Name: Jonathan Sappington
Instructor: Diane Skyland
Class: BMKT_130_80
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Executive Summary

Campaign Overview

This document details the work accomplished by the "202204-sem-class-spring-search" Ad Campaign. The campaign's goal was to effectively direct traffic from search engine results toward the various pages associated with Flathead Valley Community College. The pages targeted for this campaign include the following:

1. FVCC home www.fvcc.edu
2. Student enrollment www.fvcc.edu/learn-more
3. Student housing www.fvcc.edu/housing
4. Health care www.fvcc.edu/health-care
5. Summer courses www.fvcc.edu/summer

Each student in the class created a corresponding ad group for the webpage of their choosing. The campaign ran for three weeks with a budget of $13/day. I created my ad group, under the name "sem-jonathan", on the 14th of April 2022 and associated it with the web page FVCC Student Housing, found above. My goals were to generate awareness for on-campus housing and accumulate an average CTR of 4% or greater. I accomplished this goal by ensuring I associated an array of strong keywords with my ad group and followed google's system of responsive search ad quality, making certain my ad achieved a rating of excellent.

Key Results

According to the Google Ads dashboard the campaign garnered a total of 580 clicks, 6.62K impressions, an average cost-per-click of $0.24, a total campaign cost of approximately $141, and a campaign optimization score of 72.7%. The ad groups with a score excellent and multiple keywords associated with their group seemed to do the best during the campaigns runtime.

My Ad Group accumulated in total 75 clicks, 765 impressions, a CTR of 9.80%, an average CPC of $0.27, a conversion rate of 1.33%, and a total cost of $20.13. When creating the group I added a total of 25 keywords. The most effective keywords associated with my Ad Group include "flathead valley", "on-campus community colleges", "student housing" and "community campus". The least effective are "colleges with on campus housing", "community colleges with on campus housing" and "housing campus" due to the extensive length and the specificity of the queries.

Conclusion

The Ad Campaign seems to have accomplished its goal of increasing awareness of campus facilities and utilities. The majority of Ad Groups achieved a CTR greater than 4% and

two groups achieved results greater than 20%. Further optimization may be necessary for the few ads with less than excellent strength.

Future Online Marketing Recommendations

        For future recommendations, I would suggest a reexamination of chosen keywords to eliminate redundancies, account for negative keywords, and ensure all ad groups have an ad strength of excellent. For my student housing ad group I would recommend keeping headers and descriptions regulated to the current and following semester.

<p align="center">Industry Component</p>

Campaign Overview

        The Ad Campaign entitled "202204-sem-class-spring-search" was created by Diane Skyland and monitored over three weeks from April 14th, 2022 to May 3rd, 2022. The intent of the campaign was to improve and divert traffic to five web pages associated with Flathead Valley Community College. The budget for the campaign was set at $13/day and the total cost of the campaign was $141. The web pages targeted for this campaign include FVCC home, Student enrollment, Student housing, Health care, and Summer courses. Each student had the choice of selecting one of the above pages for their Google Ads group.

The following list represents the Ad Groups created for 202204-sem-class-spring-search and what page each group chose for their project:
- Groups redirecting to www.fvcc.edu
  - sem-diane
  - sem-hawk
  - sem-jessica
- Groups redirecting to www.fvcc.edu/summer
  - sem-josh
  - sem-kristiana
- Groups redirecting to www.fvcc.edu/housing
  - sem-jonathan (My Ad Group)
  - sem-julie-blake
- Groups Redirecting to https://www.fvcc.edu/learn-more
  - sem-leticia
- Groups redirecting to https://www.fvcc.edu/academic-advising/
  - sem-john-cheroske

        My Ad Group, created on April 14th, entitled "sem-jonathan", targeted student housing and was created to redirect search traffic to the web page https://www.fvcc.edu/campus-guide/student-housing. My goal was to improve student housing opportunity awareness and achieve a click-through rate (CTR) of 4% or greater. I started my Ad Group by researching various keywords that related to student housing gathering a total of 25 keywords which helped in the building process of my Ad Group. I made sure that each section of my Ad Group fulfilled

Google's standards for advertising. This process had me incorporate in total 15 headlines with relevant and popular keywords, and 4 possible description variations, each description providing information and utilities advertised by the web page, which helped to increase content cohesion and coherence. Resulting in a Google Ads rating of excellent.

Evolution of Your Campaign Strategy

 Minimal changes were made to my strategy over the allotted time our ads ran for. The most significant changes were to keywords during the first few weeks of the campaign which included, removing poor performing keywords in favor of ones that had higher results. If the campaign had continued to run changes would have been made to regulate headlines and descriptions to the current and potentially adjacent semester.

Key Results

 Attached below is an image entitled "figure 1" displaying statistics from our "202204-sem- class-spring-search" campaign. Viewing the figure we can see that within three weeks the campaign attained in total, 580 clicks (How many people clicked our ads), 6.62k impressions (How many people saw our ads), an average cost-per-click (CPC) of $0.24, a total campaign cost of $141 and a campaign optimization score of 71.4% (Which according to google, the campaign optimization score is *"an estimate of how well your Google Ads account is set to perform."*).
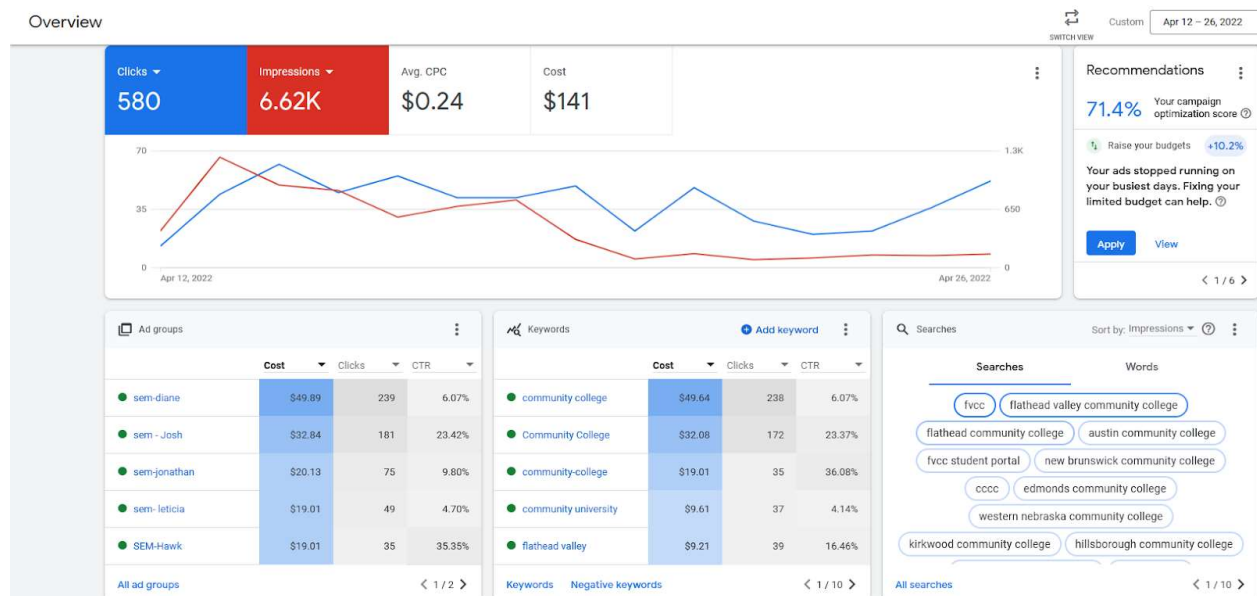

Figure 1: Overview of 202204-sem-class-spring-search Campaign. Overall campaign statistics and a brief overview of successful ad groups and keywords. All sorted by clicks.

The Ad Group I created for this campaign, entitled "sem-jonathan", resulted in 75 total clicks, 765 impressions, and a CTR of 9.80%. The average CPC was $0.27 and the total cost was $20.13. As shown in the provided figure below with the exclusion of "sem-diane" (a sample Ad Group created before this project started) my Ad Group ranked 2nd in total number of clicks (75 clicks), 3rd in total impressions (765 Impressions), 3rd in total CTR (CTR 9.80), 3rd in average CPC($0.27), 4th in total cost(20.13), and 2nd in conversion rate (1.33%). My Ad Group more than doubled its goal of 4% CTR.

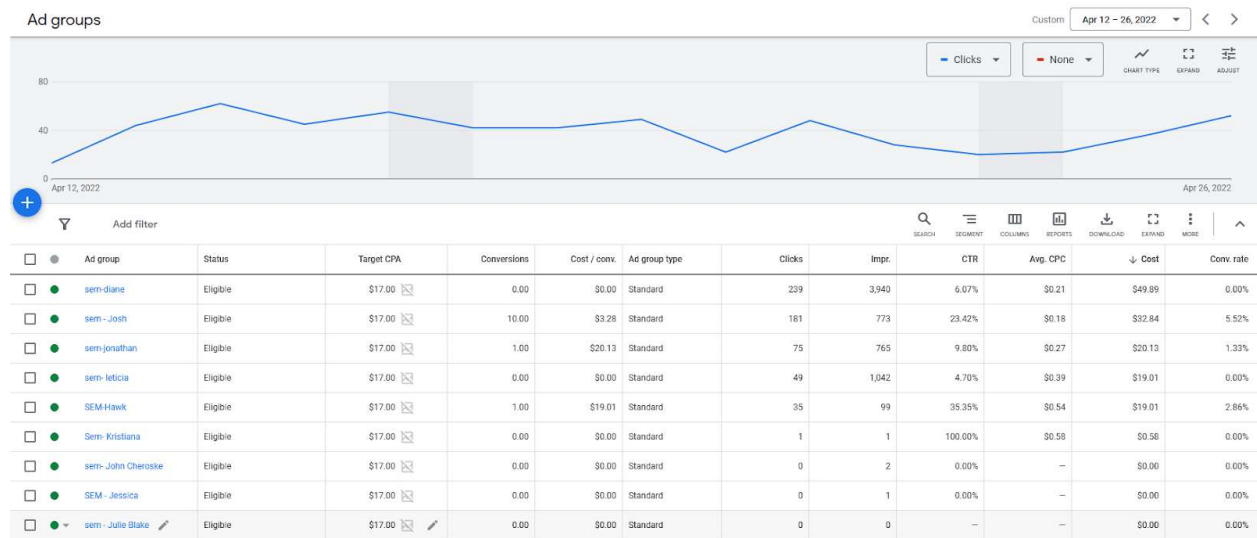See the following figure for the exact statistics of each Ad Group:

Figure 2: Ad Groups associated with the 202204-sem-class-spring-search Campaign.

My Ad Group "sem-jonathan" offered a total of 25 different keywords of various quality and performance. An image has been provided below named "figure 3" which displays all keywords associated with my Ad Group. From this figure we can see that the most successful keywords include the following:

Note* (CTR = Click Through Rate) and (CPC = Cost Per Click)

- ***flathead valley***: (Clicks 39 | Impressions 237 | CTR 16.46% | CPC $0.24 | Total Cost $5.23)

- ***on campus community colleges***: (Clicks 14 | Impressions 153 | CTR 9.15% | CPC $0.37 | Total Cost $9.21)

- ***community campus***: (Clicks 6 | Impressions 117 | CTR 5.13% | CPC $0.30 | Total Cost $1.78)

- ***campus housing***: (Clicks 5 | Impressions 49 | CTR 10.20% | CPC $0.26 | Total Cost $1.30)

- ***student housing***: (Clicks 6 | Impressions 100 | CTR 6.00% | CPC $0.21 | Total Cost $1.24)

These keywords were the highest performing of their group and seemed to be what users were looking for when researching on campus living accommodations.

There were several keywords within my ad groups that performed very poorly. Keywords that performed negatively were ones that either contained phrases too specific and/or phrases that had exhaustive length. The following list showcases the keywords that performed poorly:

- community colleges with on campus housing

- student housing application

- colleges with on campus housing

- valley housing

- housing request

In individual scoring each keyword scored around, 0 in cost, less than 5 impressions, 0 CTR, and 0 CPC. View the figure provided below for the full list of keyword comparisons.

Keyword	Match type	Status	Conversions	Cost / conv.	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
flathead valley	Broad match	Eligible	0.00	$0.00	–	39	237	16.46%	$0.24	$9.21	0.00%
on campus community colleges	Broad match	Eligible	1.00	$5.23	–	14	153	9.15%	$0.37	$5.23	7.14%
student housing	Broad match	Eligible	0.00	$0.00	–	6	100	6.00%	$0.21	$1.24	0.00%
community campus	Broad match ▼	Eligible	0.00	$0.00	–	6	117	5.13%	$0.30	$1.78	0.00%
campus housing	Broad match	Eligible	0.00	$0.00	–	5	49	10.20%	$0.26	$1.30	0.00%
the student housing	Broad match	Eligible	0.00	$0.00	–	1	17	5.88%	$0.15	$0.15	0.00%
campus rent	Broad match	Eligible	0.00	$0.00	–	1	27	3.70%	$0.07	$0.07	0.00%
community colleges with housing	Broad match	Eligible	0.00	$0.00	–	1	6	16.67%	$0.37	$0.37	0.00%
colleges with housing	Broad match	Eligible	0.00	$0.00	–	1	4	25.00%	$0.07	$0.07	0.00%
houses on campus for rent	Broad match	Eligible	0.00	$0.00	–	1	5	20.00%	$0.71	$0.71	0.00%
housing questions	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
housing on campus	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
campus houses for rent	Broad match	Eligible	0.00	$0.00	–	0	1	0.00%	–	$0.00	0.00%
campus student housing	Broad match	Eligible	0.00	$0.00	–	0	4	0.00%	–	$0.00	0.00%
Community College	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
on campus housing	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
houses for students to rent	Broad match	Eligible	0.00	$0.00	–	0	15	0.00%	–	$0.00	0.00%
on campus student housing	Broad match	Eligible	0.00	$0.00	–	0	11	0.00%	–	$0.00	0.00%
housing campus	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
community colleges with on campus housing	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
student housing application	Broad match ▼	Eligible	0.00	$0.00	–	0	5	0.00%	–	$0.00	0.00%
colleges with on campus housing	Broad match	Eligible	0.00	$0.00	–	0	0	–	–	$0.00	0.00%
valley housing	Broad match	Eligible	0.00	$0.00	–	0	6	0.00%	–	$0.00	0.00%
student housing sites	Broad match	Eligible	0.00	$0.00	–	0	7	0.00%	–	$0.00	0.00%
housing request	Broad match	Eligible	0.00	$0.00	–	0	1	0.00%	–	$0.00	0.00%
Total: All enable... ⑦			1.00	$20.13		75	765	9.80%	$0.27	$20.13	1.33%
Total: Ad group ⑦			1.00	$20.13		75	765	9.80%	$0.27	$20.13	1.33%

Figure 3: Detailed list providing keyword performance and comparisons, sorted by clicks, for "sem-jonathan".

While many of my keywords performed well throughout the campaign, there were quite a few that garnered little attention and performed very poorly most notably "colleges with on campus housing", "valley housing", and "housing request". I've noticed that the keywords with a short broad subject such as "flathead valley", "on campus community colleges", and "community campus" seem to do better than longer specific keywords.

Through further research, I've found that it might be beneficial for my ads to focus on the specific and potentially following semester. The ad was set up to advertise the spring, summer, and fall opportunities for on-campus housing instead of focusing on the current season spring, or the season soon to come summer. I believe the ad would benefit greatly from targeting a specific semester instead of every semester the website offers.

Conclusions

After assessing the "202204-sem-class-spring-search" ad campaign I have concluded that the campaign successfully reached its goals of redirecting search traffic to the various sites associated with Flathead Valley Community College achieving an average click count of 580 and an impression total of 6.5k. I would also consider my Ad Group "sem-jonathan" successful, more than doubling its target CTR goal of 4% and successfully redirecting users to the FVCC housing page.

Further improvements can still be made to my ad group. I believe making the ads specific to a semester would greatly improve the ad's effectiveness and refinement of keywords that have low click-through rates would be advantages for future recommendations.

Future Recommendations

I would recommend further research for my ad group "sem-jonathan" and to regulate references to semester housing to the current semester and potentially the following semester. Furthermore, I recommend that more research be done for optimal choice of keywords for student housing leaving out non-responsive and overly specific keywords such as "colleges with on campus housing", "community colleges with on campus housing" and "housing campus" in favor of broader keywords such as "flathead valley", "on campus community colleges", "student housing" and "community campus". My final recommendation would be to run the ad campaign for a longer period to solidify statistics on what keywords, headers, and descriptions are working and which ones are failing.

Learning Component

Learning Objectives

        For this project, I hoped to learn the deeper inner workings of Google Ads, what content is necessary to ensure responsive results, how keywords function within an ad based environment, and how Google presents and maintains your ad space.

Outcomes

        I believe I have successfully completed the goals I set for myself when starting the Google Ads project. I now have a deeper understanding of Google Ads processes and the inner workings of what makes an ad successful, diving deep into keyword and ad optimization and tuning my keywords to fit the needs of my ad. I've also learned how Google will maintain and present my ad to new and returning users, those looking for student housing within the Flathead Valley area, and finding out what specific content users are searching for when considering living accommodations.

        In addition, I've learned how much SEO knowledge transfers over to ad construction and that broader shorter keywords such as "on campus community colleges" and "campus housing" seem to be more efficient than long overly detailed keywords like "community colleges with on campus housing" and "colleges with on campus housing". The work we've been doing in between projects has helped immensely with the construction of my Ad Group, the requirements of each field, and how to ensure my Ad Group's success, which also helped expedite the creation process of my ad and this google ads report. Some final suggestions will be included in my final future recommendations down below regarding ad optimization.

        The key outcome I've taken from this experience is that having a solid grasp of your business and sound SEO for your websites will help make the advertising aspect of your company as simple and efficient as possible. What I expected to find with live Google Ads was similarities with keyword creation and deployment and header/description creation, which for the most part is exactly what happened. For unexpected outcomes, I didn't expect my ad to do as well as it did reaching a CTR of 9.80%, and I didn't expect how much fine tuning was necessary to ensure your ad is running at peak performance.

Future recommendations

        For future reference, I would focus on making my ad semester specific to further encourage visitors looking for current semester facilities to consider the college's options for on campus housing. I also recommend a refinement of keywords that are performing poorly, in particular, keywords like "community colleges with on campus housing" and "colleges with on campus housing" I would recommend removing in favor of pre-existing or similar keywords to "on campus community colleges" and "campus housing".