FREE TRACKING CHECK

Six things we look at on your booking and lead pages

Your check comes by email: the two issues that matter most on your site, each with its evidence. This sheet lists what we read.

01 **Which step each ad conversion counts**

A click or a page view is not a booking. Bidding learns from whatever you count.

02 **Whether bookings reach Google Ads and Meta**

If bookings reach analytics only, ad bidding never sees them.

03 **Whether one action counts twice**

Two conversions on one page, or one form in two accounts, inflate the totals.

04 **What travels with each ad event**

Full page addresses and form values can carry health details to an ad platform.

05 **What loads before the cookie banner is answered**

If a tag loads first, the visitor's answer comes too late for it.

06 **Whether any conversion is sent from a server**

Without it, ad platforms learn only what the browser tags manage to send.

How we check. We read the public tag files on your site and the requests your pages send, as a first-time visitor would. We never fill a form or book a visit, and we need no patient data.