# 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. |
| 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. |
| 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.