TradesAd Suite report

Rules v2026-10-05.4 · Oct 5, 2026 UTC

# Landing Page Audit: Acme Plumbing Co. SAMPLE

US · Google Ads + Meta · 56 patterns checked

**60**/100 HIGH RISK

100 − 2 × 20 (high) = 60

**2 sentences scored (5 findings), 1 needs-review finding**

A sentence is scored once, at its highest severity. Needs-review items are not scored.

## What to fix

### Fix before running ads

1. HIGH *"The #1 rated plumber in Dallas-Fort Worth."*
   **Fix:** Name the source and date of the ranking (e.g. 'Rated #1 by [publication], 2026'), or drop the claim.
2. HIGH *"Guaranteed lowest prices - 100% satisfaction guaranteed or your money back!"*
   **Fix:** Show the price comparison you base it on (competitor, date, item), or quote your actual price.
   **Fix:** Name what you're cheaper than and show the comparison, or soften to a checkable fact.
   **Fix:** State the refund terms next to the promise: timeframe, conditions, and how the customer claims it.

### Consistency fixes

These do not change the score, but are worth fixing.

1. NEEDS REVIEW *"Call (214) 555-0182 today for a free estimate."*
   **Fix:** State who qualifies and what is included, next to the offer.

*This number is a rule-based risk score — not a probability that your ad will be approved.*

### What happens next

Share the revised ad copy and landing page with your account manager at TradesAd Suite so the changes can be checked.

## Page text, with findings marked

1. Acme Plumbing Co. The #1 rated plumber in Dallas-Fort Worth.
2. Call (214) 555-0182 today for a free estimate.
3. Guaranteed lowest prices - 100% satisfaction guaranteed or your money back!
4. Serving Dallas, TX 75201.

5 TX Master Plumber M-12345.

## Page checks

✓ **Phone** Phone number found: (214) 555-0182, shown as written. Found by matching digits in the page text — not verified as the business's number. Page text only — tel: markup could not be checked (paste the page URL for the full read).

✓ **License** License credential detected: "M-12345" → TX / TX State Board of Plumbing Examiners (TSBPE) — plumbing. Pattern: M / MPL / RMP + 5–6 digits. Format check only. Does not confirm a license is valid or active.

— **Business name consistency** Not applicable — no business name found in the page title, heading, the name field, or the page text.

✓ **Calls to action** 2 calls to action found (call CTA, quote CTA).

✓ **Service area** Service area / location signal found (serving + city: "Serving Dallas").

— **Trust signals** Also detected but flagged by a policy rule (see above): guarantee / warranty.

## Ad-policy checks

**SENTENCE 1** HIGH

*"The #1 rated plumber in Dallas-Fort Worth."*

**Superlatives**

HIGH

Google Ads — Misrepresentation: Unreliable claims · Meta — Prohibited Commercial Practices

'#1 / No.1 / number one' is a ranking claim. Without a named source and date it is treated as an unsubstantiated superlative.

**Fix:** Name the source and date of the ranking (e.g. 'Rated #1 by [publication], 2026'), or drop the claim.

**Deduction: −20 (high)**

**SENTENCE 3** HIGH

*“Guaranteed lowest prices - 100% satisfaction guaranteed or your money back!”*

**Superlatives**

HIGH

Google Ads — Misrepresentation: Unreliable claims · Meta — Prohibited Commercial Practices

'Lowest prices' / 'guaranteed lowest prices' requires comprehensive, current proof across competitors.

**Superlatives**

HIGH

Google Ads — Misrepresentation: Unreliable claims · Meta — Prohibited Commercial Practices

'Cheapest' / 'lowest rates' / 'best deal' are absolute price superlatives — unprovable without a defined comparison set.

**Absolute Guarantees**

MEDIUM

Google Ads — Misrepresentation: Unreliable claims · Meta — Prohibited Commercial Practices

'Money back' promises are absolute financial guarantees. They need clear, visible terms and conditions or they are treated as exaggerated guarantees.

**Absolute Guarantees**

MEDIUM

Google Ads — Misrepresentation: Unreliable claims · Meta — Prohibited Commercial Practices

'Satisfaction guaranteed' is a broad guarantee — human review recommended to check that terms are stated.

**Fix:** Show the price comparison you base it on (competitor, date, item), or quote your actual price.
Name what you're cheaper than and show the comparison, or soften to a checkable fact.
State the refund terms next to the promise: timeframe, conditions, and how the customer claims it.

**Deduction: −20 (high)**

**SENTENCE 2** NEEDS REVIEW

*“Call (214) 555-0182 today for a free estimate.”*

**US Free Claims**

NEEDS REVIEW

Google Ads — Misrepresentation: Dishonest pricing practices · Meta — Prohibited Commercial Practices

A 'free' offer with no stated conditions next to it. Readers can't tell who qualifies or what is included.

**Fix:** State who qualifies and what is included, next to the offer.

**Not scored — needs human review.**

## No matches found

- No matches for personal-attribute patterns.

- No matches for absolute safety-claim patterns.

Pre-screen only. This is not legal advice and not a statement of compliance or approval. Rules v2026-10-05.4.