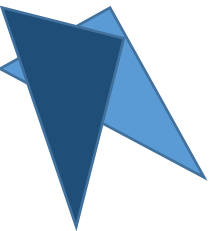


# **SMAART SOLUTIONS**

**MIS 6344.002 – WEB ANALYTICS - S20**



# Overview of the Project

## Our Target Business

SMAART SOLUTIONS

Business Location - Mumbai , India  
Business Type – Education & Training

### Services offered

- ☐ Stock Market Training
- ☐ Smaart EDGE Program
- ☐ Medical Transcriptions Training

## What we are Trying to Achieve?

- ☐ Brand Promotion for the business.
- ☐ Increase the Website Traffic.

## Our Campaigns

- ☐ Brand Awareness & Drive Website Traffic Search Campaign.
- ☐ Brand Awareness & Drive Website Traffic Display Campaign.
- ☐ Call Office Campaign

### Before Google Ads

*No Online  
Brand  
Recognition*

*Low  
performing  
Website*



# Summary of Campaign Performance

Website url of business	Final Advertising goal(s)	Total number of impressions generated on search network	Total number of clicks generated on search network	Total number of impressions generated on display network	Total number of clicks generated on display network	Word stream performance report rating (at end of campaign)	Word stream performance report rating (at midterm)	Budget spent
<a href="https://smaartsol.com/">https://smaartsol.com/</a>	Brand awareness & Drive website traffic	343,823	3,045	317,663	551	87%	82%	\$195.50
	Call only	845	32	Not Used	Not Used	-	-	\$9.50



# Impression/Clicks Weekly Report

4

## All Campaigns

Clicks ▾

3.63K

Impressions ▾

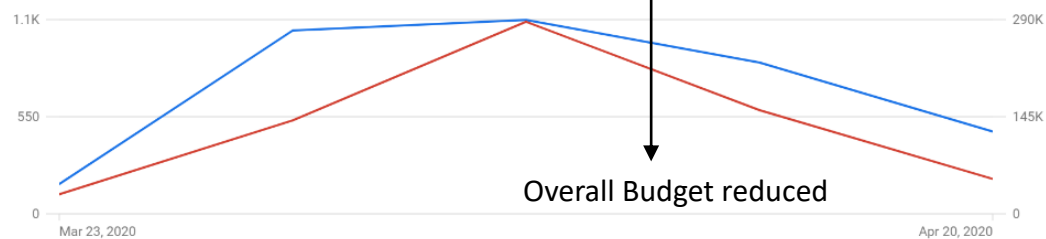
662K

Avg. CPC

\$0.06

Cost

\$205



## Search Campaign

Clicks ▾

3.04K

Impressions ▾

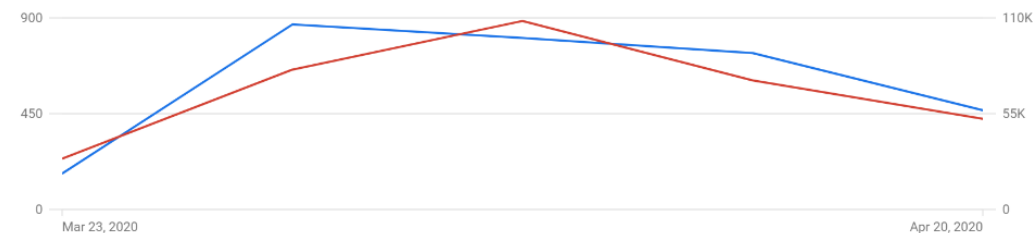
344K

Avg. CPC

\$0.03

Cost

\$106



## Call Only Campaign

Clicks ▾

32

Impressions ▾

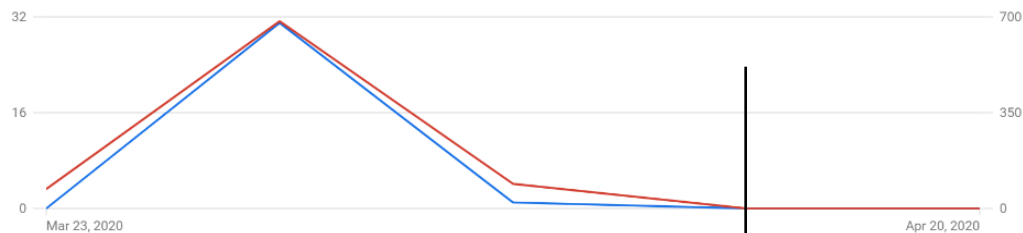
845

Avg. CPC

\$0.29

Cost

\$9.40



## Display Campaign

Clicks ▾

551

Impressions ▾

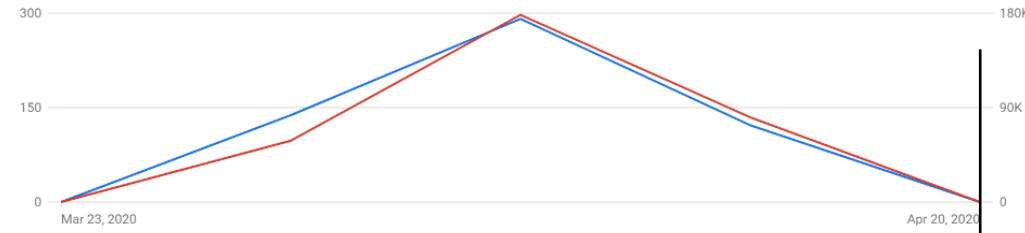
318K

Avg. CPC

\$0.16

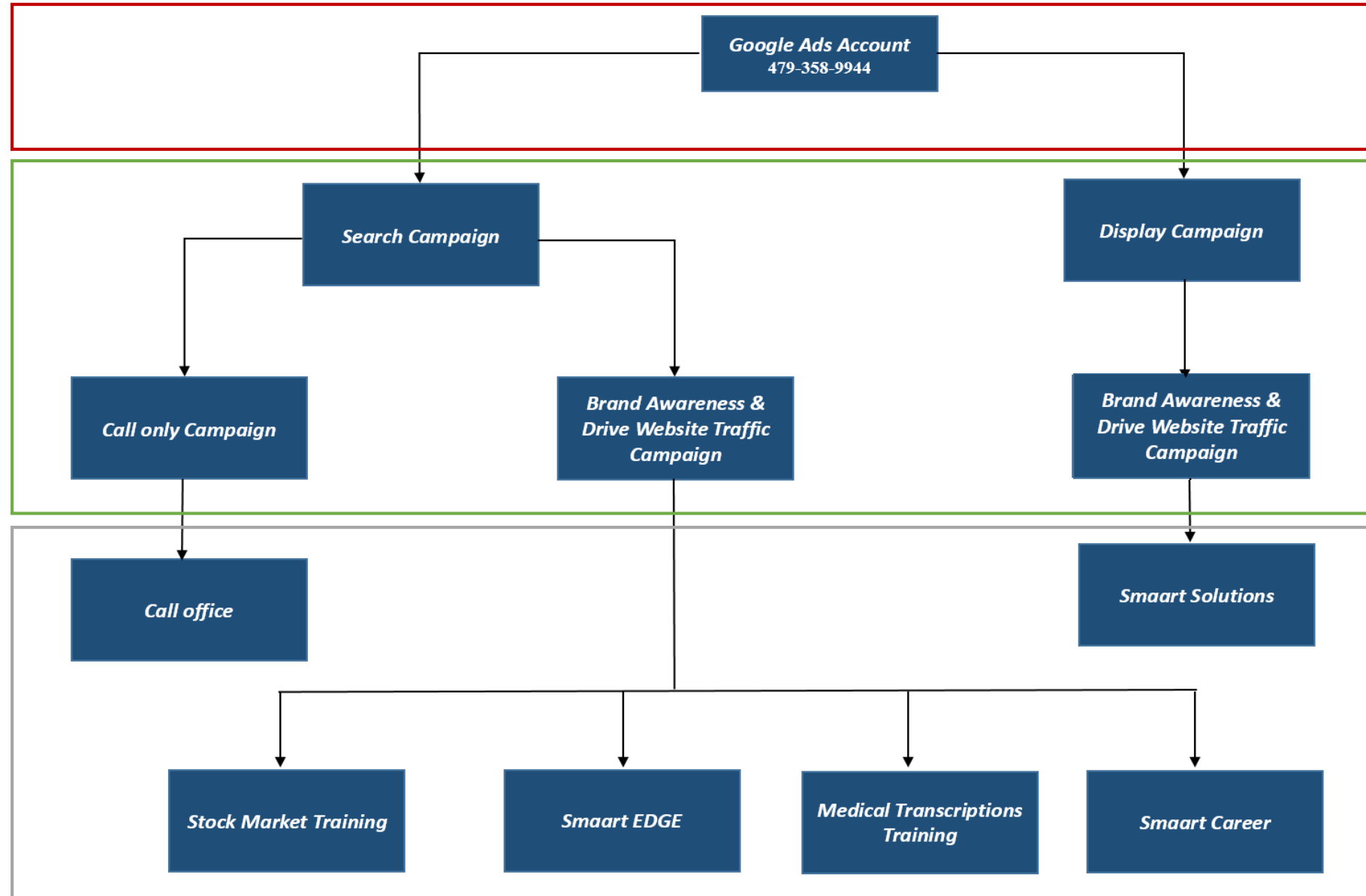
Cost

\$89.12



# Google Ads Account Structure

5



ACCOUNT

CAMPAIGNS

AD GROUPS

# Best Performing Ad Group, Keywords & Ad Copy

Brand Awareness & Drive Website Traffic Search Campaign

6

Ad groups			
	Cost	Clicks	CTR
● Stock Market Training	\$98.31	2,684	0.77%
● Smaart EDGE	\$9.53	486	2.29%
● Medical Transcriptions Training	\$4.54	86	1.74%
● Smaart Careers	\$0.33	7	1.08%

Best  
Ad Group



Keywords			
	Cost	Clicks	CTR
● Share Market	\$34.45	317	3.37%
● stock market today	\$6.70	75	3.10%
● what is share market	\$3.20	39	4.49%
● stock share	\$3.05	60	2.11%

Best  
Keywords

Best  
Ad Copy

Most-shown ads			
● Stock Market Training			
Ad	Impressions	Clicks	CTR
● Enabled	125,647	1,288	1.03%
ALL ADS >			
< 1 of 10 >			

**CAMPAIGN 1**  
**Search**

# Best Performing Ad Group, Keywords & Ad Copy

Brand Awareness & Drive Website Traffic Display Campaign

7

Best  
Ad Group

Ad group	Clicks	Impr.	CTR
Smaart Solutions	551	317,663	0.17%

Best  
Keywords


Keyword	Ad group	↓ Clicks	Impr.	CTR
Share Market	Smaart Solutions	538	305,453	0.18%
Stock Market Training	Smaart Solutions	1	256	0.39%



Display ads

Sort by: Impressions ▼

● Smaart Solutions



**Smaart Solutions**

A new way to empower individuals to challenge conventional thinking

Ad

● Enabled

Impressions

170,772

Clicks ▼

253

CTR ▼

0.15%

Best  
Ad Copy

**CAMPAIGN 2  
Display**

# Best Performing Ad Group, Keywords & Ad Copy

## Call Only Search Campaign

Best Ad Group

Ad group	Clicks	↓ Impr.	CTR
Call Office	32	845	3.79%

Best Keywords

Keywords			
	Cost	Clicks	CTR
counselors	\$4.36	19	5.12%
stock market	\$2.40	5	1.74%
make money	\$2.20	6	5.31%
stock market investment	\$0.44	2	4.65%

Most-shown ads

● Call Office

Call: 87790 27226 - Smart Solutions  
[www.smaartsol.com/contact-us](http://www.smaartsol.com/contact-us)

Learn about intraday trading Learn how to make money in short time  
Stock Market Course  
Careers

Ad	Impressions	Clicks	CTR
Paused	336	12	3.57%

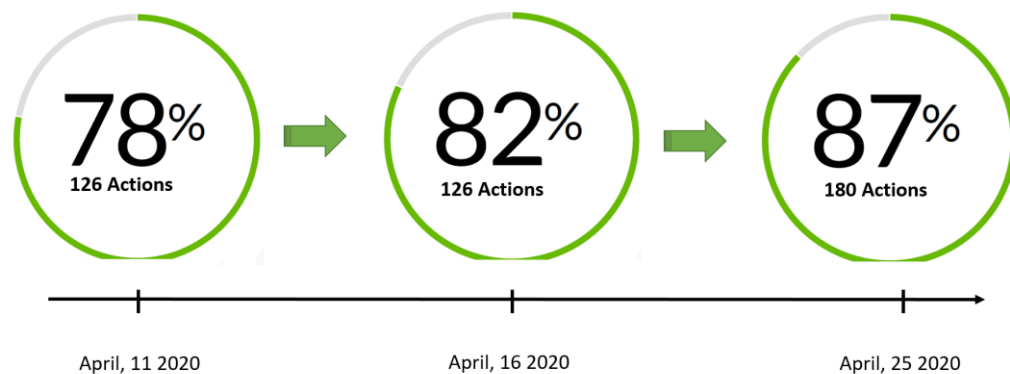
Best Ad Copy

CAMPAIGN 3  
Call Only



# Campaign Optimizations

## Word Stream Performance Grade Report



## Optimization 1

- ☐ Added negative Keyword: [online free]
- ☐ Halted irrelevant traffic.

## Optimization 3

- ☐ Reallocated budget to search from call only and Display Campaigns.
- ☐ Increased impressions and clicks.

## Optimization 2

- ☐ Ad copy modification for search campaign - Updating header and description, site link extension.
- ☐ Increased number of clicks.



# Conclusion & Overall Learning

## *What we Achieved ?*

- ☐ *Created Brand Awareness & Increased Website Traffic.*
- ☐ *Smaart solutions became one of the best performing sites after the campaign (Insight Report).*

## *Key Takeaways.*

- ☐ *Learned how to create, manage & optimize Google Ads Campaigns.*

## *Recommendations for Business.*

- ☐ *Improve Landing Page design of Website.*
- ☐ *Implement online signup feature for customers would yield better conversions.*



**THANK YOU**