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

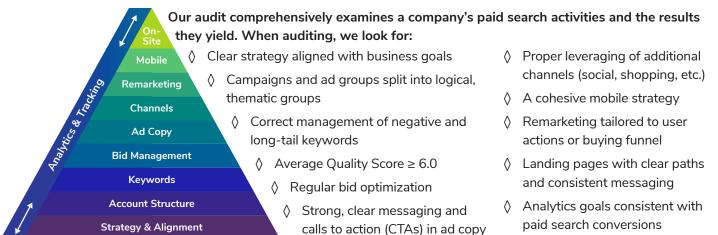
CHALLENGE

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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