

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

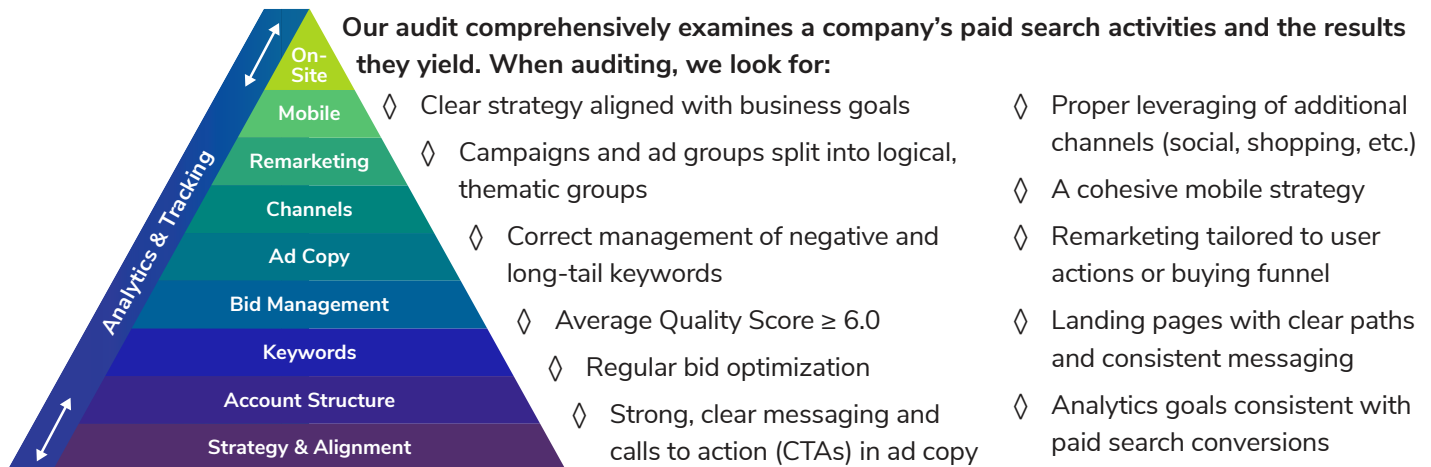
CHALLENGE

- ◇ 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
- ◇ 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
- ◇ 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



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.