

# JJ's High Performance

Google Ads Performance Overview - 12/01/24

Campaign Start Date: 13 Dec 2023

Budget: \$20 (AUD) p/day

## Summary:

Google Ads have been running for a month as of 13/01/24 running under a single campaign and Ad Group structure. Impressions and search volume (3152) is looking healthy for the niche and the ads themselves are performing well with a Click-Through-Rate of 7.30%.

Conversions are currently sitting at 4 giving the ad group a conversion rate of 1.74%. These 'conversions' however don't reflect an actual inbound lead so this result is in fact falsely positively skewed in the reporting result. Opportunities for improving the overall performance should be targeted at improving conversion rate.

Generally improvements to your offer or landing page are the next steps to look at when seeking to improve conversion rate.

## Recommendations:

- Leave search terms and ad sets as is given they are performing and bringing prospects into the site.
- Lower friction for the prospect to sign up AND/OR receive a valuable content offer in exchange for contact details and converting to an actual lead.
- Investigate ways to improve conversion tracking with third-party site (Trainerize) to offer more accurate reporting.

## Next Steps and Thoughts:

- Produce a downloadable content offer for a given prospect and promote this across the site to provide instant value to the prospect with a lower level of commitment.
- Review website - Are we making it as easy as possible for them to convert to a lead. Currently the only way for a prospect to exchange details is to either fill out the form which has 8 fields OR through the Trainerize form which requires card details.
- Review Website - Is our copy and text through the landing page specific to the target audience we're trying to convert and are we articulating the value they are getting out of it well enough? We could look to resonate with the prospects by having video testimonials from actual clients who are your target audience (local footballers) and them explaining the actual benefits they've received from using your service

- Setup some A/B tests with some landing page optimisations to compare performance with current landing page against landing page with some recommendations applied. (Will discuss this with you over a call what this will look like)
- Review trainerize and see if we can embed any tracking code OR forward the client to a page on our website to track conversions.

Campaign Overview

Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Bid strategy type	Conversion	Cost / conv.
Search	230	3,153	7.29%	A\$2.65	A\$609.35	1.74%	Maximize conversions	4.00	A\$152.34
	230	3,153	7.29%	A\$2.65	A\$609.35	1.74%		4.00	A\$152.34
	230	3,153	7.29%	A\$2.65	A\$609.35	1.74%		4.00	A\$152.34

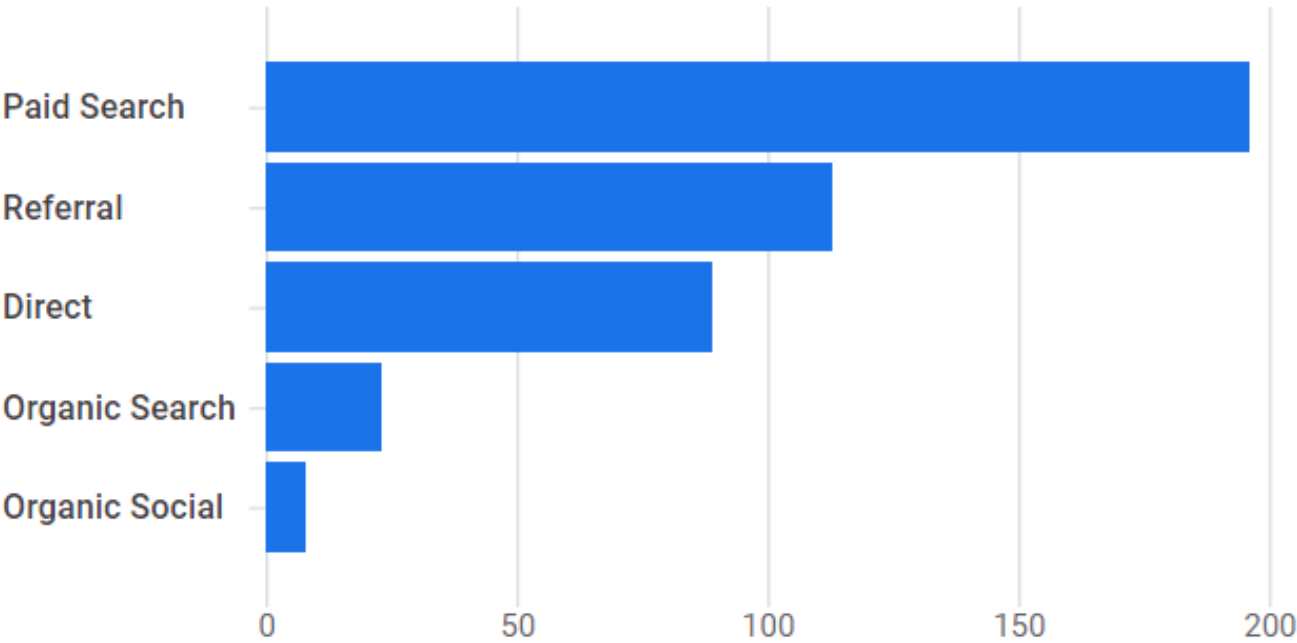
Search Terms Overview

Search keyword	Search keyword status	Search keyword status reasons	Search keyword match type	Campaign	Ad group	Keyword max CPC	↓ Clicks	Impr.	CTR
afl training program	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	101	1,543	6.55%
afl gym program	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	68	785	8.66%
afl pre season training	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	33	587	5.62%
afl workout program	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	12	119	10.08%
afl football preseason training program	Not eligible	Rarely served	Phrase	Search-AFL	Ad group 1	A\$0.01	7	50	14.00%
afl strength and conditioning program pdf	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	4	15	26.67%
running programs for afl	Not eligible	Rarely served	Phrase	Search-AFL	Ad group 1	A\$0.01	3	36	8.33%
afl off season running program	Eligible	–	Phrase	Search-AFL	Ad group 1	A\$0.01	2	14	14.29%
afl players weight training program	Not eligible	Rarely served	Phrase	Search-AFL	Ad group 1	A\$0.01	0	0	0.00%
afl training regime	Not eligible	Rarely served	Phrase	Search-AFL	Ad group 1	A\$0.01	0	3	0.00%
							230	3,152	7.30%

Acquisition Overview

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group▼



[View user acquisition](#) →