

Website / GA4 Report — [Client anonymized]

Residential painting contractor · last 28 days vs. prior 28 days · prepared by the hosted GA4 agent, Local Service Spotlight

The pulse: You generated **35 real leads** from the site in the last 28 days, down about 27% from 48 the period before. Your traffic looks up 55%, but almost all of that was a paid-social spike that produced no leads, and two of your quote forms were flooded with spam. Once the junk is screened out, real demand softened this month — and GA4's built-in report was undercounting your leads by about five times.

The numbers

What GA4's dashboard showed	What the method found
7 "key events" for the period	35 real leads (32 forms, 3 calls)
Total visits up 55% (1,209 vs 778)	Real traffic down ~12% once one channel is removed
Paid Social a top traffic source	575 sessions, ~9% engagement, 0 real leads

Spam screen: 140 of 191 raw form and call events were foreign or bot traffic (clusters overseas), and another 16 were real people outside your service area. That leaves the 35 real leads.

Lead trend: real leads fell from 48 to 35. Forms drove almost all of the decline (44 to 32); calls barely moved (4 to 3). Two pages carried it: a general "quick quote" form and a video-consultation landing page that produced steady volume through mid-June, then dropped to zero.

One more flag: one suburb sent 78 visits — your second-highest of any city — and produced zero leads. At your normal conversion rate that traffic was worth three or four leads, so something on that path is leaking.

What it means

The good-looking numbers were misleading. The 55% traffic jump was one paid-social channel that is not converting, while your organic, direct, and referral traffic all cooled. Your paid search held flat and kept producing leads — the channels built to convert still convert; the free channels softened. Most of your named lead events were never registered as conversions in GA4, which is why the dashboard showed 7 when the real number is 35.

What to do next

- **Block the fake form traffic first** — two city quote forms are 100% spam this period.
- **Pause or rework the Instagram and Facebook ads** while we find out why they stopped converting.
- **Answer the video-page question** — did the page or its offer change around mid-June?
- **Register your lead events** as key events in GA4 so the next report starts from honest data.

INTERNAL NOTES — NOT CLIENT-FACING

Data Clarity grade: Hazy. The registration gap and the geography of the spam fully explain the distance between raw and real numbers; nothing inscrutable drove it.

Reconciliation: 191 raw form+call events → screen 140 spam/bot + 16 out-of-area → 35 real leads. Prior period re-screened on the same basis: 48. PoP -27%.

Classification: named contact-form events + click-to-call = case leads; auto form_submit treated as a double-counter; engagement-timer events = micro.

Swing decomposition: forms 44 → 32 (drivers: quick-quote + video-consult pages), calls 4 → 3. Paid Social 54 → 575 sessions, ~9% engagement, 0 leads → screened from the "traffic up" read. Every line above is a draft for a human to review before it reaches the client.

Generated by the hosted GA4 reporting agent. Client name, towns, and property IDs withheld for this published example.