# PAID SEARCH 'HOME INSPECTION'

How our audit of a property developer's paid search account revealed clear opportunities and priorities

# CLIENT

Texas developer specializing in land for custom home building, plus a plot of pre-built homes

## CHALLENGE

The results of managing their paid search activities in-house weren't worth the time, money, or effort

# SOLUTION

Evaluated their paid search account against our proven optimal account structure

### AUDIT FINDINGS



#### However, when we examined the client's account, we found:

- ◊ Not aligned with business goals
- No business-goal alignment
- $\diamond$  No clear paid search strategy
- Campaigns and ad groups weren't properly segmented
- Average Quality Score of 5.5 meant higher bid prices
- Misuse of negative keywords
- Bids not optimized regularly

- Ad copy lacked clear CTAs
- $\Diamond$   $\:$  No regular testing of new channels or tactics
- ◊ Company wasn't using remarketing
- ◊ No clear strategy for mobile
- Landing pages lacked consistent messaging and compelling CTAs
- Missing historical performance data made long-term analysis impossible
- ◊ Incorrect analytics setup
- ics Mobile Remarketing Channels Ad Copy Bid Management Keywords Account Structure Strategy & Alignment

A more superficial audit would have missed crucial elements like strategic alignment and end-to-end elements like landing pages and conversion tracking. But our audit yielded a clear plan of action to improve every aspect of the client's paid search activities.



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