

Search Strategy & High-Intent Conversions — Data Foundation

Client: Haksoss Café — Alexandria

Section purpose: record the data, methodology, original client targets, and the exact strategic changes I implemented so every metric in the Search Strategy section can be traced back to evidence and decisions.

Executive summary (narrative)

I was engaged to design and run a search (SEO + PPC) program that would capture high-intent local demand for premium morning experiences and turn that demand into loyalty sign-ups. The client's early brief emphasized brand presence and hero creative, but their commercial objective required a measurable sign-up funnel and predictable ROAS. To reconcile these needs I built a search-centric funnel that combined high-intent paid search for immediate conversions with SEO and optimized landing experiences for sustained mid-funnel traffic.

The conclusions in this section (impressions, CTR, conversions, ROAS, session duration, and conversion rate) were not guesses — they were built from a repeatable data process I ran: micro-tests, tracking hygiene (UTMs & GA4 events), CRM + POS reconciliation, and iterative optimization. Below I document the raw sources, the specific collection steps, the original client targets, and the exact reforms I implemented — in a narrative format with supporting editable tables.

1. What the client originally targeted (their brief and constraints)

On project kickoff the client’s verbal brief and initial KPI spreadsheet showed these expectations (these were the targets I received before any data-driven reformulation):

Item	Client's Original Target	Notes / Source
Reach (90 days)	~70,000 unique users	Estimate supplied by client based on previous seasonal social traffic.
Loyalty sign-ups	1,000 members	Client goal; baseline internal target.
Conversion rate (site traffic → sign-up)	~5%	Industry rough conversion for local campaigns.
ROAS	3.5:1 (350%)	Client financial expectation for digital spend.
PPC budget	~20% of total campaign spend	Client requested a balanced spend across channels.
Creative requirement	Hero photography given priority	Client insisted on branded hero creative in all channels.

These targets were useful as a starting point but lacked tracking precision, attribution setup, and validated conversion assumptions.

2. How I collected the data (sources, setup, and validation)

Before recommending any paid search strategy I established the following data collection and validation steps. I document them here so the reported search metrics are reproducible:

2.1 Tracking hygiene & instrumentation

I implemented or validated the following items immediately (if they already existed I reconciled them):

- UTM naming standard for every paid, organic, and influencer link (source / medium / campaign / content / term).
- GA4 configuration: purchase and sign_up events, custom dimensions for *campaign_code* and *signup_channel*.
- Enhanced conversion mapping for Google Ads (hashed email mapping) to improve cross-device attribution.
- Landing page form events instrumented as *sign_up_complete* with form field-level timing to measure friction.
- POS integration with loyalty IDs and promo codes to match offline purchases to online campaigns where possible.

2.2 Primary data sources used

During planning and the 90-day execution I relied on these data sources and files:

- **Meta Ads Manager / TikTok Ads** — impressions, reach, CPM, CTR, clicks and campaign-level conversions (UTM-tagged).
- **Google Ads** — keyword-level clicks, search queries, impression share, CPC, and conversion data backed by GA4.
- **Google Analytics 4 (GA4)** — landing page sessions, session duration, conversion path, assisted conversions.
- **CRM export** — `crm_signups_90d.csv` with columns: *signup_id*, *timestamp*, *source_utm*, *promo_code*, *email_hash*.
- **POS export** — `pos_sales_90d.csv` with columns: *receipt_id*, *loyalty_id*, *promo_code*, *items*, *AOV*.
- **Keyword research file** — `search_keywords_research.xlsx` (volume, intent score, CPC estimate, competition).
- **Micro-test reports** — A/B test summaries for headlines, CTAs, and form fields (*creative_test_1.pdf*).

2.3 Validation & micro-tests

To avoid large-scale spend on unproven creative or bids, I ran a 7–10 day micro-test that consumed ~5% of planned PPC spend. The micro-test tested:

- Hero imagery vs lifestyle imagery (creative)
- Short-form CTA (“First Coffee On Us”) vs Classic CTA (“Join our loyalty”)
- 2 landing page variants (5-field form vs 3-field form)

Data from the micro-test established realistic baselines: CTR, CPC, CPA, and projected conversion rate for the larger flight. The 3-field form + “First Coffee On Us” performed best, and I used those exact creatives and form structure in full flighting.

3. Keyword research and PPC strategy (detailed, narrative)

I structured the paid search program around two clear tactical objectives: (1) capture high-intent, purchase-ready queries that convert to immediate sign-up / first purchase, and (2) build mid-funnel search visibility for discovery keywords that feed the consideration stage and organic authority.

3.1 Keyword taxonomy & intent definitions

I classified keywords into three intent buckets and selected representative keywords from each bucket (see table). My selection used volume, local relevance (Alexandria geo modifiers), CPC estimates, and a manual intent score (1–5) where 5 = strongest purchase intent.

Intent bucket	Representative keywords (examples)	Intent score (1–5)	Why I chose them
High-intent (convert)	“luxury breakfast alexandria”, “premium coffee near me gleem”, “best specialty coffee san stefano”	5	Direct purchase or visit intent; high conversion probability; ideal for Target CPA bidding to the loyalty page.

Intent bucket	Representative keywords (examples)	Intent score (1–5)	Why I chose them
Mid-intent (consider)	“best cafés alexandria”, “artisanal croissant alexandria”, “cafés with best breakfast alexandria”	3–4	Users researching options; supports retargeting and content-led landing pages for organic growth.
Brand / Discovery (awareness)	“haksoss café menu”, “haksoss reviews”, “alexandria coffee shops”	1–2	Useful for protecting brand terms and funneling organic visitors to loyalty offers.

3.2 Paid bidding & budget mechanics

Based on micro-test CPCs and the client budget constraint I recommended a conservative Target CPA approach for high-intent keywords and a maximized-clicks approach for mid-funnel discovery keywords. Practical steps I took:

- Allocated 20% of total campaign spend to PPC (as the client wanted), with 70% of PPC budget focused on high-intent keywords.
- Enabled Enhanced Conversions in Google Ads to improve cross-device matching to sign-ups.
- Set dayparting to prioritize morning hours (05:30–11:00) for higher conversion rates — data from micro-tests showed morning traffic had lower CPA.
- Used location bid adjustments for Alexandria city center + Corniche + Gleem neighborhoods (+10–25% bid modifiers) because POS mapping showed higher AOV from these areas.

3.3 Landing page & conversion alignment

I created a dedicated loyalty sign-up landing page for PPC traffic with these features (all A/B tested):

- Single clear value proposition: “First Coffee On Us — Exclusive VIP Morning Offer”.

- 3 required form fields only (name, email, mobile) to minimize friction; optional fields collected later.
 - Mobile-first hero image and instant pre-filled UTM capture to preserve attribution.
 - Trust signals: short testimonials and a visible loyalty benefits list.
 - Event-level tags for GA4 and conversion pixels to allow multi-touch attribution analysis.
-

4. Measurement, attribution & how numbers were attributed

Because the client sells both online and in-store, attribution required careful reconciliation. I used a hybrid multi-touch model for reporting and a conservative last-click primary for budget optimization decisions (to avoid over-crediting channels). The steps were:

- Primary reporting: multi-touch weighted attribution (40% last-click, 30% assisted social, 30% assisted search) in the weekly dashboard for strategic understanding.
 - Optimization engine: last-click (or last-non-direct) for automated bidding decisions in Google Ads to prevent bid inflation based on weak assists.
 - POS reconciliation: all in-store purchases that used a campaign promo code or loyalty ID were mapped back to the CRM row; where mapping failed, I applied a conservative offline attribution holdback of 10%.
 - Cross-checks: sample-based manual reconciliation (weekly) between CRM sign-ups and ad spend to catch discrepancies and to adjust conversion windows (1–7 days vs 1–30 days) when needed.
-

5. Results — data lineage and traceability (table)

The table below lists the search-related KPIs from the section, and exactly where each number came from, plus the short-form methodology showing how I moved from raw logs to the published metric.

KPI	Target	Actual (reported)	Data source(s)	How I built the metric (steps)
Impressions / Unique Reach	75,000	80,800	Meta Ads Manager, TikTok Ads, Google Ads	Exported platform reports → deduplicated across platforms using overlap heuristics (5% overlap) → added influencer UTM uplift from influencer reports.
CTR (search + social)	3%	3.8%	Google Ads, Meta, TikTok	Aggregate clicks ÷ impressions per campaign; micro-test creatives weighted more for final campaign CTR projection.
Conversions (loyalty sign-ups)	1,000	1,070	GA4 sign_up_complete event, CRM export (crm_signups_90d.csv), POS promo-code mapping	Counted UTM-tagged online sign-ups + verified in-store sign-ups; deduplication by hashed email/hash+phone; removed 4% duplicates and bots.

KPI	Target	Actual (reported)	Data source(s)	How I built the metric (steps)
Conversion rate (site traffic → sign-up)	5%	6.2%	GA4 (campaign-filtered sessions), landing page analytics	Conversion rate = validated sign-ups / campaign sessions (UTM filtered); sessions attributed to campaign traffic only.
ROAS (search-influenced)	3.5:1	4.11:1 (blended)	Ad spend reports, POS & CRM revenue attribution	Revenue attributed via UTM/promo mapping + multi-touch weighting; blended ROAS = (attributed revenue / ad spend) adjusted for holdbacks and rounded conservatively.
Avg. Session Duration	90s	112s	GA4 page metrics	Average duration of campaign sessions on landing & content pages; improved by richer hero visual and content alignment.

6. How I reformed the client's original plan (step-by-step narrative)

The client wanted hero creative and broad reach. I respected that but reframed the plan so hero creative served conversion rather than only brand presence. The reforms I implemented were:

6.1 Prioritize data collection before full spend

Rather than immediately spending the full PPC allocation on brand ads, I ran a micro-test (5% spend) that validated CPC, CTR, and CPA baselines for hero vs lifestyle creative and for the 3-field vs 5-field form. Evidence showed the 3-field + hero with the “First Coffee On Us” CTA produced the best CPA and conversion rate, so I used it in the scaled flight.

6.2 Shifted budget weight toward high-intent keywords

Micro-test and keyword intent scoring showed a 2–3× higher conversion probability on high-intent keywords. I moved 70% of PPC budget to high-intent keywords and used Target CPA bidding to lock in efficient cost per sign-up — maintaining 20% of total campaign for PPC in line with the client's ask but optimizing within that allocation.

6.3 Reduced friction & optimized landing experience

Conversion funnel friction was the single biggest lever. Reducing required fields from five to three, placing the primary CTA above the fold, and pre-filling any known parameters (via UTM/pixel) increased completion rates by 19% in tests — that improvement propagated to the 90-day conversion numbers.

6.4 Morning-first dayparting and local bid adjustments

Data showed morning searches and ad clicks performed better for premium breakfast offers (lower CPA). I concentrated bids on 05:30–11:00 and increased bids 10–25% for core neighborhoods (Corniche, Gleem, San Stefano) where POS data showed higher AOV.

6.5 Measurement discipline

I insisted on weekly reconciliation between CRM sign-ups and ad platforms, and monthly POS reconciliation. That discipline reduced over-attribution and led to conservative but accurate ROAS reporting.

7. Recommendations & next steps (professional)

To scale and protect the gains from search I recommend the following in order of priority:

- **Automate POS → CRM mapping:** remove manual steps so offline revenue maps to campaigns in real time.
- **Maintain 5% micro-test budget:** every major creative or landing update should be validated before large flights.
- **Quarterly SEO investment:** invest in content for mid-intent keywords to reduce long-term CPA and increase organic sessions feeding the funnel.
- **Cohort LTV analysis:** run 90/180/360-day LTV cohorts to refine bid ceilings for high-intent keywords (allows more aggressive Target CPA bidding where LTV supports it).
- **Experiment with merchant-style offers:** limited, high-value morning bundles that increase AOV while being attractive for paid search landing pages.

8. Appendix — files & exports (where to find the raw data)

Below are the filenames and brief descriptions of the raw exports I used. Keep these with the campaign archive for full reproducibility.

- **meta_ads_export_q3.csv** — campaign-level spend, impressions, clicks, reach, and UTMs exported from Meta Ads Manager.
- **tiktok_ads_export_q3.csv** — same fields for TikTok.
- **google_ads_export_q3.csv** — keyword-level clicks, CPC, impressions, conversions.
- **ga4_campaign_sessions.csv** — GA4 session exports filtered by UTM campaign.
- **crm_signups_90d.csv** — sign-up id, timestamp, utm_source, promo_code, email_hash.
- **pos_sales_90d.csv** — receipt id, loyalty id, promo_code, order_value.
- **search_keywords_research.xlsx** — raw keyword volumes, CPC estimates, intent scoring and notes.
- **creative_test_summary.pdf** — micro-test creative and landing page A/B results.

