries, not completed sales. What changed is that there is now a pipeline to measure, where before there was nothing.

IF YOUR ACCOUNT HAS GONE QUIET

Is your account actually counting anything?

Broken conversion tracking does not look broken.
The campaign stays live, the reports keep arriving,
and the budget quietly stops working. It is the
most common thing found in a first audit.

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0 → 10 enquiries

Twenty-three weeks recording nothing, then seven straight weeks with an enquiry in every one.

£88 in 5 months

What a £66/day budget actually spent while the bidding had no signal to work with.

£81.50

Cost per enquiry since the rebuild, on homes priced from £460,000.