



GOOGLE ADS OPTIMIZATION REPORT

Jigar Patel

Campaign Planning

Campaigns are not planned for long-run strategies and many technical glitches are found on different ads campaigns like...

1. Local Keywords

As per main target is local areas in the city, Our target keywords should be cover terms like area name, Near me etc...

2. Location Optimization

- Target location has to be optimized based on our conversions, Avg. session duration etc...
- Instead of excluding many locations, we shall show ads to only users who live in that target areas.

Note: - Related screenshots attached in next slide.

Locations >

Los Angeles, California, United States X

Postal codes

Last 30 days Jan 17 - Feb 15, 2021



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Matched locations (campaign)



SEGMENT



COLUMNS



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EXPAND

Matched location	Campaign	Bid adj.	Added/Exclude	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	↓ Conver	Cost / conv.
Matched Locations ?				135	2,992	4.51%	\$7.37	\$995.43	2.22%	3.00	\$331.81
90026, California, United St...	Custom/Luxury	-	None	1	14	7.14%	\$6.78	\$6.78	100.00%	1.00	\$6.78
90027, California, United St...	Custom/Luxury	-	None	4	43	9.30%	\$6.54	\$26.18	25.00%	1.00	\$26.18
90048, California, United St...	Modeling - LA	-	None	0	32	0.00%	-	\$0.00	0.00%	1.00	\$0.00

Excluded

Last 14 days Feb 2 - 15, 2021



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<input type="checkbox"/> Excluded location ↑	Campaign
<input type="checkbox"/> Alameda, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Alamo, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Annapolis, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Atherton, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Australia	Remodeling - CA (no LA region)
<input type="checkbox"/> Australia	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Australia	LA - Custom/Luxury
<input type="checkbox"/> Australia	CH Builders (new)
<input type="checkbox"/> Australia	Remodeling - LA
<input type="checkbox"/> Australia	Home Additions - LA
<input type="checkbox"/> Bangladesh	Remodeling - CA (no LA region)
<input type="checkbox"/> Bangladesh	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Bangladesh	LA - Custom/Luxury
<input type="checkbox"/> Bangladesh	CH Builders (new)
<input type="checkbox"/> Bangladesh	Remodeling - LA
<input type="checkbox"/> Bangladesh	Home Additions - LA
<input type="checkbox"/> Bay Point, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Belgium	Remodeling - CA (no LA region)
<input type="checkbox"/> Belgium	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Belgium	LA - Custom/Luxury
<input type="checkbox"/> Belgium	CH Builders (new)
<input type="checkbox"/> Belgium	Remodeling - LA
<input type="checkbox"/> Belgium	Home Additions - LA
<input type="checkbox"/> Belmont, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Belvedere Tiburon, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Benicia, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Bethel Island, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Blackhawk, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Bodega Bay, California, United States	Luxury/Custom - SF (Bay Area only)
<input type="checkbox"/> Brentwood, California, United States	Luxury/Custom - SF (Bay Area only)

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3. Adschedule Optimization

We should increase the campaign schedule as we lose many potential users at different hours of the day. Also, we can expect less CPC on search terms.

4. Dynamic Ad Heading

I can see few ads with dynamic ad heading with broad match modifier keywords which will show only default mentioned keyword on all the search queries.

Negative Keywords

1. Conflicting Negative Keywords

Remove conflicting negative keywords

People didn't see your ads because of conflicting negative keywords.
Remove them so your ads can show.

"Your blocked keyword
+modular +home +builders"

2. Search Terms

Few search terms are not relevant to our services.

Have attached the last 14 days top keywords list which has few search terms which are not relevant to our services.

Note: - Related screenshots attached in next slide.

Search terms

Last 14 days Feb 2 - 15, 2021

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<input type="checkbox"/>	Search term	Aded	Campaign	Ad group	↓ Clic	Impr.	CTR	Avg. CPC	Cost	Conversio	Cost / conv.	Conv. rate	Campaign type
Total: Search terms ⓘ					173	472	36.65%	\$5.59	\$967.19	2.00	\$483.60	1.16%	
<input type="checkbox"/>	top quality home builders		Luxury/Custom - SF (Bay Area only)	Builders (SF)	3	3	100.00%	\$4.89	\$14.67	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	cost to build a house		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	3	25	12.00%	\$5.52	\$16.56	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	house remodel		Remodeling - CA (no LA region)	Repair, remodeling	2	3	66.67%	\$7.55	\$15.10	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	ikea kitchen remodel		Remodeling - CA (no LA region)	Repair, remodeling	2	11	18.18%	\$5.42	\$10.83	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	top home builders in california		Luxury/Custom - SF (Bay Area only)	Builders (SF)	2	4	50.00%	\$3.98	\$7.97	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	building a house		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	2	7	28.57%	\$5.88	\$11.77	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	cost of building a house		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	2	11	18.18%	\$2.89	\$5.78	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	cost to build a house calculator		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	2	9	22.22%	\$4.46	\$8.91	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	ready to build homes		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	2	7	28.57%	\$4.33	\$8.65	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	custom home builders		Luxury/Custom - SF (Bay Area only)	SF Bay Area - Custom	2	18	11.11%	\$4.26	\$8.52	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	build a home		LA - Custom/Luxury	Los Angeles Area - Custom	2	9	22.22%	\$6.86	\$13.71	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	build a house		LA - Custom/Luxury	Los Angeles Area - Custom	2	14	14.29%	\$6.80	\$13.59	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	home building plans		LA - Custom/Luxury	Los Angeles Area - Custom	2	6	33.33%	\$5.87	\$11.73	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	custom home		LA - Custom/Luxury	Los Angeles Area - Custom	2	2	100.00%	\$6.72	\$13.45	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	new construction home		LA - Custom/Luxury	Los Angeles Area - Custom	2	3	66.67%	\$6.88	\$13.75	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	home remodeling		Remodeling - LA	Remodeling - LA	2	7	28.57%	\$6.71	\$13.43	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	house renovation		Remodeling - CA (no LA region)	Repair, remodeling	1	2	50.00%	\$5.96	\$5.96	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	channel with a lot of house renovation		Remodeling - CA (no LA region)	Repair, remodeling	1	1	100.00%	\$4.66	\$4.66	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	house renovation costs spreadsheet		Remodeling - CA (no LA region)	Repair, remodeling	1	1	100.00%	\$4.51	\$4.51	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	home depot renovation services		Remodeling - CA (no LA region)	Repair, remodeling	1	3	33.33%	\$5.08	\$5.08	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	home reconstruction companies		Remodeling - CA (no LA region)	Repair, remodeling	1	1	100.00%	\$5.77	\$5.77	0.00	\$0.00	0.00%	Search
<input type="checkbox"/>	home remodel contractors		Remodeling - CA (no LA region)	Repair, remodeling	1	1	100.00%	\$3.96	\$3.96	0.00	\$0.00	0.00%	Search



Conversion Setup









1. Conversion Setup in Analytics

Conversions have setup through Google Ads only so we are not able to check conversion details on Google analytics.

Conversion setup through analytics can give us huge in-depth insights of user's behaviors.

Note: - Related screenshots attached in next slide.



 Status: All enabled [ADD FILTER](#)

<input type="checkbox"/>		Conversion action	Source	Category	Tracking status	Count	Click-through conversion window	Include in "Conversions"	Repeat rate	All conv.
<input type="checkbox"/>		Filled Out Appointment Form (All Web Site Data)	Google Analytics (UA)	Submit lead form	No recent conversions	One	30 days	Yes	--	0.00
<input type="checkbox"/>		Call Only Conversions	Calls from ads	Phone call lead	No recent conversions	Every	60 days	Yes	--	0.00
<input type="checkbox"/>		Leads (72942)	Import from clicks	Submit lead form	No recent conversions	Every	60 days	Yes	--	0.00
<input type="checkbox"/>		Contact_Us_Page_Submission	Website	Submit lead form	Recording conversions	One	60 days	Yes	1.00	1.00
<input type="checkbox"/>		Call Conversion_MG	Calls from ads	Phone call lead	No recent conversions	One	30 days	Yes	--	0.00
<input type="checkbox"/>		Call From Website	Calls from website	Phone call lead	Recording conversions	One	30 days	Yes	1.00	1.00
<input type="checkbox"/>		Request quote	Website	Request quote	Tag inactive	One	30 days	Yes	--	0.00
Total: All conversion actions										2.00

Many Users & Frequent Changes

In the last 30 days, This ad account has handled by many different users and they have done very frequent changes where Google algorithm doesn't get time to analyze data on campaigns to get better performance.

- com@devenup.com
- peilupwork2018@gmail.com
- dhirajadwordcexpert@gmail.com
- globedan@scaleropps.com
- adwmanagerglobal@gmail.com
- luciantaszlo@gmail.com

Thank you!

LOOK FORWARD TO WORKING WITH YOU.

Jigar Patel