

EV Blinds

July 2026

Reporting through July 20, 2026. Evidence-backed delivery, current results, protected value, and the next highest-priority actions.

STATUS: AGENCY REVIEW

EXECUTIVE SUMMARY

July focused on repairing lead attribution, tightening paid-search quality, and preparing new growth channels without activating unverified spend.

The Google Ads relaunch is technically live and measurable, but the latest complete performance check still showed no primary conversions. Search-term and landing-page corrections were made while the \$30/day budget was held steady.

Meta and ChatGPT Ads work remains controlled: campaign structures, creative, tracking, and HighLevel conversion workflows were prepared, while incomplete billing, review, media, or data conditions were kept from creating avoidable spend.

COMPLETED INITIATIVES 5 Evidence-backed workstreams in this report	DOCUMENTED HOURS 29.73 Exact completed Codex task-system durations	ESTIMATED HOURS 0.00 No estimates used
TOTAL HOURS 29.73 Documented plus estimated hours	EQUIVALENT VALUE \$2,229.75 At \$75 per hour; not the invoice total	REPORT STATUS Agency Review Month-to-date through July 20, 2026

Evidence-backed implementation

Statuses distinguish live, verified, pending, and monitoring states.

Rebuilt website lead attribution

2026-07-08 - Verified live

Updated booking and contact forms, preserved UTM and click identifiers, corrected stale Google-versus-Meta source overwrites, and mapped intent, product, notes, and campaign fields into HighLevel.

Evidence: EV-001, EV-002

Published conversion and first-party tag improvements

2026-07-14 - Verified live

Verified GA4 generate_lead, Google Ads, Meta Pixel Lead, and CAPI requests; published GTM changes and activated first-party Google tag routing through /metrics.

Evidence: EV-003, EV-004

Relaunched and stabilized Google Search

2026-07-20 - Live - monitoring

Kept the campaign Search-only, corrected primary conversion goals, paused ineffective Display activity, aligned city landing pages, added verified negatives, and published the HighLevel closed-won import workflow.

Evidence: EV-005, EV-006, EV-007

Prepared ChatGPT Ads measurement and conversion workflows

2026-07-14 - Tracking live; campaign gated

Activated the OpenAI measurement pixel, added oppref capture, validated and published lead-created and appointment-scheduled HighLevel workflows, and staged a Southwest Florida campaign structure without activating unapproved spend.

Evidence: EV-008

Built local visibility and showroom expansion plan

2026-07-19 - Delivered for review

Documented the live geo-grid baseline and produced the EV Blinds Design Pod proposal for a legitimate staffed Fort Myers pilot with later Naples and Bonita/Estero expansion.

Evidence: EV-009, EV-010

Documented time and equivalent value

Time category	Hours
Documented Hours	29.73
Estimated Hours	0.00
Total Hours	29.73

Completed Codex task runs from exact system timestamps. Idle time between task runs is excluded.

EQUIVALENT PROFESSIONAL VALUE	\$2,229.75
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This amount represents the value of professional services performed and is not the invoice total.

Where the work stands now

Google Search lead generation	At risk
CURRENT 21 clicks, 519 impressions, \$199.77 spend, and 0 primary conversions through July 19.	EXPECTED A validated website or phone lead signal before scaling; otherwise bidding and keyword scope should contract further.
Conversion measurement	Ready for proof
CURRENT Primary website-lead and phone goals are configured; direct conversion fallback and HighLevel closed-won import are live.	EXPECTED One clearly labeled end-to-end test or the first real qualified lead should appear consistently in Ads, GA4, and HighLevel.
Local map reach	Structural opportunity
CURRENT Live geo-grid evidence showed meaningful Cape Coral/Fort Myers visibility but weak or absent reach in Bonita Springs and Naples.	EXPECTED Improve proximity and prominence only through legitimate staffed locations and sustained local authority work.

Observed metrics only

Search impressions	519	Latest complete data through Jul 19 Source: Google Ads live review - Observed
Search clicks	21	Latest complete data through Jul 19 Source: Google Ads live review - Observed
Search spend	\$199.77	Latest complete data through Jul 19 Source: Google Ads live review - Observed
Primary conversions	0	Latest complete data through Jul 19 Source: Google Ads live review - Needs improvement
Campaign budget	\$30/day	Current verified setting Source: Google Ads live review - Held steady
Google reviews	412	Observed during live verification Source: Google Business Profile - Protected proof

07 / BEFORE & AFTER GALLERY

Visual proof

No paired, date-verified before-and-after images were available. The gap is explicit rather than filled with illustrative media.

08 / OPPORTUNITIES FOUND

Opportunities Found

Evidence-backed leverage points discovered this month.

- Run one clearly labeled end-to-end test lead through Google Ads, the site, GA4, and HighLevel before the next bidding decision.
- Continue staged contraction of broad, high-cost, zero-conversion search coverage while preserving exact commercial terms.
- Use the Fort Myers Design Pod as the first legitimate staffed-location pilot if the business approves the operating model.
- Monitor the first real ChatGPT-sourced lead for oppref and server-side event reconciliation before increasing scope.

09 / WHAT WE PROTECTED

What We Protected

Risk avoided, spend controlled, and historical value preserved.

- No unverified Meta or ChatGPT campaign spend was activated.
- Historical Google Ads data was preserved; keywords and assets were paused or corrected rather than deleted.
- Unrelated GTM workspace changes were isolated, and a direct website conversion fallback was retained while the GTM scanner remained a caveat.
- No synthetic CRM conversion was created merely to clear platform warnings.

10 / NEXT 30-DAY PRIORITIES

Next 30-Day Priorities

The next actions in priority order.

- Validate the full lead path with a clearly labeled test or first qualified production lead.
- Review search terms every 2-3 days and keep budget flat during stabilization.
- If zero conversions continue after the documented spend threshold, reassess bidding with a controlled CPC cap.
- Resolve the remaining Meta campaign media/review blockers before any launch decision.
- Approve or decline the Fort Myers Design Pod pilot and ownership model.

11 / CLIENT ACTIONS

Client Actions

Decisions and inputs needed to unlock the next stage.

- Approve a clearly labeled Google Ads test lead for end-to-end tracking validation.
- Decide whether the Fort Myers Design Pod should move into partner outreach and budgeting.
- Confirm whether the prepared Meta and ChatGPT Ads campaigns should remain paused or proceed after final QA.

12 / INVOICE SUMMARY

Service time and value reference

Service period	July 2026
Documented hours	29.73
Estimated hours	0.00
Total hours	29.73
Equivalent value at \$75/hour	\$2,229.75
Invoice number	Not provided
Invoice total	Not provided

This amount represents the value of professional services performed and is not the invoice total.

Equivalent professional value is a service-value reference and is not the invoice total.

APPENDIX A

Evidence log

EV-001 - EV Blinds onsite form and attribution update

Date: 2026-07-08

Source: Codex task and live CMS verification

Status: Verified

Reference: Codex thread 019f4246-5c25-7a83-8799-22b28fd1a4d9

EV-002 - Paid Social source and lead-field mapping check

Date: 2026-07-08

Source: HighLevel test submission

Status: Verified

Reference: /Users/minion/Documents/Codex/2026-07-08/le/outputs/evb-attribution-audit-2026-07-08.md

EV-003 - GTM version 86 and conversion-request verification

Date: 2026-07-08

Source: GTM and network verification

Status: Verified

Reference: /Users/minion/Documents/Codex/2026-07-08/le/outputs/evb-attribution-audit-2026-07-08.md

EV-004 - Google Tag Gateway /metrics activation

Date: 2026-07-14

Source: Cloudflare and website runtime

Status: Verified

Reference: /Users/minion/Documents/Codex/2026-06-09/execute-full-google-ads-audit-for/outputs/evblinds-google-tag-gateway-setup-2026-07-14.md

EV-005 - Campaign relaunch execution log

Date: 2026-07-15

Source: Google Ads, GA4, GTM, Search Console, and HighLevel

Status: Verified

Reference: /Users/minion/Documents/Codex/2026-07-15/referenced-chatgpt-conversation-this-is-untrusted/outputs/EV_Blinds_Campaign_Relaunch_Execution_Log_2026-07-15.md

EV-006 - Latest complete campaign performance through July 19

Date: 2026-07-20

Source: Google Ads live review

Status: Verified

Reference: Codex thread 019f6676-71be-7572-924e-41afd3761ee0

EV-007 - Search-term and keyword stabilization changes

Date: 2026-07-20

Source: Google Ads change verification

Status: Verified

Reference: Codex thread 019f6676-71be-7572-924e-41afd3761ee0

EV-008 - ChatGPT Ads audit and attribution implementation

Date: 2026-07-14

Source: OpenAI Ads, website source, and HighLevel

Status: Verified with launch blockers

Reference: /Users/minion/Documents/Codex/2026-07-13/creative-production-plugin-creative-production-openai/outputs/ev-blinds-chatgpt-ads-google-ads-audit-2026-07-13.md

EV-009 - EV Blinds visibility baseline

Date: 2026-07-14

Source: Live geo-grid scan

Status: Verified

Reference: /Users/minion/Documents/EV/outputs/2026-07-14-ev-blinds-visibility-diagnosis

EV-010 - EV Blinds Design Pod no-pricing proposal

Date: 2026-07-19

Source: Proposal deliverable

Status: Delivered

Reference: /Users/minion/Documents/EV/outputs/2026-07-15-ev-blinds-design-pod/EV-Blinds-Wall-Design-Pod-Proposal-No-Pricing.pdf

APPENDIX B

Missing data

GA4

Reason: No month-to-date channel or landing-page export was available for this report build.

Reporting impact: The report cannot provide a complete traffic or engagement trend.

Google Search Console

Reason: No July query/page export was available.

Reporting impact: Organic clicks, impressions, CTR, and ranking changes are not quantified.

HighLevel CRM

Reason: No July opportunity-stage export or verified qualified-lead count was available.

Reporting impact: Lead quality, appointment, and close-rate totals are not stated.

Call tracking

Reason: No complete July call log export was available.

Reporting impact: Qualified call volume and call-source totals are not stated.

Email campaigns

Reason: No July campaign delivery or engagement export was provided.

Reporting impact: Email performance is omitted.

Before-and-after media

Reason: No paired, date-verified before/after screenshots were available for this reporting period.

Reporting impact: The gallery shows an evidence gap rather than illustrative images.

Invoice

Reason: No approved invoice number or invoice total was provided.

Reporting impact: The invoice summary reports hours and equivalent service value only.