

Sculpture Shop

June 2026

Reporting through June 30, 2026. Evidence-backed delivery, current results, protected value, and the next highest-priority actions.

STATUS: AGENCY REVIEW

EXECUTIVE SUMMARY

June focused on correcting the measurement and lead-routing foundation, tightening paid-search spend, and improving the storefront path from ad click to checkout.

The Google Ads audit found \$1,242.65 in 30-day spend, 24 recorded conversions, and no purchases in the reviewed window. Conversion settings, campaign structure, search-term exclusions, budgets, lead-form export, and HighLevel routing were then corrected or verified; these are implementation outcomes, not proof of incremental sales.

The storefront gained a verified 20% Independence Day promotion, mobile cart and checkout refinements, two published mailbox products, canonical and staging-domain cleanup, nine Search Console indexing requests, and a live Yoast sitemap cleanup. Several AI-discovery, Avada, and competitor-campaign assets were prepared but are not represented as live.

COMPLETED INITIATIVES 8 Evidence-backed workstreams in this report	DOCUMENTED HOURS 10.31 Exact completed Codex task-system durations	ESTIMATED HOURS 0.00 No estimates used
TOTAL HOURS 10.31 Documented plus estimated hours	EQUIVALENT VALUE \$773.25 At \$75 per hour; not the invoice total	REPORT STATUS Agency Review Month-to-date through June 30, 2026

Evidence-backed implementation

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

Audited and corrected Google Ads measurement

2026-06-10 - Verified live

Reviewed the live account, documented spend and conversion gaps, changed lead-form conversion counting to one, set conservative conversion values, and kept purchase performance separate from softer conversion actions.

Evidence: SSJ-001, SSJ-002

Reduced waste and aligned paid-search structure

2026-06-15 - Verified live

Applied negative-keyword cleanup, paused an older duplicate mailbox campaign, reduced enabled budgets to \$33 per day, refreshed mailbox and PMax positioning, and expanded relevant PMax search themes without claiming an unverified sales lift.

Evidence: SSJ-003, SSJ-004, SSJ-005

Connected Google Ads leads to HighLevel

2026-06-12 - Verified live

Created the Google Ads lead form asset, deployed and tested the Cloudflare bridge, configured the limited-scope HighLevel integration, and verified end-to-end contact and opportunity routing with test submissions.

Evidence: SSJ-006

Improved landing pages and expanded the live catalog

2026-06-15 - Verified live

Strengthened the request-a-quote and commercial landing experience, completed live conversion-focused page updates, and published and verified the Bald Eagle and Coastal Dolphin mailbox products.

Evidence: SSJ-007

Launched the Independence Day promotion and mobile checkout improvements

2026-06-17 - Live; Merchant review pending

Published the SUMMERSHOWCASE20 coupon and announcement bar, verified the corresponding Merchant Center promotion, added automatic coupon handling, and refined mobile cart, checkout, variation, coupon-message, and remove-item behavior.

Evidence: SSJ-008, SSJ-009

Prepared product and discovery assets

2026-06-26 - Prepared - deployment not fully verified

Created an advanced llms.txt, ai.txt, geo.txt, aro.txt, robots.txt package; rebuilt 18 Avada product blocks as validated native Fusion shortcodes; and prepared a controlled competitor-campaign import package.

Evidence: SSJ-010, SSJ-011, SSJ-012

Protected canonical URLs and removed staging-domain contamination

2026-06-26 - Verified live

Corrected the Cloudflare www-to-apex redirect, cleaned stale Hostinger-domain references from live schema and canonical output, and removed the active Hostinger preview domain while preserving the production site.

Evidence: SSJ-013, SSJ-014

Advanced indexing and cleaned Yoast sitemap output

2026-06-28 - Verified live

Submitted indexing requests for nine priority product URLs and deployed an active WPCode sitemap filter that removed utility pages and Avada builder taxonomy while preserving all 24 product-sitemap locations.

Evidence: SSJ-015, SSJ-016

Documented time and equivalent value

Time category	Hours
Documented Hours	10.31
Estimated Hours	0.00
Total Hours	10.31

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

EQUIVALENT PROFESSIONAL VALUE	\$773.25
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This amount represents the value of professional services performed and is not the invoice total.

Where the work stands now

Paid media measurement		Foundation corrected; results pending	
CURRENT	Conversion counting, values, lead-form export, and CRM routing were corrected or verified; the initial 30-day audit still showed zero purchases.	EXPECTED	Future optimization should use verified purchase and qualified-opportunity outcomes rather than aggregate soft conversions.
Budget and campaign focus		Controlled and monitoring	
CURRENT	Enabled budgets were aligned to \$33 per day, the older duplicate mailbox campaign was paused, and irrelevant search terms were blocked.	EXPECTED	High-intent mailbox and sculpture traffic should be evaluated against qualified leads and purchases before any scale decision.
Storefront conversion path		Live; outcome unmeasured	
CURRENT	The sitewide promotion, mobile cart and checkout refinements, and product variation presentation were verified on the live storefront.	EXPECTED	Revenue impact requires a complete WooCommerce or GA4 period export and cannot be inferred from implementation alone.

Organic indexing		Submitted and awaiting recrawl
CURRENT Nine priority products received indexing requests, noisy sitemap surfaces were removed, and 24 product locations remained in the product sitemap.		EXPECTED Search Console should be rechecked after recrawl to confirm which requested pages entered the index and whether exclusions declined.
AI and crawler discovery		Prepared
CURRENT A curated discovery-file package and advanced robots policy were authored in the workspace.		EXPECTED Files must be deployed, cache-purged, fetched publicly, and monitored before they can be described as live.

06 / PERFORMANCE SNAPSHOT

Observed metrics only

Google Ads spend	\$1,242.65	May 10-June 8, 2026 live 30-day audit window Source: Google Ads live audit - Observed
Recorded conversions	24	May 10-June 8, 2026; mixed conversion actions Source: Google Ads live audit - Observed; not equivalent to purchases
Recorded purchases	0	May 10-June 8, 2026 audit window Source: Google Ads live audit - Observed
Main PMax cost per conversion	\$28.21	\$535.96 cost and 19 mixed conversions in the reviewed window Source: Google Ads campaign table - Observed; conversion mix caveat applies
Enabled daily budget	\$33/day	Approximately \$1,003.20 per 30.4-day month Source: Google Ads live verification - Verified
Indexing requests submitted	9	Priority product URLs reviewed June 27 Source: Google Search Console live URL Inspection - Submitted
Product sitemap locations preserved	24	Post-cleanup product-sitemap.xml Source: Live Yoast XML verification - Verified
Promotion test savings	\$379.80	20% applied to a \$1,899.00 cart; resulting total \$1,519.20 Source: Live WooCommerce cart verification - Verified calculation

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.

- Reconcile Google Ads, GA4, WooCommerce, and HighLevel by purchase and qualified-opportunity outcome before changing budget.
- Deploy and publicly verify the prepared AI-discovery files after a content review, cache purge, and crawler fetch test.
- Measure the newly improved mobile cart and checkout path with step-level ecommerce events and device segmentation.
- Review the nine requested product URLs in Search Console after recrawl and strengthen internal links for pages that remain excluded.
- Hold the prepared competitor campaign behind its measurement gate until core mailbox and PMax performance is reliable.

09 / WHAT WE PROTECTED

What We Protected

Risk avoided, spend controlled, and historical value preserved.

- Total enabled Google Ads budget was brought back to the requested approximately \$1,000 monthly level before additional testing.
- The older overlapping mailbox campaign was paused instead of allowing duplicate coverage to keep consuming spend.
- The existing Merchant Center promotion was identified before any duplicate Google-side promotion was created.
- Sitemap cleanup preserved the 24 product locations while removing utility and builder-only surfaces.
- The canonical apex domain remained the production source while staging-domain references and the active preview domain were removed.
- Prepared assets were kept distinct from live changes so the report does not overstate deployment.

10 / NEXT 30-DAY PRIORITIES

Next 30-Day Priorities

The next actions in priority order.

- Verify June purchases, revenue, leads, and qualified opportunities across Google Ads, GA4, WooCommerce, and HighLevel.
- Recheck Search Console indexing outcomes for the nine submitted products and document accepted versus still-excluded URLs.
- Confirm whether the AI-discovery package should be deployed, then verify each public file and purge relevant caches.
- Review campaign search terms and purchase attribution before moving spend above the controlled budget.
- Create dated before-and-after screenshots for future CRO, product, and sitemap changes.

11 / CLIENT ACTIONS

Client Actions

Decisions and inputs needed to unlock the next stage.

- Confirm whether the prepared AI-discovery files and competitor campaign package should move from Agency Review to deployment.
- Provide or approve access to the June WooCommerce, GA4, Google Ads, Search Console, and HighLevel exports needed for outcome reconciliation.
- Confirm the approved June invoice number and invoice total if they should appear in the client-facing version.

Service time and value reference

Service period	June 2026
Documented hours	10.31
Estimated hours	0.00
Total hours	10.31
Equivalent value at \$75/hour	\$773.25
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

SSJ-001 - Thirty-day account audit and landing-page checks

Date: 2026-06-09
Source: Google Ads live audit
Status: Verified
Reference: Codex thread 019eaae5-1b4c-7902-bb23-9c0f61e2e338; outputs/sculpture-shops-google-ads-audit-2026-06-09.md

SSJ-002 - Conversion counting and conservative value corrections

Date: 2026-06-10
Source: Google Ads live change verification
Status: Verified
Reference: Codex task runs from thread 019eaae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-003 - Negative-keyword cleanup and campaign waste reduction

Date: 2026-06-10
Source: Google Ads search-term analysis and live changes
Status: Verified
Reference: Codex task runs and June search-term review in thread 019eaae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-004 - Enabled budget aligned to \$33 per day

Date: 2026-06-11
Source: Google Ads live budget verification
Status: Verified
Reference: Codex task runs from thread 019eaae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-005 - Duplicate campaign pause, PMax asset and search-theme enrichment

Date: 2026-06-15
Source: Google Ads live campaign verification
Status: Verified
Reference: Codex task runs from thread 019eae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-006 - Lead form export and CRM opportunity routing

Date: 2026-06-12
Source: Google Ads, Cloudflare Worker, and HighLevel end-to-end test
Status: Verified with test submissions
Reference: Codex task runs from thread 019eae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-007 - Landing-page cleanup and two mailbox product launches

Date: 2026-06-15
Source: WordPress and public live verification
Status: Verified
Reference: Codex task runs from thread 019eae5-1b4c-7902-bb23-9c0f61e2e338

SSJ-008 - SUMMERSHOWCASE20 coupon, announcement bar, and automatic application

Date: 2026-06-17
Source: WooCommerce, WPCode, and public storefront verification
Status: Verified live
Reference: Codex thread 019ed392-5c57-7c12-a978-d9ff1f809422

SSJ-009 - Mobile checkout, variation, coupon, and remove-item refinements

Date: 2026-06-17
Source: WooCommerce mobile cart and checkout verification
Status: Verified live
Reference: Codex thread 019ed392-5c57-7c12-a978-d9ff1f809422

SSJ-010 - Curated llms.txt, ai.txt, geo.txt, aro.txt, and robots.txt

Date: 2026-06-15
Source: Workspace artifact package
Status: Prepared; public deployment not verified
Reference: /Users/minion/Documents/Codex/2026-06-15/there-seems-to-be-issues-with/

SSJ-011 - Eighteen rebuilt Sculpture Shop product blocks

Date: 2026-06-15
Source: Validated Avada shortcode artifacts
Status: Prepared; individual publication not verified
Reference: /Users/minion/Documents/Codex/2026-06-15/files-mentioned-by-the-user-div/outputs/

SSJ-012 - Controlled competitor-conquest campaign package

Date: 2026-06-26
Source: Google Ads import package
Status: Prepared; not launched
Reference: /Users/minion/Documents/Codex/2026-06-16/create-a-store-wide-promotion-on/outputs/google-ads-competitor-conquest/

SSJ-013 - Sculpture Shops www-to-apex redirect correction

Date: 2026-06-16
Source: Cloudflare live redirect verification
Status: Verified live; shared multi-client task time excluded
Reference: Codex thread 019ece7d-9442-7c82-963f-5f98cb6462ac

SSJ-014 - Staging-domain schema and preview-domain cleanup

Date: 2026-06-26

Source: WordPress, Hostinger, and public canonical verification

Status: Production cleanup verified; old free hostname redirect unresolved

Reference: Codex thread 019eae5-1b4c-7902-bb23-9c0f61e2e338; sculpture-shops-hostinger-staging-redirect-plan-2026-06-25.md

SSJ-015 - Nine priority product indexing requests

Date: 2026-06-27

Source: Google Search Console URL Inspection

Status: Submitted

Reference:

/Users/minion/Documents/Codex/2026-06-16/create-a-store-wide-promotion-on/outputs/sculpture-shops-indexing-cleanup-plan-2026-06-27.md

SSJ-016 - Utility and Avada taxonomy sitemap cleanup

Date: 2026-06-28

Source: WPCode and live Yoast XML verification

Status: Verified live

Reference:

/Users/minion/Documents/Codex/2026-06-16/create-a-store-wide-promotion-on/outputs/sculpture-shops-sitemap-cleanup-result-2026-06-27.md

APPENDIX B

Missing data

GA4

Reason: No complete June acquisition and ecommerce export was available for this build.

Reporting impact: Sessions, engagement, add-to-cart, checkout, purchase, channel, and device trends are not reported.

Google Ads

Reason: The evidence contains live audit snapshots and change verification, not a complete June campaign, search-term, and conversion-action export.

Reporting impact: The report does not claim full-month spend, conversion, CPA, ROAS, or improvement.

Google Search Console

Reason: Live indexing snapshots were available, but no complete June query and page performance export was captured.

Reporting impact: Clicks, impressions, CTR, position, and organic change are not quantified.

Merchant Center

Reason: The June promotion was observed under review; no later June approval or performance export was captured.

Reporting impact: Google-side promotion approval and resulting shopping performance are not claimed.

WooCommerce

Reason: No complete June order and revenue export was available.

Reporting impact: Promotion and checkout implementation cannot be tied to verified orders or revenue.

CRM and HighLevel

Reason: End-to-end tests verified routing, but no June real-lead, opportunity, appointment, or closed-revenue export was available.

Reporting impact: Test success is not presented as client lead or sales performance.

Call tracking, forms, and email campaigns

Reason: No June exports were available for these sources.

Reporting impact: Call, non-Google form, and email activity are omitted.

Before-and-after media

Reason: No complete paired and date-verified image set was available for the reporting period.

Reporting impact: The gallery remains empty instead of using illustrative or unverified images.

Manual work time

Reason: No external time-sheet or approved manual time record was provided.

Reporting impact: Only exact completed Codex task-system duration is counted; manual effort may be understated.

Invoice

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

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