Google Ads Audit Report

# Campaign Performance (w/ Benchmark Overlay)

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| Campaign Name | CTR | Cost ($) | Clicks | Impressions | CTR Flag | Avg CPC | Avg CPC Flag | CPA ($) | CPA ($) Flag |
| Search - Financial Advisor - (USA) - 250K+ 2024 | 2.35% | $12081.87 | 2086 | 88806 | Below | $5.79 | Above | $128.53 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) | 2.10% | $3395.04 | 512 | 24335 | Below | $6.63 | Above | $169.75 | Above |
| Search - Brand - (USA) - 2025 | 24.32% | $3079.56 | 315 | 1295 | Above | $9.78 | Above | $76.99 | Above |
| Search - Financial Advisor - (USA) - 250K+ 2024 Mayank\_NewForm | 2.87% | $270.16 | 47 | 1638 |  | $5.75 | Above | $135.08 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02 | 4.30% | $15.10 | 4 | 93 | Above | $3.77 | Above | $0.00 | Below |

# Campaign Insights

# Campaign Insights

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| Characteristic | Insight | Recommendation |
| "Insight" | "Campaign 'Search | Financial Advisor |
| "Insight" | "Campaign 'Search | Retirement Advisor |
| "Insight" | "The 'Search | Brand |
| "Recommendation" | "Ensure comprehensive coverage for all relevant brand terms, including misspellings. Given the high efficiency and low CPA, assess if the $100/day budget is limiting conversion volume. Consider a slight budget increase to capture additional high | value brand demand if justified by overall business goals, while maintaining a close watch on CPA." |
| "Characteristic" | "New Form Test | Low Data Volume", |
| "Insight" | "The 'Search | Financial Advisor |
| "Recommendation" | "Allow this campaign more time to accumulate statistically significant data (e.g., at least 20 | 30 conversions) before making definitive judgments on the 'MayankNewForm' performance. Verify that all conversion tracking and landing page functionalities are correctly configured for the new form." |
| "Characteristic" | "New Form Test | Zero Conversions & Extremely Low Volume", |
| "Insight" | "The 'Search | Retirement Advisor |

# Keyword Performance

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| Ad Group | Keyword | Match Type | Quality Score | Impressions | Clicks | CTR | Avg CPC | CPA ($) |
| Financial Advisor | financial advisor | BROAD | 5 | 34910 | 798 | 2.29% | $6.21 | $150.10 |
| Financial Advisor | fidelity independent advisor | BROAD | 5 | 15349 | 455 | 2.96% | $5.08 | $154.24 |
| Brand Only | wiseradvisor | EXACT | 8 | 877 | 206 | 23.49% | $9.02 | $58.05 |
| Brand Only | wiser advisor | EXACT | 8 | 268 | 81 | 30.22% | $9.91 | $100.34 |
| Retirement Advisor Phrase | retirement financial advisor | BROAD | 5 | 3056 | 69 | 2.26% | $8.14 | $112.39 |
| Financial Advisor | financial management advisory | BROAD | 0 | 5232 | 95 | 1.82% | $5.22 | $248.02 |
| Financial Advisor | wealth advice | BROAD | 0 | 3799 | 60 | 1.58% | $7.76 | $77.64 |
| Financial Advisor | financial advisor ratings | BROAD | 5 | 2412 | 96 | 3.98% | $4.37 | $419.86 |
| Retirement Advisor Phrase | retirement financial advisors | BROAD | 0 | 2349 | 56 | 2.38% | $7.46 | $208.91 |
| Brand Only | wiseradvisor reviews | EXACT | 5 | 143 | 24 | 16.78% | $15.96 | $0.00 |
| Financial Advisor | best financial advisor | BROAD | 5 | 2432 | 62 | 2.55% | $6.06 | $93.95 |
| Financial Advisor | need a financial advisor | BROAD | 0 | 3567 | 58 | 1.63% | $5.62 | $162.95 |
| Retirement Advisor Phrase | federal retirement advisors | BROAD | 3 | 1556 | 56 | 3.60% | $5.66 | $105.71 |
| Financial Advisor | financial advisory fees | BROAD | 5 | 1994 | 72 | 3.61% | $4.17 | $150.16 |
| Financial Advisor | financial advisor local | BROAD | 0 | 1753 | 45 | 2.57% | $5.82 | $43.65 |
| Financial Advisor | finding a financial advisor | BROAD | 1 | 2435 | 40 | 1.64% | $6.43 | $85.73 |
| Retirement Advisor Phrase | retirement financial advisors near me | BROAD | 0 | 1772 | 37 | 2.09% | $6.74 | $249.50 |
| Financial Advisor | financial advisor | BROAD | 5 | 1354 | 40 | 2.95% | $6.10 | $122.07 |
| Financial Advisor | the best financial advisors | BROAD | 8 | 1476 | 39 | 2.64% | $5.78 | $75.08 |
| Retirement Advisor Phrase | retirement advisory | BROAD | 3 | 1117 | 27 | 2.42% | $8.25 | $0.00 |
| Retirement Advisor Phrase | retirement planning financial advisor | BROAD | 0 | 1878 | 33 | 1.76% | $6.54 | $107.99 |
| Financial Advisor | compare financial advisor fees | BROAD | 0 | 1387 | 49 | 3.53% | $3.85 | $188.79 |
| Financial Advisor | wealth advisor services | BROAD | 0 | 1119 | 27 | 2.41% | $6.85 | $46.26 |
| Financial Advisor - Generic | local financial advisor | BROAD | 2 | 851 | 23 | 2.70% | $7.58 | $174.32 |
| Financial Advisor | reputable financial advisors | BROAD | 7 | 1221 | 24 | 1.97% | $7.07 | $169.67 |
| Retirement Advisor Phrase | retirement income financial planner | BROAD | 0 | 1016 | 25 | 2.46% | $6.56 | $81.98 |
| Retirement Advisor Phrase | retirement financial advisor near me | BROAD | 3 | 1459 | 28 | 1.92% | $5.78 | $0.00 |
| Retirement Advisor Phrase | retirement planning advisor | BROAD | 0 | 1007 | 23 | 2.28% | $6.87 | $0.00 |
| Financial Advisor | how to choose a financial advisor for retirement | BROAD | 0 | 1121 | 21 | 1.87% | $7.46 | $78.29 |
| Retirement Advisor Phrase | retirement investment advisors | BROAD | 3 | 1280 | 18 | 1.41% | $6.04 | $0.00 |
| Retirement Advisor Phrase | retirement advisor | BROAD | 0 | 1194 | 16 | 1.34% | $6.75 | $0.00 |
| Financial Advisor | private wealth consultants | BROAD | 1 | 742 | 22 | 2.96% | $4.74 | $104.34 |
| Retirement Advisor Phrase | retirement advisor near me | BROAD | 3 | 521 | 19 | 3.65% | $5.20 | $98.86 |
| Financial Advisor | private wealth adviser | BROAD | 0 | 989 | 14 | 1.42% | $6.74 | $94.41 |
| Financial Advisor | wealth planning advisors | BROAD | 0 | 1198 | 16 | 1.34% | $5.90 | $94.38 |
| Retirement Advisor Phrase | retirement advisors near me | BROAD | 3 | 745 | 15 | 2.01% | $6.08 | $91.14 |
| Retirement Advisor Phrase | financial advisor for retirees | BROAD | 7 | 748 | 18 | 2.41% | $4.76 | $42.81 |
| Retirement Advisor Phrase | best retirement financial advisors near me | BROAD | 0 | 505 | 8 | 1.58% | $10.59 | $0.00 |
| Financial Advisor | no fee financial advisor | BROAD | 0 | 551 | 13 | 2.36% | $6.20 | $40.32 |
| Nearby Financial Advisor | good financial advisor near me | BROAD | 0 | 623 | 7 | 1.12% | $11.25 | $0.00 |
| Financial Advisor | wealth management consulting firms | BROAD | 0 | 420 | 9 | 2.14% | $7.79 | $0.00 |
| Retirement Advisor Phrase | retirement financial planning advisor | BROAD | 0 | 543 | 11 | 2.03% | $5.80 | $0.00 |
| Find Financial Advisor | how to find financial advisor | BROAD | 2 | 501 | 7 | 1.40% | $8.98 | $62.86 |
| Retirement Advisor Phrase | best retirement financial advisors | BROAD | 0 | 891 | 10 | 1.12% | $5.83 | $0.00 |
| Financial Advisor | global financial advisor | BROAD | 3 | 437 | 12 | 2.75% | $4.74 | $0.00 |
| Retirement Advisor Phrase | retirement planning advisors | BROAD | 0 | 741 | 12 | 1.62% | $4.66 | $0.00 |
| Fee Only Financial Advisor | hourly fee only financial advisor | BROAD | 0 | 198 | 3 | 1.52% | $15.12 | $45.36 |
| Retirement Advisor Phrase | retirement advisors | BROAD | 5 | 359 | 5 | 1.39% | $8.90 | $0.00 |
| Retirement Advisor Phrase | retirement advisors in my area | BROAD | 3 | 374 | 10 | 2.67% | $4.38 | $0.00 |
| Financial Advisor | how do i get a financial advisor | BROAD | 5 | 130 | 4 | 3.08% | $9.14 | $0.00 |

# Keyword Insights

# Keyword Insights

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| Characteristic | Insight | Recommendation |
| High-performing Brand Keywords and one underperforming Brand Keyword | The Brand Only Ad Group keywords 'wiseradvisor' (EXACT) and 'wiser advisor' (EXACT) exhibit excellent performance with CTRs of 0.23 and 0.30 respectively, and efficient CPAs of $58.05 and $100.34, yielding 32 and 8 conversions. However, 'wiseradvisor reviews' (EXACT) spent $382.95 with 24 clicks but generated 0 conversions. | Increase budget allocation to the high-performing 'wiseradvisor' and 'wiser advisor' exact match keywords to maximize conversions from proven demand. For 'wiseradvisor reviews', conduct a detailed review of the ad copy and landing page to ensure relevance and a clear conversion path, as a brand term with 0 conversions despite spend indicates a missed opportunity. |
| Dominant broad match keywords driving high cost with moderate efficiency | 'financial advisor' (BROAD) is the highest cost keyword at $4953.42, delivering 33 conversions at a CPA of $150.10 and a CVR of 0.04. 'fidelity independent advisor' (BROAD) also incurs significant cost ($2313.63) for 15 conversions at a similar CPA of $154.24. Both have a Quality Score of 5. | For 'financial advisor' and 'fidelity independent advisor,' analyze the search terms report to identify high-performing exact match and phrase match opportunities to create more targeted ad groups. Simultaneously, add irrelevant or low-converting search terms as negative keywords to reduce wasted spend and improve overall Quality Score and CPA efficiency for these high-volume terms. |
| Broad match keywords with poor Quality Scores (0-3) and inefficient spending patterns | Several broad match keywords like 'financial management advisory' (QS 0, CPA $248.02), 'retirement financial advisors' (QS 0, CPA $208.91), and 'retirement advisory' (QS 3, $222.71 spent, 0 conversions) are performing poorly due to low Quality Scores, resulting in high CPAs or no conversions despite considerable spend. | Pause broad match keywords with Quality Scores of 0-3 that have 0 conversions or significantly high CPAs (e.g., 'financial management advisory', 'retirement financial advisors', 'retirement advisory', 'retirement planning advisor', 'retirement investment advisors'). For any keywords in this group that have even a single conversion, investigate their search terms to extract high-intent phrases and re-add them as exact or phrase match in a new, more relevant ad group with optimized ad copy and landing pages. |
| Broad match keywords with low Quality Scores (0) but strong conversion metrics | 'financial advisor local' (QS 0) has an excellent CPA of $43.65 and CVR of 0.13 from 6 conversions, and 'wealth advisor services' (QS 0) has a CPA of $46.26 and CVR of 0.14 from 4 conversions. Despite their Quality Score of 0, these keywords demonstrate high conversion efficiency. | These keywords indicate strong user intent. Instead of pausing due to low QS, analyze their search term reports thoroughly. Identify the specific queries that led to conversions and add these as new exact or phrase match keywords in dedicated, hyper-relevant ad groups. Tailor ad copy and landing pages precisely to these specific terms to improve Quality Score and potentially scale conversions at an efficient CPA. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| Misaligned Intent / High Cost, No Conversion | The keyword "wiseradvisor reviews" incurred a significant cost of $382.95 with 0 conversions, despite a relatively strong CTR of 16.78% and an Avg CPC of $15.96. The intent behind this keyword (seeking reviews) likely indicates a research phase, not a conversion-ready user, leading to wasted spend on non-converting traffic. | Add "wiseradvisor reviews" as a negative keyword to immediately stop spending on this informational query. If this audience is valuable for lead nurturing, consider a dedicated campaign or ad group with content (e.g., comparison guides, testimonials) and track micro-conversions (e.g., guide downloads) for a longer sales cycle, but only if its value is proven. |
| Poor Keyword Performance / High Cost, Low Quality Score | The keyword "retirement advisory" generated a cost of $222.71 with 0 conversions, suffering from a very low CTR of 2.42% and an abysmal Quality Score of 3, leading to an Avg CPC of $8.25. This indicates a severe mismatch between user intent, ad relevance, and landing page experience. | Pause "retirement advisory" immediately due to its high cost and poor performance metrics. This broad term is expensive and inefficient. Focus budget on more specific, high-intent keywords. If re-testing, break it down into tighter match types and ensure dedicated ad copy and a highly relevant landing page to improve Quality Score and CTR. |
| Low Relevance / High Cost, Low CTR & Quality Score | The keyword "retirement financial advisor near me" incurred a cost of $161.73 with 0 conversions, displaying a very low CTR of 1.92% and a Quality Score of 3, despite the strong local intent signaled by "near me." This suggests poor ad relevance or a weak landing page experience for local searchers. | For "retirement financial advisor near me," optimize ad copy to be hyper-local, including city/state names or 'local' references. Ensure the landing page is mobile-friendly, clearly displays local contact information, and has a prominent call to action. Implement location extensions and consider a dedicated local landing page to boost relevance and Quality Score. |
| Critical Performance Issue / Zero Quality Score | The keyword "retirement planning advisor" spent $158.09 with 0 conversions, plagued by a low CTR of 2.28% and an unacceptable Quality Score of 0, contributing to an Avg CPC of $6.87. A Quality Score of 0 means the keyword is essentially not serving or is completely irrelevant. | Immediately pause "retirement planning advisor." A Quality Score of 0 indicates a fundamental problem with ad relevance and/or landing page experience. Diagnose thoroughly: ensure ad copy directly mentions 'retirement planning advisor' and the landing page is exclusively dedicated to this service. Only reactivate after significant improvements to ad group structure, ad copy, and landing page content are implemented and verified for relevance. |
| Very Low Engagement / High Cost, Poor Quality Score | The keyword "retirement investment advisors" cost $108.75 with 0 conversions, exhibiting a critically low CTR of 1.41% and a poor Quality Score of 3. This indicates that your ads are failing to capture interest or accurately reflect user intent for this high-value query. | For "retirement investment advisors," review ad copy to make it more compelling and directly address the investment-specific needs of the searcher. Test headlines and descriptions that highlight unique investment strategies or client success stories. Ensure the landing page is highly relevant to retirement investment services with a clear, benefit-driven call to action. Consider pausing if improvements don't yield a higher QS and CTR. |
| Critical Performance Issue / Zero Quality Score | The keyword "retirement advisor" incurred a cost of $108.04 with 0 conversions, demonstrating an extremely low CTR of 1.34% and an unacceptable Quality Score of 0. This is a core service term with critical issues. | Pause "retirement advisor" immediately. A Quality Score of 0 indicates severe relevance issues. Focus on creating highly targeted ad copy for this keyword that clearly articulates your unique value proposition as a retirement advisor. The landing page must be singularly focused on retirement advisor services, with clear benefits and easy access to conversion actions. |
| Critical Performance Issue / Zero Quality Score & High CPC | The keyword "best retirement financial advisors near me" spent $84.70 with 0 conversions, plagued by a very low CTR of 1.58%, an extremely high Avg CPC of $10.59, and a critical Quality Score of 0. This is a high-intent, high-cost term with zero return. | Pause "best retirement financial advisors near me." For future use, create hyper-specific ad copy that addresses the 'best' aspect (e.g., awards, client testimonials) and the 'near me' aspect (location extensions, local numbers). The landing page should immediately reinforce the 'best' claim, provide trust signals, and offer clear local information and contact methods. Improve conversion tracking for 'near me' queries (e.g., click-to-call). |
| Critical Performance Issue / Zero Quality Score & Abysmal CTR | The keyword "good financial advisor near me" incurred a cost of $78.78 with 0 conversions, suffering from an abysmal CTR of 1.12%, a high Avg CPC of $11.25, and a critical Quality Score of 0. Users searching this are ready to convert but are not engaging. | Pause "good financial advisor near me" and re-evaluate. Ensure ad copy uses qualifiers like 'trusted,' 'experienced,' or 'local' and highlights specific reasons why your advisors are 'good.' The landing page needs to load quickly, be mobile-friendly, provide strong trust signals (e.g., reviews, certifications), and feature a very prominent, clear call to action to convert these high-intent users. |
| Critical Performance Issue / Zero Quality Score | The keyword "wealth management consulting firms" spent $70.11 with 0 conversions, showing a low CTR of 2.14% and a critical Quality Score of 0. This indicates a complete disconnect with a potentially valuable B2B or high-net-worth segment. | Immediately pause "wealth management consulting firms." A Quality Score of 0 points to severe relevance issues. The ad copy and landing page must be specifically tailored to consulting services for 'firms' (e.g., B2B solutions, corporate advisory). Consider featuring relevant case studies or whitepapers on the landing page rather than generic wealth management content. |
| Critical Performance Issue / Zero Quality Score | The keyword "retirement financial planning advisor" generated a cost of $63.85 with 0 conversions, suffering from a low CTR of 2.03% and a Quality Score of 0. This indicates core relevance issues for a crucial service keyword. | Given the Quality Score of 0 for "retirement financial planning advisor," pause this keyword. Ensure ad copy directly addresses 'retirement financial planning' and highlights specific benefits or services. The landing page must be highly relevant, focusing solely on retirement financial planning, with clear calls to action and benefits for the user. |
| Critical Performance Issue / Zero Quality Score & Abysmal CTR | The keyword "best retirement financial advisors" accumulated a cost of $58.25 with 0 conversions, displaying an abysmal CTR of 1.12% and a Quality Score of 0. The 'best' qualifier suggests high user expectation that is not being met by current ads. | Pause "best retirement financial advisors." Ad copy must aggressively highlight your unique selling points, awards, or top ratings to meet the 'best' query intent. The landing page should provide strong social proof (e.g., testimonials, rankings), detailed service descriptions, and a compelling reason to choose your service, along with an intuitive conversion path. |
| Niche/Misaligned Intent / Poor Quality Score | The keyword "global financial advisor" incurred a cost of $56.89 with 0 conversions and a low Quality Score of 3, despite a slightly better CTR of 2.75%. This might indicate a mismatch if your services aren't truly global or if the ad/LP doesn't clearly articulate global capabilities. | If your service is not truly 'global,' add "global financial advisor" as a negative keyword. If you do offer global services, significantly improve ad copy and landing page content to specifically highlight your international expertise, licenses, and target clientele, aiming to improve QS and drive relevant conversions. Otherwise, it will remain a budget drain. |
| Critical Performance Issue / Zero Quality Score | The keyword "retirement planning advisors" (plural) spent $55.90 with 0 conversions, showing a very low CTR of 1.62% and a Quality Score of 0. This suggests a fundamental disconnect similar to its singular counterpart. | For "retirement planning advisors," given the Quality Score of 0, pause this keyword immediately. Re-evaluate ad group structure and create dedicated ad copy and landing page content that directly addresses users looking for multiple advisors or comprehensive retirement planning services, to improve relevance and performance. |
| Low Engagement Despite Moderate QS / High CPC, Low CTR | The keyword "retirement advisors" incurred a cost of $44.50 with 0 conversions, displaying a very low CTR of 1.39% and an Avg CPC of $8.90, despite a moderate Quality Score of 5. The decent QS implies some relevance, but the low CTR and no conversions indicate ad copy is not compelling enough. | While "retirement advisors" has a QS of 5, its very low CTR and zero conversions point to weak ad messaging. Implement A/B testing on ad copy to make it more compelling. Highlight specific unique selling propositions, benefits, or a strong call to action clearly in headlines and descriptions to improve click-through rates and ultimately conversions. |
| Low Relevance / High Cost, Low CTR & Quality Score | The keyword "retirement advisors in my area" spent $43.84 with 0 conversions, suffering from a low CTR of 2.67% and a poor Quality Score of 3, despite its clear local intent. The local intent is not being effectively captured or served. | For "retirement advisors in my area," ensure ad copy strongly emphasizes your local presence and service area. Utilize location extensions effectively. The landing page must be highly optimized for local searchers, clearly displaying your address, service areas, and local contact information. Improve relevance to boost Quality Score and drive local conversions. |
| Informational Intent / High CPC, No Conversion | The keyword "how do i get a financial advisor" cost $36.54 with 0 conversions, despite a decent CTR of 3.08% and a QS of 5. The query's nature indicates an informational or research phase rather than immediate intent to convert into a client, making the current spend unproductive. | Add "how do i get a financial advisor" as a negative keyword to prevent further spending on high-funnel, informational queries. Alternatively, if this audience is valuable for lead nurturing, create a specific ad and landing page (e.g., a guide on 'Choosing a Financial Advisor') with a micro-conversion (e.g., email signup for a guide download), rather than expecting direct client sign-ups from this query. |

# Landing Page Audit Insights

## Landing Page: https://www.wiseradvisor.com/match\_advisors.asp

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/match\_advisors.asp | Form Length and Progressive Disclosure | The multi-step form requires significant personal and financial information (e.g., household income, portfolio size) across many steps before the final conversion. While a multi-step form can break down perceived effort, asking for highly sensitive data so early without strong, immediate value reinforcement can lead to high abandonment rates. The 'FINAL STEP' appearing after contact information is also confusing and likely a major drop-off point. | Re-evaluate the necessity and timing of each question. Prioritize essential filtering questions (like zip code) upfront, but consider deferring highly sensitive questions or making them optional until further down the funnel, or explicitly tie each sensitive question to a clear benefit (e.g., 'This helps us match you with advisors specializing in your portfolio size'). Streamline the 'final step' into a single, clear completion action after contact info, removing any perception of additional unexpected steps. |
| https://www.wiseradvisor.com/match\_advisors.asp | Call-to-Action (CTA) Clarity and Friction | The primary CTA throughout the form is a generic 'Next' button. More critically, the final 'Next' button is immediately preceded by a lengthy legal disclosure/consent paragraph, which, while necessary, can create significant friction and deter users at the point of conversion. The subsequent 'SELECT ALL Additional Notes' is also ambiguous as a CTA. | Make CTAs more descriptive and benefit-oriented (e.g., 'Get My Advisor Matches', 'Find Your Advisor Now'). Visually separate the legal consent from the final CTA button, perhaps by placing it as a collapsible link or in smaller, less prominent text. Rephrase the ultimate completion CTA to unequivocally signal the end of the process and the delivery of value (e.g., 'Confirm & View Matches'). |
| https://www.wiseradvisor.com/match\_advisors.asp | Trust Signals and Credibility | While the page mentions 'vetted financial advisors' and 'YOUR INFORMATION IS SECURE & CONFIDENTIAL', prominent, third-party trust signals (e.g., BBB ratings, security badges like Norton/McAfee, industry association logos, visible testimonials, media mentions) are not immediately visible above the fold or alongside critical data input fields. The extensive legal consent can inadvertently raise skepticism if not balanced with clear, immediate trust builders. | Integrate highly visible trust badges (e.g., security seals, industry affiliations, or even a star rating with testimonial excerpts) prominently near the top of the page and adjacent to sensitive data input fields (especially contact information). Leverage any third-party validations or awards WiserAdvisor has received to build immediate credibility. |
| https://www.wiseradvisor.com/match\_advisors.asp | Ad-to-Page Experience and User Expectation | The extremely high CTR (14.14%) indicates that the Google Ads are highly compelling and effectively attract clicks, suggesting users are ready to find an advisor. However, the subsequent lengthy qualification process and the potentially confusing 'FINAL STEP' could lead to a disconnect between the user's initial expectation of a quick 'match' and the actual effort required, contributing to a lower conversion rate than desired given the high intent traffic. | Ensure ad copy accurately sets expectations regarding the multi-step nature of the matching process, if this is unavoidable. Consider a clear progress bar from the very first step to manage user expectations about the length of the form. Optimize the flow to feel less like a hurdle and more like a guided journey towards a personalized match. |
| https://www.wiseradvisor.com/match\_advisors.asp | Value Proposition Reinforcement Within Form Flow | The initial value proposition ('get matched with 2 to 3 vetted financial advisors') is strong. However, as the user progresses through the extensive questions, this core value is not consistently reinforced. Users might lose sight of 'why' they are providing detailed information, leading to fatigue and drop-off. | Integrate micro-copy throughout the form that reinforces the benefit of providing specific information. For example, next to portfolio size: 'Helps us match you with advisors specializing in your asset range.' Reiterate the unique benefits ('initial consultation is free') near critical conversion points to maintain motivation. |
| https://www.wiseradvisor.com/match\_advisors.asp | Competitor Benchmark | A CPA of $66.42, while potentially acceptable for high-value financial leads, suggests there's room for optimization. Leading competitors in the financial advisor matching space (e.g., SmartAsset, NerdWallet) often excel at streamlining initial engagement, employing sophisticated value-led data collection, and prominently displaying trust signals to reduce friction and improve conversion rates for similar high-intent traffic. | Conduct a detailed competitive analysis of other top-performing financial advisor matching services. Pay close attention to their onboarding flows, the sequence and nature of their qualification questions, the placement and type of trust signals used, and how they handle the final conversion step to identify best practices for reducing CPA and increasing lead quality. |

## Landing Page: https://www.wiseradvisor.com/advisor\_signup.asp

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/advisor\_signup.asp | Conversion Rate (0%) | The 0% conversion rate from 27 clicks is the most critical issue, indicating a fundamental breakdown in the user journey. Users are clicking but not taking the desired action, suggesting a severe mismatch, poor value proposition, or significant UX blockers. | Immediately pause ad spend directed to this page until significant changes are implemented. Prioritize a deep dive into user behavior data (if available) to understand where users drop off and why. Conduct user testing to identify specific points of confusion or frustration. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Landing Page Content Relevance & Focus | The page (advisor\_signup.asp) is intended for financial advisors, yet the dominant content and navigation are geared towards consumers looking for advisors ('Find a Financial Advisor', 'Retirement', 'Investing' sections). This creates significant cognitive load and distracts the target audience. | Develop a completely separate, hyper-focused landing page dedicated solely to advisor sign-ups. Strip away all consumer-facing navigation and content. The page should immediately confirm to advisors that they are in the right place and guide them toward the signup goal. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Value Proposition Clarity | The provided content fails to articulate a clear and compelling value proposition for financial advisors. It doesn't explain what benefits they will gain by signing up, such as lead generation, increased visibility, or specific tools. | Create a prominent, benefit-driven headline and sub-headline that clearly communicates 'What's in it for me?' for an advisor. Examples: 'Grow Your Practice with Qualified Leads,' 'Connect with High-Net-Worth Clients,' 'Expand Your Reach.' Quantify benefits where possible (e.g., 'Access X pre-screened leads monthly'). |
| https://www.wiseradvisor.com/advisor\_signup.asp | Call to Action (CTA) Effectiveness | The primary CTA, 'Are you a financial advisor? Sign Up,' is generic, lacks prominence, and is buried among numerous other links. It doesn't inspire action or convey a clear next step related to the benefits of signing up. | Redesign the CTA into a prominent, visually distinct button that stands out from the page. Use benefit-oriented language (e.g., 'Join WiserAdvisor Today,' 'Start Growing Your Client Base'). Place the CTA strategically above the fold and repeat it lower on the page. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Trust Signals & Social Proof | The provided content completely lacks trust signals or social proof relevant to advisors. There are no testimonials, case studies, partner logos, or statistics demonstrating the success of other advisors on the platform, which is critical for building credibility. | Integrate strong trust elements relevant to advisors. Include testimonials from currently enrolled financial advisors, display logos of reputable industry associations, share statistics on advisor growth or lead quality, and potentially feature brief success stories. |
| https://www.wiseradvisor.com/advisor\_signup.asp | User Experience (UX) & Navigation | The overwhelming amount of navigation (e.g., 'Find a Financial Advisor,' 'Retirement Guide,' 'Investment Guide,' 'Blog') creates a highly distracting user experience. This high cognitive load prevents users from focusing on the intended conversion path. | Implement a 'lean' landing page design. Remove all unnecessary navigation links, except for essential legal disclaimers like Privacy Policy and Terms of Service. The page's sole purpose should be to guide the advisor towards completing the signup form. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Ad to Landing Page Alignment | The combination of a relatively low CTR (2.93%) and 0 conversions strongly suggests a significant misalignment. Either the Google Ads creative/keywords are attracting the wrong audience (consumers instead of advisors), or the landing page fails to meet the expectations set by the ad, leading to immediate abandonment. | Conduct an urgent audit of the Google Ads campaign. Verify keyword relevance and negative keywords to ensure only advisor-focused searches trigger ads. Rewrite ad copy to be hyper-specific about 'joining WiserAdvisor as an advisor' and directly reference the benefits for their practice. A/B test ad copy to improve CTR and alignment. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Competitor Benchmark | Leading platforms for financial advisor acquisition (e.g., SmartAsset Advisor Marketing, Facet Wealth Partner Program) typically utilize dedicated landing pages with clear value propositions, advisor testimonials, step-by-step process explanations, and prominent forms that directly capture advisor information. | Analyze the landing pages of top competitors in the financial advisor lead generation space. Identify their best practices in terms of messaging, design, trust signals, and form optimization. Adopt successful strategies to improve the WiserAdvisor advisor signup experience and value communication. |

## Landing Page: https://www.wiseradvisor.com/investing

# Landing Page Insights

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/investing | Ad-Page Relevance & CTR | The extremely low Click-Through Rate (CTR) of 0.22% combined with the landing page's primary headline 'Investing Guide and Free Investment Calculators' indicates a severe mismatch between user intent (driven by the ad) and the page content. If the ad targeted users seeking a financial advisor, this page's informational focus is misaligned, leading to user confusion and likely high bounce rates. | Conduct an immediate audit of Google Ads keywords and ad copy. If the conversion goal is 'find an advisor' or 'get matched,' direct traffic to a purpose-built landing page that clearly and immediately addresses that intent, rather than a general informational hub. |
| https://www.wiseradvisor.com/investing | Conversion Focus & Information Architecture | The page functions as a comprehensive resource hub with extensive navigation (over 50 visible links in the provided content chunk alone) and focuses heavily on informational content. This overabundance of options and exit points dilutes any clear conversion path for a user looking to, for example, 'get matched to an advisor,' making it difficult to identify the primary call to action. | Develop a dedicated, conversion-focused landing page for paid traffic. This page should feature minimal navigation (no global header/footer, no extensive sidebar links), a clear single objective (e.g., an advisor matching form), and only highly relevant supporting information to guide the user towards conversion. |
| https://www.wiseradvisor.com/investing | Value Proposition & Call to Action (CTA) Clarity | The most prominent headline, 'Investing Guide and Free Investment Calculators,' does not clearly articulate Wiseradvisor's core value proposition for someone seeking a financial advisor. While links like 'Free Match to Vetted Advisors' exist, they are buried within the general navigation and lack prominence, a strong benefit statement, or visual hierarchy, making them easily overlooked. | Revise the main headline to explicitly state the primary benefit of Wiseradvisor's service (e.g., 'Find Your Ideal Investment Advisor' or 'Get Matched with Vetted Financial Experts'). Implement a dominant, benefit-driven Call to Action (CTA) button or form, strategically placed above the fold, using compelling language like 'Get Your Free Advisor Match Now.' |
| https://www.wiseradvisor.com/investing | User Experience (UX) - Cognitive Load | The sheer volume of links, navigation options, and distinct content sections (e.g., Investing Guide, Calculators, Important Reads, various sub-sections) on the page creates significant cognitive overload for a user landing from an ad. This overwhelming choice can lead to decision paralysis and immediate abandonment, rather than engaging with a clear conversion funnel. | Drastically streamline the page design. Eliminate all extraneous navigation and internal links that are typical of a content website. Focus the layout on guiding the user towards the primary conversion action with a clear visual hierarchy, prominent conversion elements, and ample white space to reduce visual clutter. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Successful financial advisor matching services typically utilize highly focused landing pages for paid advertising. These pages prioritize a clear, benefit-driven headline, an immediate and prominent call to action (often an above-the-fold form), minimal distracting navigation, and strong trust signals. The current Wiseradvisor page, designed as a comprehensive content hub, deviates significantly from these conversion-optimized industry best practices. | Analyze leading competitors in the financial advisor matching space (e.g., SmartAsset, Facet Wealth, Zoe Financial) to understand their landing page strategies. Adopt best practices such as dedicated landing page structures, simplified messaging, prominent form-based conversions, and integrated trust elements to improve conversion rates. |

⚠️ Failed to parse LP audit JSON — showing raw output.

[]

⚠️ Failed to parse LP audit JSON — showing raw output.

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## Landing Page: https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors

# Landing Page Insights

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Conversion Performance | Zero conversions from 9 clicks indicate a complete failure in converting initial user interest into action. This suggests a significant disconnect between user intent (from the ad) and the page's ability to fulfill that intent or guide them to the next step, despite the ad generating traffic. | Immediately prioritize A/B testing radical changes to the above-the-fold content and conversion funnel. Focus on optimizing the page to capture and convert the specific 'fee-based financial advisors' intent. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Information Overload / UX Clarity | The immediate above-the-fold experience is dominated by an overwhelming navigation menu with numerous links (e.g., 'Financial Advisors,' 'Retirement,' 'Investing,' 'Blog,' various cities, 'Important Reads,' 'Calculators'). This acts as a significant cognitive load and decision paralysis for a user arriving from an ad seeking a specific service ('fee-based financial advisors'). | Streamline the above-the-fold content to focus solely on the primary conversion path. Remove or minimize extraneous navigation elements that do not directly contribute to finding a fee-based advisor. Consider a concise hero section with a clear value proposition and primary CTA, pushing secondary navigation below the fold or into a hamburger menu. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Visibility & Prominence | While phrases like 'Get Matched to a Vetted Advisor' and 'Search Our Advisor Directory' exist, they are embedded within a busy navigation structure and lack visual prominence. They compete with dozens of other links, making it difficult for the user to identify the primary next step to find a fee-based advisor. | Design a clear, prominent, and singular primary Call to Action (CTA) button above the fold. This CTA should be visually distinct (e.g., contrasting color, larger size) and use action-oriented language directly related to finding a fee-based advisor (e.g., 'Find Your Fee-Based Advisor,' 'Get Matched Now'). |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Journey Alignment & Intent Fulfillment | The page title 'Find the Best Fee-Based Financial Advisors Near You' aligns with potential ad intent. However, the subsequent content immediately diverts users into a wide array of options (general financial advisors, retirement, investing, blog, etc.) rather than immediately guiding them towards finding \*fee-based\* advisors. This broad navigation dilutes the specific intent the user arrived with. | Create a dedicated landing page experience for 'fee-based financial advisors' that quickly validates the user's specific search and funnels them directly into a matching process or directory search specific to \*fee-based\* professionals, rather than a general portal or broad directory. Eliminate distractions unrelated to their core search. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust Signals / Value Proposition | The initial content focuses heavily on navigation and categories. There are no immediate trust signals (e.g., 'vetted advisors,' 'free matching,' testimonials, number of advisors, security badges) or a clear, concise value proposition explaining \*why\* WiserAdvisor is the best choice for finding a fee-based advisor, which can hinder user confidence and progression. | Integrate prominent trust signals and a concise value proposition above the fold. Examples include 'Free & Vetted Advisor Matching,' 'Thousands of Advisors,' 'Secure & Confidential,' or a short statement on the key benefits of using WiserAdvisor to find a fee-based advisor. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading competitor landing pages for advisor matching services typically feature a clean, focused design with a prominent 'get matched' form or CTA above the fold, minimal navigation, and clear value propositions and trust signals to immediately engage the user. | Analyze top-performing competitor landing pages in the financial advisor matching space to understand their best practices for funnel design, CTA placement, and trust-building elements. Implement similar strategies tailored to WiserAdvisor's offering, ensuring the page feels specialized for the 'fee-based' search. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Conversion Performance | The page has achieved 0 conversions despite 9 clicks, indicating a complete failure to convert traffic from the Google Ads campaign. This is the most critical issue, suggesting a fundamental disconnect between user intent, ad promise, and page experience. | Prioritize immediate A/B testing of the hero section, primary call-to-action (CTA), and value proposition. Conduct qualitative research (e.g., session recordings, user surveys) to identify specific blockers in the user journey. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Messaging Clarity & Relevance | The page targets 'fee-based financial advisors' but the provided content snippet, primarily navigation, does not demonstrate how the main page content effectively addresses the specific needs or questions of someone seeking this advisor type. A common user confusion between 'fee-based' and 'fee-only' needs to be clearly resolved. | Ensure the hero section immediately confirms the user's intent (e.g., 'Find Vetted Fee-Based Financial Advisors') and clearly explains what 'fee-based' means, its benefits, and how it differs from other models (like 'fee-only'), aligning directly with the ad's promise. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Effectiveness | With zero conversions, the primary Call to Action (CTA) is likely ineffective. It could be unclear, poorly positioned, lacking urgency, or its value proposition is not compelling enough to prompt a lead submission. The provided snippet only shows generic 'Get Matched' CTAs in the navigation, not tailored to the page's focus. | Implement a clear, benefit-driven primary CTA (e.g., 'Match with a Fee-Based Advisor') prominently above the fold, ensuring it's specific to the 'fee-based' offering and repeated at key points throughout the page. Test different CTA wording, color, and placement. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Experience (UX) & Focus | The provided content chunk indicates an expansive site navigation with numerous links to blogs, calculators, and other guides. While good for SEO, this level of distraction on a paid landing page can overwhelm users and divert them from the primary conversion goal of finding an advisor. | Simplify the landing page by removing excessive navigation and external links. Create a streamlined, focused experience that guides users directly towards the conversion funnel, minimizing distractions unrelated to finding a fee-based advisor. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust & Credibility | For financial services, trust is paramount. The provided content snippet does not show any on-page trust signals like testimonials, security badges, media mentions, or details about WiserAdvisor's vetting process for advisors, which are crucial for encouraging lead submission. | Integrate strong trust signals prominently on the page: display reputable media logos, client testimonials, clear details about the advisor vetting process, and any relevant industry certifications or awards to build confidence and reduce perceived risk. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Value Proposition Clarity | The page's unique value proposition for using WiserAdvisor specifically to find 'fee-based' financial advisors (vs. searching elsewhere or using a different service type) is not apparent from the snippet. Users need to understand 'Why WiserAdvisor for Fee-Based Advisors?'. | Clearly articulate the unique benefits of using WiserAdvisor to connect with fee-based advisors. Emphasize advantages like personalized matching, pre-vetted professionals, and saving time, making it compelling for the target audience. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | A 2.07% CTR is acceptable for search ads, but 0% conversions indicate the page is significantly underperforming compared to financial services industry benchmarks, which typically aim for conversion rates between 5-15% for qualified landing page traffic. | Conduct a competitive analysis of other financial advisor matching services or directories targeting 'fee-based' advisors. Identify best practices in their landing page design, messaging, and conversion flows to inform improvements for this page. |

## Landing Page: https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors

# Landing Page Insights

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Information Overload & Navigation Clutter | The landing page presents an overwhelming amount of navigation links and site-wide content (e.g., 'Financial Advisors,' 'Retirement,' 'Investing,' 'Blog,' various calculators and articles) immediately upon arrival. This dilutes the focus from the primary conversion goal of connecting with a 'Fee-Only Financial Advisor.' The user is presented with options to explore the entire site rather than being guided to the core action, leading to cognitive overload. | Implement a minimalist landing page design. Remove the extensive global navigation (e.g., 'Individual Sign In,' 'Advisor Sign In,' 'Are you a financial advisor?', 'Financial Advisors,' 'Retirement,' 'Investing,' 'Blog' and all sub-links) to reduce cognitive load and eliminate distractions. Focus the page purely on finding a fee-only advisor, guiding the user towards a single, clear conversion path (e.g., a matching form). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Lack of Immediate Value Proposition & Clear Conversion Path | While the title accurately reflects the search intent ('Find the Best Fee-Only Financial Advisors Near You'), the page immediately defaults to navigation rather than presenting a strong, concise value proposition for \*why\* a user should use WiserAdvisor to find a fee-only advisor, or what the process entails. The main 'Get Matched' CTA is within the navigation, not as a central, prominent element of a hero section, delaying the user's understanding of the next step. | Design a clear hero section immediately below the main header that highlights WiserAdvisor's unique selling proposition for finding fee-only advisors (e.g., 'Find vetted, transparent fee-only advisors in minutes, personalized for your needs'). This section should feature a primary, highly visible Call to Action (CTA) button or a short lead-capture form directly, guiding the user on the very first step. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Performance (0 Conversions, Low CTR) | With 8 clicks and 0 conversions, the page completely fails to achieve its primary objective, indicating a critical breakdown in the user journey from click to conversion. The low CTR (1.93%) also suggests potential issues with ad copy resonance or audience targeting, but the zero conversions point directly to a severe landing page experience flaw. Users are arriving but are not taking any action to convert. | Conduct immediate A/B tests on new, focused landing page variations that address the identified issues. The current design is acting as a bounce accelerator for high-intent traffic. Investigate whether the keywords targeted (e.g., 'fee-only financial advisors') are truly high-intent for a matching service, and ensure ad copy clearly sets expectations for the landing page experience (e.g., 'Get matched to a fee-only advisor now'). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Weak or Buried Call to Action (CTA) | The CTAs like 'Get Matched to a Vetted Advisor' are present but are embedded within the extensive navigation sidebar rather than being distinct, prominent elements of the main content area. This placement makes them easy to miss and less compelling, especially when competing with dozens of other links and content options. The primary action is not clear or emphasized. | Relocate the primary CTA ('Get Matched to a Vetted Advisor' or similar) to a central, high-visibility position, preferably above the fold within a dedicated hero section. Use contrasting colors, clear action-oriented language, and sufficient visual weight to make it stand out. Consider having a secondary, less prominent CTA (e.g., 'Search Directory') but prioritize the 'Get Matched' path for lead generation. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Lack of Immediate Trust Signals | The initial content chunk doesn't immediately showcase explicit trust signals like client testimonials, review scores, security badges, or clear explanations of the 'vetting' process mentioned in the CTA. For a service involving financial advice and personal data, establishing trust early and prominently is paramount for encouraging conversion. | Integrate visible trust signals early on the page, ideally within the hero section or immediately below it. This could include logos of reputable financial publications where WiserAdvisor has been featured, concise testimonials from satisfied clients, a brief but clear explanation of the 'vetting process' for advisors, or security badges (e.g., SSL, data privacy certifications). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, NerdWallet, Facet Wealth) typically employ highly focused landing pages. These pages often feature a concise value proposition, a clear and immediate call to action (often a short quiz or form), minimal navigation, and prominent trust signals to guide users directly into the conversion funnel without distractions. | Analyze competitor landing pages for 'fee-only financial advisor' searches to understand current best practices. Adopt principles of lean, conversion-focused design, prioritizing a single, clear conversion path over broad site exploration. The goal should be to rapidly move the user from initial intent (finding an advisor) to action (submitting their information for a match). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Conversion Rate | Zero conversions from 8 clicks indicates a critical failure in the landing page experience, conversion funnel, or ad-to-page relevancy. The current page is not effectively converting visitors into leads. | Prioritize immediate testing of a completely revised landing page focusing on a clear, single conversion goal. Implement user session recordings and heatmaps to identify specific points of friction. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Primary Call to Action (CTA) Clarity and Prominence | The page's primary goal is to 'HELP ME FIND AND COMPARE TOP VETTED FINANCIAL ADVISORS IN MY AREA,' but there is no immediately visible and actionable button or form above the fold to facilitate this. The mention of 'free match service' is buried in a small note below a static list of advisors. | Implement a large, prominent, and highly contrasting CTA button (e.g., 'Get Matched Now,' 'Find Your Advisor') immediately below the main headline, leading directly to the matching service form or quiz. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | User Journey and Expectation Setting | The page displays a static list of specific advisors from varied locations (Mesa, AZ; Cincinnati, OH; Dewitt, NY) before prompting the user for their location. This creates an immediate disconnect for users seeking local advisors and may lead to abandonment if they don't scroll to find the matching service note. | Reverse the information hierarchy. Immediately prompt the user for their location and key needs (e.g., 'Where are you looking for an advisor?') via an interactive form or a clear 'Start Matching' button above the fold, before showing any specific advisor profiles. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Ad-to-Page Relevancy and Fulfilling Intent | While the page content correctly addresses 'fee-only financial advisors,' the user experience doesn't immediately fulfill the implied ad intent of 'finding an advisor near me' through an interactive process. Users are presented with a directory-like display rather than an immediate solution to their specific search. | Ensure the landing page immediately funnels users into the 'free match service' which is the actual mechanism for 'finding and comparing' advisors in their area. The page should be optimized as a lead capture mechanism, not primarily as an informational directory. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Trust Signals and Their Placement | Important trust signals such as 'FINRA/SEC Registered Advisors' and 'Your Information is Safe and Secure' are present but visually detached from the primary value proposition and the actual (missing) CTA. This diminishes their immediate impact on user confidence at the point of conversion. | Strategically place key trust signals directly adjacent to or within the primary lead generation form/CTA area. This reinforces credibility precisely when the user is considering providing their information. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Leading competitor platforms in the financial advisor matching space consistently feature highly prominent, interactive forms or quizzes above the fold as their primary conversion mechanism, directly capturing user location and needs, which is a stark contrast to this page's initial static list presentation. | Redesign the landing page to align with industry best practices for financial advisor matching services. Implement a clear, interactive form or questionnaire as the central, most prominent element above the fold to capture user information and initiate the matching process. |

# Geographical Performance

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| City | Region | Country | Type | Impressions | Clicks | Conversions | Cost ($) | CVR | CPA ($) |
| United States |  |  | Country | 139848 | 3377 | 175.0 | $21600.68 | 0.05182114302635475 | $123.43 |

# Geographical Insights

# Geographical Insights

|  |  |  |
| --- | --- | --- |
| Characteristic/ Location | Insight | Recommendation |
| Country: United States | The United States campaign incurred a significant cost of $21,600.68, resulting in 175 conversions. This translates to a Cost Per Acquisition (CPA) of $123.43 and a Conversion Rate (CVR) of 5.18%. | Given the substantial ad spend of $21,600.68 in the United States, it is critical to obtain and analyze more granular geographic data (e.g., by state, city, or ZIP code). This will allow for the identification of specific sub-regions contributing to the $123.43 CPA, enabling tactical bid adjustments, exclusion of underperforming areas, or increased budget allocation to high-converting localities to further optimize the 5.18% CVR. |

# Hourly Performance Pivot

CVR

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday |  | 0.17 |  | 0.50 |  | 0.67 |  | 0.08 | 0.05 | 0.03 | 0.04 | 0.82 | 0.30 | 0.53 | 0.24 | 0.03 | 0.05 | 0.67 | 0.04 | 0.08 | 0.12 | 0.78 | 1.06 |
| Tuesday | 0.08 |  |  |  |  |  |  |  | 0.50 |  |  | 0.06 | 0.76 | 0.05 | 0.20 | 0.39 | 0.25 |  | 0.23 | 0.12 |  | 0.20 | 0.25 |
| Wednesday |  |  | 2.00 |  |  | 1.25 |  | 0.50 |  | 0.07 | 0.40 | 0.06 |  | 0.11 | 0.15 | 0.04 | 0.06 |  | 0.06 | 0.25 |  | 0.17 |  |
| Thursday |  |  |  |  | 0.50 | 0.22 | 0.07 |  | 0.10 | 0.06 | 0.17 | 0.04 | 0.04 |  | 0.04 | 0.03 | 0.11 | 0.08 | 0.13 |  | 0.04 | 0.32 |  |
| Friday | 0.53 | 1.00 | 2.00 |  |  |  | 0.33 |  |  | 2.30 | 0.22 |  | 0.45 | 0.09 |  |  | 0.06 | 0.06 | 0.22 | 0.20 |  | 0.08 |  |
| Saturday |  |  |  |  |  |  |  | 0.25 |  |  | 0.12 |  |  |  | 0.14 |  |  |  | 0.35 | 0.07 |  |  |  |
| Sunday |  |  | 0.33 | 1.00 |  |  | 0.50 | 0.12 |  |  | 0.08 | 2.07 |  |  |  |  | 0.06 | 0.08 |  |  |  |  | 2.25 |

Clicks

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tuesday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Wednesday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Thursday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Friday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Saturday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sunday |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Conversions

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday |  | 1.00 |  | 1.00 |  | 2.00 |  | 1.00 | 1.00 | 1.00 | 1.00 | 6.00 | 4.00 | 5.00 | 4.00 | 1.00 | 1.00 | 2.00 | 1.00 | 2.00 | 3.00 | 4.00 | 3.00 |
| Tuesday | 1.00 |  |  |  |  |  |  |  | 2.00 |  |  | 1.00 | 3.00 | 1.00 | 2.00 | 5.00 | 1.00 |  | 3.00 | 1.00 |  | 1.00 | 1.00 |
| Wednesday |  |  | 2.00 |  |  | 2.00 |  | 2.00 |  | 1.00 | 3.00 | 1.00 |  | 3.00 | 2.00 | 1.00 | 1.00 |  | 1.00 | 2.00 |  | 1.00 |  |
| Thursday |  |  |  |  | 1.00 | 2.00 | 1.00 |  | 2.00 | 1.00 | 2.00 | 1.00 | 1.00 |  | 1.00 | 1.00 | 2.00 | 1.00 | 2.00 |  | 1.00 | 4.00 |  |
| Friday | 2.00 | 1.00 | 2.00 |  |  |  | 1.00 |  |  | 4.00 | 2.00 |  | 5.00 | 2.00 |  |  | 1.00 | 1.00 | 2.00 | 1.00 |  | 1.00 |  |
| Saturday |  |  |  |  |  |  |  | 1.00 |  |  | 1.00 |  |  |  | 1.00 |  |  |  | 2.00 | 1.00 |  |  |  |
| Sunday |  |  | 1.00 | 1.00 |  |  | 2.00 | 1.00 |  |  | 1.00 | 3.00 |  |  |  |  | 1.00 | 1.00 |  |  |  |  | 3.00 |

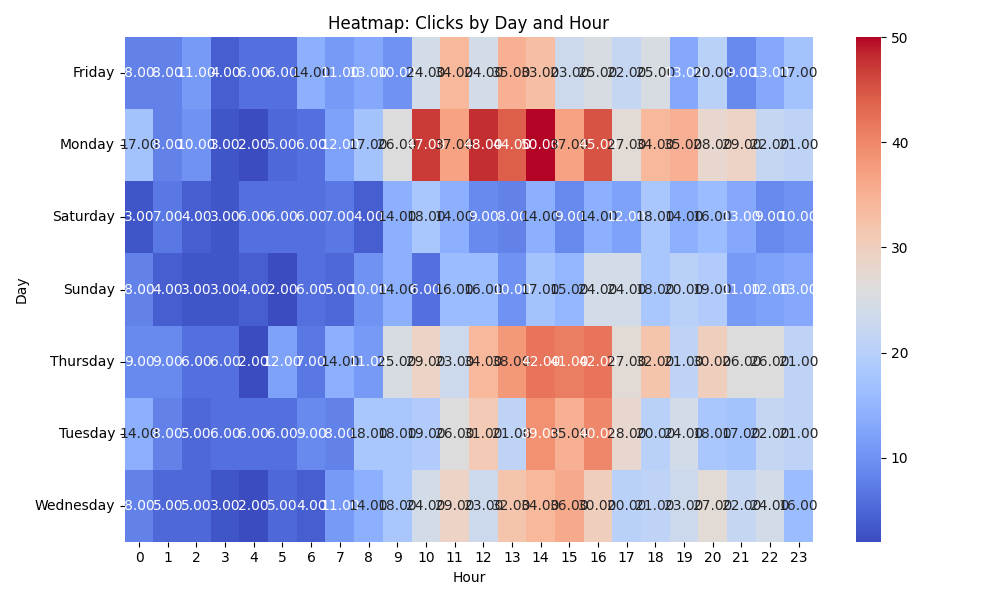
Cost ($)

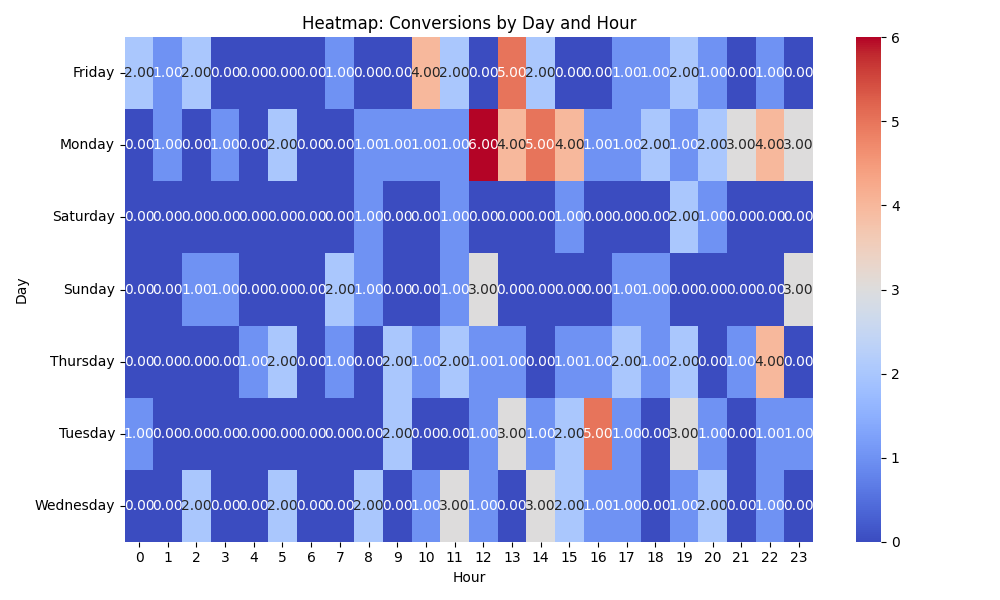
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday | 106.43 | 77.06 | 60.32 | 44.25 | 15.66 | 36.97 | 22.67 | 54.42 | 91.96 | 159.77 | 263.92 | 309.29 | 305.49 | 294.71 | 343.15 | 265.93 | 321.27 | 167.28 | 214.85 | 228.94 | 164.70 | 151.82 | 192.23 | 176.35 |
| Tuesday | 45.46 | 27.16 | 37.50 | 24.78 | 30.96 | 28.06 | 47.16 | 25.24 | 110.58 | 140.22 | 128.46 | 154.13 | 259.13 | 118.99 | 242.72 | 237.09 | 314.77 | 137.14 | 112.62 | 146.84 | 107.57 | 111.43 | 138.72 | 99.97 |
| Wednesday | 37.43 | 25.43 | 37.66 | 12.11 | 16.99 | 32.48 | 23.84 | 113.11 | 85.69 | 101.52 | 131.61 | 186.94 | 134.63 | 178.70 | 183.77 | 180.38 | 182.45 | 67.07 | 110.80 | 133.43 | 165.64 | 104.06 | 133.14 | 93.38 |
| Thursday | 39.15 | 56.25 | 35.14 | 44.08 | 12.03 | 93.44 | 53.82 | 72.75 | 59.50 | 153.56 | 216.46 | 190.78 | 186.01 | 266.80 | 301.83 | 260.27 | 266.85 | 186.60 | 200.89 | 127.39 | 255.68 | 162.59 | 157.79 | 137.84 |
| Friday | 55.69 | 85.35 | 90.71 | 60.09 | 58.47 | 41.99 | 100.74 | 86.22 | 98.07 | 59.13 | 142.87 | 223.22 | 134.37 | 265.24 | 197.43 | 152.65 | 179.19 | 127.27 | 132.30 | 70.08 | 101.38 | 39.68 | 71.50 | 103.82 |
| Saturday | 24.81 | 80.84 | 11.90 | 20.10 | 41.34 | 63.30 | 27.88 | 45.61 | 15.61 | 71.02 | 89.69 | 92.65 | 59.58 | 46.18 | 60.49 | 61.13 | 86.33 | 72.22 | 122.11 | 66.61 | 77.47 | 102.26 | 47.85 | 57.91 |
| Sunday | 41.91 | 21.43 | 25.04 | 21.90 | 40.97 | 20.98 | 60.52 | 16.60 | 59.24 | 83.13 | 39.50 | 95.94 | 89.48 | 75.66 | 98.93 | 93.51 | 129.96 | 202.43 | 106.89 | 92.49 | 133.32 | 89.73 | 76.17 | 97.73 |

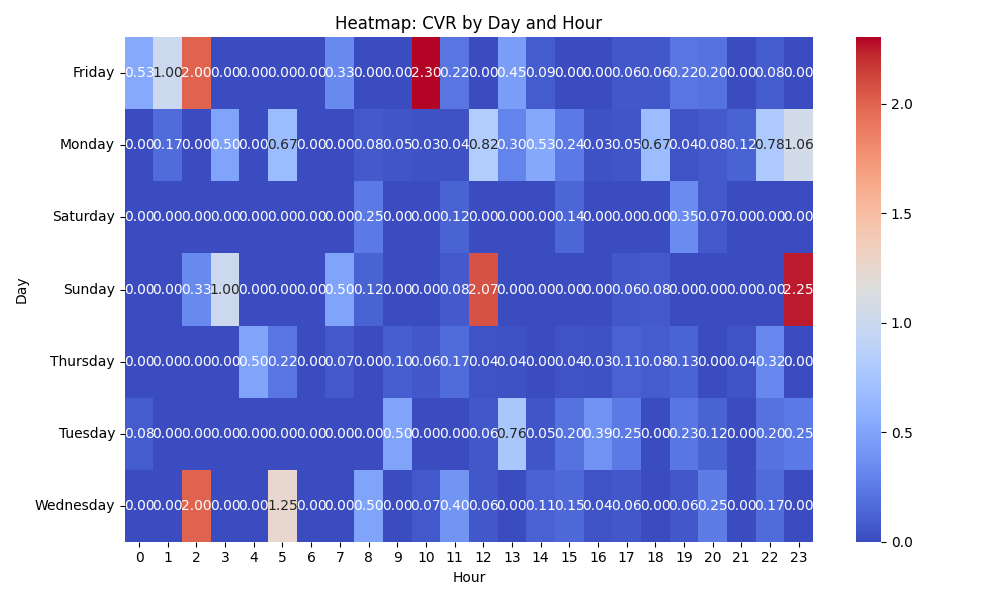
# Hourly Patterns Insights

# Hourly Patterns Insights

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| Characteristic | Insight | Recommendation |
| Early Morning Inefficiency (00:00 - 04:59 and 06:00) | The aggregated performance for hours 00:00-04:59 generally shows very low or zero conversion rates across most days, incurring significant cost with minimal return. Hour 06:00 is a standout underperformer with zero conversions across all days despite substantial clicks and cost. | Implement aggressive bid reductions of 75-100% for the 00:00-04:59 and 06:00 time blocks. Consider pausing campaigns entirely for Hour 06:00 and for specific days/hours within 00:00-04:59 that show no conversions. |
| Midday Peak Conversion Window (13:00 - 15:59) | The time block from 13:00 to 15:59 demonstrates the highest overall conversion rates (Hour 13 at 11.88%, Hour 14 at 10.09%, Hour 15 at 9.00%) and significant conversion volume, indicating a period of highly engaged and converting users. | Apply bid increases of 15-25% for the 13:00-15:59 time slot across all days to maximize impression share and capture more high-value converting traffic. |
| Thursday Overall Underperformance | Thursday has the highest daily spend and clicks but yields the lowest overall conversion rate (3.28%) among weekdays, suggesting a significant portion of ad spend is inefficient on this day. | Implement a general bid reduction of 15-25% for all hours on Thursday to improve cost efficiency. Further granular analysis on specific non-converting hours on Thursday is recommended for more targeted adjustments. |
| Saturday Overall Underperformance | Saturday exhibits the lowest overall conversion rate (2.86%) and conversions (2) across all days, highlighting extreme inefficiency and wasted ad spend throughout the day. | Apply substantial bid reductions (50-75%) for all hours on Saturday. Evaluate the possibility of pausing campaigns entirely on Saturday if this low performance trend continues. |
| Friday Overall Strong Performance | Friday demonstrates the highest overall conversion rate (8.92%) and a strong number of conversions relative to its spend, indicating a highly receptive and valuable audience. | Consider a bid increase of 10-20% for all hours on Friday to capitalize on this day's superior efficiency and acquire more high-converting traffic. |
| Evening Conversion Potential (19:00 - 23:59) | The evening hours, particularly 19:00, 22:00, and 23:00, consistently show good conversion rates (8.70%, 8.43%, 8.45%), suggesting a valuable audience segment that converts well later in the day. | Apply moderate bid increases (10-15%) for the 19:00-23:59 time block to enhance visibility and capture more conversions during these profitable hours. |







# Competitor Intelligence

# Top Competitor Insights

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| --- | --- | --- |
| Competitor | Strengths | Recommendations |
| sebi.gov.in › sebiweb › other › OtherAction | Leverages the strong, authoritative, and trustworthy brand of SEBI (Securities and Exchange Board of India). Users searching for 'Investment Adviser' are highly likely seeking official, regulated, and verified sources, which SEBI directly provides. The '.gov.in' domain reinforces its governmental and regulatory legitimacy, building immediate trust and credibility that is challenging for commercial entities to replicate. It directly addresses the core need for official verification and compliance, acting as the ultimate authority. | Our landing page must clearly articulate a distinct value proposition that goes beyond merely finding a registered investment adviser. While SEBI offers undeniable official legitimacy and is the primary source for regulatory verification, our strategy should focus on what specific benefits or enhanced experiences a user gains by choosing us. This could involve: 1. Providing a more curated, personalized, or intelligent matching service for advisors based on user-specific needs (e.g., financial goals, risk tolerance, investment size). 2. Showcasing specialized advisory services or unique methodologies (e.g., niche expertise like retirement planning, holistic financial planning, sustainable investing). 3. Offering a superior user experience through advanced search filters, comparative tools, in-depth advisor profiles, or comprehensive educational resources. 4. Building our own layer of trust and credibility through client testimonials, industry awards, transparent fee structures, or clearly explaining our rigorous vetting process for advisors on our platform. Our call to action should be benefit-driven and actionable, such as 'Find Your Ideal Advisor Today', 'Get a Personalized Financial Plan', or 'Start Your Wealth Journey', positioning ourselves as the next logical and valuable step for a user after confirming regulatory compliance. |
|  | Unable to assess. The provided competitor Google ad creatives are empty, preventing any analysis of their messaging, value propositions, or calls to action. This implies either a lack of active advertising by the competitor or that the creative content was not provided for analysis. | To deliver actionable insights on competitor positioning and messaging, please provide the actual content of the competitor's Google ad creatives (headlines, descriptions, extensions, etc.) and the full content of our landing page. Without this critical information, a comparative strategic analysis of messaging, positioning, and potential competitive advantages is not possible. |
| edwardjones.com › us-en › how-choose-fina... | Their ad creative 'How To Choose A Financial Advisor | Edward Jones | People also ask' excels at capturing users in the active research and consideration phase. By directly addressing a 'how-to' query, they position themselves as an authoritative educational resource. The 'People also ask' inclusion suggests optimization for comprehensive, objective answers, building trust and early brand affinity before a user is ready to select a specific advisor. Their ad creative leverages the search intent of a user seeking general guidance on selecting an advisor, rather than immediately pushing a sales message. This builds credibility and is less intrusive, making the user more receptive to their brand as a solution once they've been educated. Their ad focuses on the educational aspect, which can be a strength for brand building and capturing early-stage leads. However, the ad creative itself doesn't immediately differentiate their specific service offerings or unique value proposition in the same way a direct offer might. | Develop dedicated ad creatives that mirror this top-of-funnel, educational approach for similar informational search queries (e.g., 'what to look for in a financial advisor,' 'questions to ask a financial planner'). While our landing page already provides excellent content for this, the ad copy should explicitly highlight the educational value (e.g., 'Your Guide to Choosing an Advisor,' 'Expert Tips & Checklist'). Use sitelink extensions to point directly to sections like 'What to look for' or 'Questions to ask' on our landing page, demonstrating immediate utility. Our landing page is exceptionally well-aligned to fulfill the intent of a user searching for 'How To Choose A Financial Advisor,' moving from education ('What to look for') to our unique value proposition ('Our Approach') and clear calls to action ('Schedule a free consultation'). We should explicitly promote this comprehensive guide in our ad copy for educational queries. Emphasize that we not only provide criteria for choosing an advisor but also demonstrate how our services meet those very criteria, seamlessly transitioning from objective guidance to a relevant solution. Leverage our landing page's strength in transitioning from general advice to specific differentiators ('Personalized Planning,' 'Transparent Fees,' 'Ongoing Support,' 'Holistic View'). For educational ad campaigns, once a user lands on our page, ensure prominent calls to action (e.g., 'Schedule a free consultation') are clearly visible. Additionally, consider using ad extensions (callouts, structured snippets) across all ad campaigns to quickly highlight our key differentiators and benefits, even when the primary ad copy is educational, to ensure we stand out against competitors who may focus solely on the 'how-to' without immediately offering a next step. |

# Top 3 Risks & Opportunities

## ⚠️ Risks

# Risks

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| Characteristic | Insight | Recommendation |
| Campaign ID 22895148214 ('Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) MayankNewForm02') has zero conversions and extremely low traffic (93 impressions, 4 clicks) despite a high daily budget of $1500. | This campaign is consuming significant budget allocation without generating any meaningful activity or results, indicating severe setup issues, highly restrictive targeting, bid strategy problems (e.g., tCPA target too low or too high for initial learning), or technical issues with ad eligibility or the landing page. This represents a substantial inefficiency. | Immediately investigate the root cause of the lack of activity. Check keyword targeting, negative keywords, bid strategy settings, ad eligibility, and landing page functionality. If issues cannot be resolved quickly, pause the campaign or significantly reduce its budget to prevent wasted spend until it can scale effectively. |
| Campaign ID 77950089 ('Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA)') has the highest CPA ($169.75) and lowest CTR (2.10%) among active converting campaigns, despite a high daily budget of $1500. | This mature campaign is the least efficient in terms of conversion cost and user engagement among the core search campaigns. Its performance suggests potential issues with ad relevance, keyword targeting (e.g., broad match terms driving irrelevant clicks), or landing page experience, leading to wasted spend on less qualified clicks. | Prioritize optimization efforts for this campaign. Conduct a comprehensive keyword analysis to add more negative keywords and refine match types. A/B test ad copy to improve CTR and ad relevance. Evaluate the landing page experience for conversion rate optimization. Consider adjusting the Target CPA bid if optimization efforts don't yield improvements. |
| Campaign ID 22890991583 ('Search - Financial Advisor - (USA) - 250K+ 2024 MayankNewForm') has very low conversion volume (2 conversions) and low traffic (1638 impressions, 47 clicks) despite an $800 daily budget. | Similar to the other 'MayankNewForm' campaign, this test is struggling to scale and generate meaningful results. While it has some conversions, the volume is too low to reliably assess its true effectiveness or the performance of the new form. The allocated budget is significantly underutilized, indicating a bottleneck in the conversion funnel or campaign setup. | Thoroughly audit campaign settings, keyword targeting, ad copy, and especially the 'MayankNewForm' landing page/conversion funnel for technical issues or user experience friction. Compare its setup to the main 'Financial Advisor' campaign (ID 768543760). If it continues to underperform or scale slowly, reduce its budget or reallocate to proven campaigns until issues are resolved. |

## ✅ Opportunities

# Opportunities

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| --- | --- | --- |
| Characteristic | Insight | Recommendation |
| Campaign ID 22262639231 ('Search - Brand - (USA) - 2025') exhibits an exceptionally high CTR (24.32%) and the lowest CPA ($76.99) with 40 conversions, yet operates on a very limited daily budget of $100. | This brand campaign is a clear top performer, efficiently capturing high-intent users at an excellent cost per conversion. Its strong engagement and profitability demonstrate significant untapped potential due to its restricted budget. | Immediately and significantly increase the daily budget for this campaign. Monitor performance closely to ensure the excellent CPA is maintained as volume increases. Explore expanding brand protection to include common misspellings or closely related branded queries to capture more high-value traffic. |
| Campaign ID 768543760 ('Search - Financial Advisor - (USA) - 250K+ 2024') is the primary driver of conversions with 94 conversions, significant impressions and clicks, and a solid CPA ($128.53) for a non-brand campaign. | This campaign forms the backbone of the account's lead generation, consistently delivering the highest number of conversions. It's a mature and stable performer with reasonable efficiency for non-brand terms, indicating a healthy foundation for growth. | Continue to optimize this campaign for incremental gains. Focus on refining keyword match types, expanding negative keyword lists, A/B testing ad copy and extensions, and ensuring the landing page is highly optimized for conversion. Consider a moderate budget increase if performance remains stable or improves after optimizations, or explore Value-Based Bidding if conversion values are tracked. |
| The presence of two campaigns (IDs 22890991583 and 22895148214) explicitly testing 'MayankNewForm' variations, indicating a strategic effort to improve conversion rates or user experience. | Despite their current low volume, the active A/B testing of new conversion funnels (forms/landing pages) represents a critical opportunity for long-term account improvement and scalability. Identifying and resolving the issues hindering these tests could unlock significant efficiency gains across the entire account. | Prioritize debugging and optimizing the 'MayankNewForm' experience. This should involve detailed technical audits of the form, user experience testing, and A/B testing different elements on the form/page. Document learnings thoroughly. If successful, the improved form can be rolled out to other relevant campaigns, potentially reducing overall CPA; if not, revert to the previous conversion flow. |