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" | "The 'Search | Retirement Advisor |
| "Recommendation" | "Immediately pause 'Search | Retirement Advisor |
| "Insight" | "The 'Search | Financial Advisor |
| "Recommendation" | "Increase budget utilization and monitor volume for 'Search | Financial Advisor |
| "Characteristic" | "High | Performing Brand Campaign Efficiency", |
| "Insight" | "The 'Search | Brand |
| "Recommendation" | "Increase the daily budget for 'Search | Brand' (ID 22262639231) from $100 to ensure maximum impression share and capture all available branded search demand, given its highly efficient CPA. Explore expanding exact match brand keywords if not already exhaustive, and consider using custom segments of brand searchers for remarketing." |
| "Insight" | "The 'Search | Retirement Advisor |
| "Recommendation" | "Conduct a detailed audit of the 'Search | Retirement Advisor' campaign (ID 77950089) focusing on keyword intent, ad copy relevance, and landing page conversion rate. Benchmark its funnel performance against the more efficient 'Financial Advisor' campaign (ID 768543760) to identify specific areas for optimization to drive down its CPA, potentially through A/B testing ad variations or landing page experiences." |
| "Insight" | "The two recently launched 'MayankNewForm' campaigns (ID 22890991583 and ID 22895148214) are significantly under | spending their allocated budgets. ID 22890991583, with an $800/day budget, only spent $270.16, and ID 22895148214, with a $1500/day budget, only spent $15.09.", |
| "Recommendation" | "Investigate the root cause of budget under | delivery for campaigns ID 22890991583 and ID 22895148214. Check bid strategy settings (e.g., overly restrictive tCPA targets), ad group structure, keyword coverage, ad strength, and targeting settings (e.g., restrictive audiences or locations) that might be limiting impression volume and spend. Adjust settings to ensure full budget utilization, or reallocate budget to performing campaigns." |

# 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 |
| Brand Keyword Efficiency | The brand exact match keywords "wiseradvisor" and "wiser advisor" are top performers, with "wiseradvisor" achieving a CPA of $58.05 and CVR of 15.53% from 32 conversions, and "wiser advisor" achieving a CPA of $100.34 and CVR of 9.88% from 8 conversions. Both have a high Quality Score of 8. | Increase budget allocation and review impression share for these keywords to maximize conversions from highly efficient brand searches. Consider A/B testing ad copy to further improve CTR and CVR, and ensure landing pages are fully optimized for conversion. |
| Inefficient Brand-Related Keyword | The exact match keyword "wiseradvisor reviews" incurred a cost of $382.95 with 0 conversions, an Avg CPC of $15.96, and a Quality Score of 5. This indicates a high cost without any return. | Pause the "wiseradvisor reviews" keyword immediately to stop wasted spend. Evaluate if "reviews" intent is a valid conversion path; if so, create a specific ad copy and landing page for review-related queries. Otherwise, add "reviews" as a negative keyword across other brand terms to prevent similar irrelevant traffic. |
| Significant Wasted Spend on Non-Converting Broad Match Keywords | Several broad match keywords, primarily in the "Retirement Advisor Phrase" ad group (e.g., "retirement advisory" costing $222.71, "retirement financial advisor near me" costing $161.73, "retirement planning advisor" costing $158.09, "retirement investment advisors" costing $108.75), have accumulated significant costs without a single conversion. Most have low Quality Scores (0-3). | Implement a comprehensive negative keyword strategy by analyzing the Search Term Report for these terms to filter out irrelevant queries. For high-cost, zero-conversion keywords, consider pausing them or switching to more restrictive match types (e.g., phrase or exact) to improve targeting and reduce wasted ad spend. |
| Potential in Under-Optimized Keywords | Certain broad match keywords, such as "financial advisor local" (CPA $43.65, CVR 13.33%) and "wealth advisor services" (CPA $46.26, CVR 14.81%), show excellent conversion performance despite having a Quality Score of 0. "wealth advice" (CPA $77.64, CVR 10.00%) also performs well with a QS of 0. | These keywords indicate strong user intent. Focus on improving their Quality Score by creating highly relevant ad copy that closely matches the search query and optimizing the landing page experience. Better Quality Scores could lead to lower Avg CPC and further improve campaign efficiency. |
| Mainstream Broad Match Performance | The broad match keyword "financial advisor" is the highest spending term at $4,953.42, generating 33 conversions with a CPA of $150.10 and a CVR of 4.14%. While driving significant volume, its CPA is moderate. | Dive deep into the Search Terms Report for "financial advisor" to identify high-performing exact match queries that can be broken out into new, more specific ad groups with tailored ads and landing pages. Continuously add negative keywords to refine traffic. Explore dynamic keyword insertion in ads for better relevance, and optimize landing pages to improve conversion rates for this high-volume term. |
| Inefficient Broad Match Keywords | Keywords like "financial management advisory" (CPA $248.02, CVR 2.11%, QS 0), "financial advisor ratings" (CPA $419.86, CVR 1.04%, QS 5), and "retirement financial advisors" (CPA $208.91, CVR 3.57%, QS 0) are converting at unacceptably high costs with low conversion rates. | For these keywords, either adjust bids downwards significantly, pause them entirely if they continue to underperform, or switch them to phrase or exact match. If kept, conduct A/B tests on ad copy to improve CTR and CVR, and ensure their landing pages are highly specific to the search intent to reduce bounce rates and improve conversion likelihood. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| High Cost & High CTR with Zero Conversions (Intent Mismatch) | The keyword 'wiseradvisor reviews' spent a significant $382.95 with an exceptionally high CTR of 16.78% and a high Avg CPC of $15.96, yet yielded 0 conversions. This indicates that while the ads are highly engaging, the search intent is likely for research or information gathering about reviews, not for directly seeking a financial advisor service. | Create a separate ad group for 'wiseradvisor reviews' with ads that address the 'review' intent. Direct traffic to a landing page featuring testimonials, case studies, or a detailed 'About Us' section rather than a direct lead form. Consider adding 'reviews' as a negative keyword in campaigns targeting direct conversions, or switch this keyword to a 'Brand Safety' or 'Awareness' campaign with different conversion goals or bidding strategies. |
| Extremely Low Quality Score (0) and High Spend | The keywords 'retirement planning advisor' (Cost: $158.09, Quality Score: 0, CTR: 2.28%), 'retirement advisor' (Cost: $108.04, Quality Score: 0, CTR: 1.34%), 'best retirement financial advisors near me' (Cost: $84.70, Quality Score: 0, CTR: 1.58%), 'good financial advisor near me' (Cost: $78.78, Quality Score: 0, CTR: 1.12%), 'wealth management consulting firms' (Cost: $70.11, Quality Score: 0, CTR: 2.14%), 'retirement financial planning advisor' (Cost: $63.85, Quality Score: 0, CTR: 2.03%), 'best retirement financial advisors' (Cost: $58.25, Quality Score: 0, CTR: 1.12%), and 'retirement planning advisors' (Cost: $55.90, Quality Score: 0, CTR: 1.62%) all have an abysmal Quality Score of 0. This is a critical indicator of poor ad relevance, expected CTR, and/or landing page experience, leading to wasted spend and no conversions. | Immediately pause these keywords. For each, conduct a thorough audit: (1) Ad Copy: Rewrite ad copy to precisely match the keyword intent and include the exact keyword phrase. (2) Landing Page: Ensure the landing page directly addresses the keyword, has relevant content, clear calls-to-action, and loads quickly. (3) Keyword Match Type: Re-evaluate match types to prevent irrelevant searches. (4) Ad Group Structure: Place these keywords in very tightly themed single keyword ad groups (SKAGs) or highly specific ad groups to maximize relevance. Only re-enable after significant improvements to ad relevance and landing page experience, starting with a lower bid. |
| Very Low Quality Score (3) and Significant Spend | Keywords like 'retirement advisory' (Cost: $222.71, Quality Score: 3, CTR: 2.42%), 'retirement financial advisor near me' (Cost: $161.73, Quality Score: 3, CTR: 1.92%), 'retirement investment advisors' (Cost: $108.75, Quality Score: 3, CTR: 1.41%), 'global financial advisor' (Cost: $56.89, Quality Score: 3, CTR: 2.75%), and 'retirement advisors in my area' (Cost: $43.84, Quality Score: 3, CTR: 2.67%) have a critically low Quality Score of 3. This indicates significant issues with ad relevance, expected CTR, or landing page experience, directly contributing to high costs and zero conversions. | For each of these keywords, pause them temporarily. Implement dedicated ad groups with hyper-relevant ad copy that directly incorporates the keyword. Ensure the landing pages are highly specific to the service offered for that keyword and provide immediate value. For 'global financial advisor', if the business is not global, add 'global' as a negative keyword across all relevant campaigns. For 'near me' or 'in my area' keywords, verify geotargeting and local business information (Google My Business) are optimized. Test new ad variations and landing pages, then re-enable with careful monitoring and A/B testing. |
| High CPC & Lower Intent with Zero Conversions | The keyword 'how do i get a financial advisor' spent $36.54 with a high Avg CPC of $9.14 and decent CTR of 3.08%, but zero conversions. This phrase suggests an early-stage research query rather than an immediate need to hire, indicating a potential intent mismatch for a conversion-focused campaign. | Move 'how do i get a financial advisor' to an awareness-focused or informational content campaign. Instead of directing to a lead form, send traffic to a blog post, FAQ section, or a 'How to Choose an Advisor' guide. Implement micro-conversions (e.g., guide downloads, video views) to track engagement. Alternatively, use this keyword in a remarketing segment to nurture these users towards conversion later. |
| Moderate Quality Score (5) but High CPC and Low CTR for Conversions | The keyword 'retirement advisors' spent $44.50 with a high Avg CPC of $8.90 and a low CTR of 1.39%, resulting in 0 conversions despite a moderate Quality Score of 5. While the QS isn't terrible, the high cost per click combined with minimal engagement (CTR) and no conversions points to a significant missed opportunity or poor targeting. | Investigate the competitive landscape for 'retirement advisors' to understand the high CPC. Implement more aggressive ad copy testing focusing on unique selling propositions (USPs) and stronger calls to action. Consider adding more negative keywords to refine traffic, ensuring only highly qualified searches are triggering the ad. Evaluate the landing page experience and A/B test different page layouts or value propositions to improve conversion rate. If performance doesn't improve, consider pausing or lowering bids significantly. |

# Landing Page Audit Insights

## 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 complete absence of conversions despite clicks indicates a severe disconnect between the ad intent, page content, and user experience. Users arriving on this page are not finding what they expected or are not compelled to complete the desired action, leading to a 0% conversion rate. | Immediately halt ad spend to this specific URL until major overhauls are implemented. This page is currently bleeding potential conversions without delivering any return on ad spend. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Page Clarity & Focus | The landing page is overloaded with extensive navigation links and content irrelevant to an 'advisor signup' objective (e.g., 'Find a Financial Advisor', 'Retirement Guide', 'Investing 101'). This creates significant cognitive load and distracts potential sign-ups, making it extremely difficult to identify the primary conversion path. | Strip down the page to only essential elements for advisor signup. Remove all consumer-facing navigation, sidebars, footer links, and content that is not directly related to convincing an advisor to sign up. Focus on a single, clear value proposition for advisors and a prominent signup form. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Value Proposition for Advisors | The immediate headline 'Become a Member of WiserAdvisor.com' is generic and uninspiring. There is no clear, compelling statement addressing \*why\* a financial advisor should sign up (e.g., qualified leads, increased visibility, specific tools, community benefits). The provided content snippet does not elaborate on any concrete benefits for advisors. | Clearly articulate the unique benefits and value proposition for financial advisors who join WiserAdvisor. This should be prominently displayed above the fold. Quantify benefits if possible (e.g., 'Gain access to pre-qualified leads,' 'Expand your client base by X%,' 'Streamline your practice with our tools'). |
| https://www.wiseradvisor.com/advisor\_signup.asp | Call to Action (CTA) & Form Visibility | The primary CTA 'Sign Up' is small, embedded within heavy navigation, and lacks visual prominence. It's easily overlooked among the multitude of links. Crucially, the actual signup form is not immediately visible in the provided content snippet, forcing users to search or click to begin the conversion process. | Redesign the CTA to be visually dominant (e.g., a large, contrasting button) and strategically place it above the fold. The signup form (or at least the first few fields) should be immediately visible upon page load, minimizing friction and making the next step clear. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Ad-Page Relevance (Mismatch) | Given the URL (`advisor\_signup.asp`) and the 'Are you a financial advisor? Sign Up' prompt, it's highly probable that ads targeting 'financial advisor sign up' are directing traffic here. However, the overwhelming majority of the page content is for consumers looking for advisors or financial advice, creating a severe mismatch and confusing users. | Create distinct, highly focused landing pages for different audience segments. This page \*must\* be solely dedicated to advisor acquisition, with all consumer-facing content removed or relocated. Ensure ad creative and targeting directly align with the specific content and purpose of each landing page. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Trust Signals & Credibility | The provided HTML chunk lacks explicit trust signals relevant to an advisor signing up (e.g., testimonials from other advisors, industry association logos, security badges, clear privacy policy links, or statistics on existing advisors). Without these, potential advisors may hesitate to share their information or commit to the platform. | Incorporate trust elements that resonate with financial advisors. This could include testimonials from successful advisors using the platform, 'As Seen On' media mentions, logos of industry partners, or a clear 'Why Trust Us' section addressing data security and privacy. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Competitor Benchmark | Leading advisor lead generation or directory platforms (e.g., Paladin Research, SmartAsset for Advisors, AdvisorMatch by Investopedia) provide highly focused landing pages for advisor recruitment. These pages typically feature very clear value propositions, case studies, prominent signup forms (often multi-step to capture interest gradually), and dedicated content detailing \*how\* their service directly benefits an advisor's practice, presenting a streamlined path to a demo or direct signup. | Review top competitor landing pages specifically designed for advisor acquisition. Adopt best practices for clarity, specific value propositioning, prominent and intuitive signup processes, and a complete absence of distracting consumer-facing content. Focus on a simple, high-converting flow that minimizes friction for the target audience. |

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

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## 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 Friction & Data Sensitivity | The page explicitly requires consent to receive 'emails, phone calls, and/or text messages from WiserAdvisor and up to 3 financial advisors.' While legally necessary, this explicit consent, combined with detailed financial questions, creates significant friction for users concerned about privacy or being overwhelmed by communication, potentially contributing to the high CPA. | Re-evaluate the phrasing and timing of the consent for calls/texts. Consider a softer approach or offering it as an optional checkbox later in the funnel. Explore progressive profiling, asking for less sensitive information initially (e.g., just name and email for a basic match), then requesting more detailed financial data in a subsequent step once trust is established. |
| https://www.wiseradvisor.com/match\_advisors.asp | Value Proposition Clarity & Front-Loading | Key benefits such as 'No Cost,' 'No Obligation,' 'Confidential,' and 'Saves You Time' are well-articulated but appear later in the provided content, likely after the user has begun engaging with the form. Users need these reassurances and benefits highlighted prominently and immediately upon landing to motivate form completion. | Elevate the 'Why Use Us' section (No Cost, No Obligation, Confidential, Saves You Time) to a more prominent position, ideally above or immediately adjacent to the primary conversion mechanism (the form's initial questions). Use clear, concise bullet points, possibly with reinforcing icons, to make them instantly scannable. |
| https://www.wiseradvisor.com/match\_advisors.asp | Trust Signals & Authority Placement | The page includes strong trust signals such as '100,000+ individuals' served since '1998,' a 'three-step qualification process' for advisors (SEC/FINRA, fee only/based), and detailed explanations for why specific information is needed. However, the impact of these strong signals may be diluted if they are not strategically placed to alleviate concerns at critical decision points, especially near the form fields or the final submit button. The 'As featured on:' implies visual logos are intended, which are crucial but missing from the text. | Ensure the 'As featured on:' section prominently displays recognizable media logos above the fold or very high on the page. Integrate concise trust badges (e.g., '100,000+ Users Helped') and key advisor vetting points (e.g., 'Only Vetted, Fee-Only Advisors') immediately surrounding the form to build confidence right as the user considers providing information. |
| https://www.wiseradvisor.com/match\_advisors.asp | Call to Action (CTA) Effectiveness | The provided text mentions 'SELECT ALL,' which pertains to a form field, not the primary conversion CTA. The absence of a strong, explicit, and benefit-oriented final submission button within the content snippet indicates a potential area where users might lack clear direction or motivation to complete the final step. | Critically audit the primary conversion CTA button (the submit button for the form). It should be visually prominent (contrasting color), use action-oriented language (e.g., 'Find My Advisor Now,' 'Get Matched Today'), and ideally reiterate a key benefit (e.g., 'Get Your Free Matches'). Test different CTA texts to identify the most compelling option. |
| https://www.wiseradvisor.com/match\_advisors.asp | Ad-Page Message Match & Performance Context | The excellent CTR (14.14%) strongly indicates that the Google Ads are highly relevant and compelling, effectively attracting users with a strong intent to find a financial advisor. However, the high CPA ($66.42) for what appears to be a lead generation form suggests significant friction or conversion blockers \*on the landing page itself\* after users click the ad, rather than a mismatch in initial intent. | Given the strong ad performance, prioritize on-page Conversion Rate Optimization (CRO). Conduct A/B tests focused on reducing form friction (e.g., fewer initial fields, multi-step vs. single page, clearer progress indicator), enhancing the immediate value proposition, and optimizing the placement and clarity of trust signals to align with user decision-making points. |
| https://www.wiseradvisor.com/match\_advisors.asp | Competitor Benchmark | A CPA of $66.42 for an initial lead (a 'match' request) in the financial advisor space is relatively high, especially if this lead still requires further qualification by WiserAdvisor or the matched advisors. Many competitors strive for lower initial lead costs by simplifying the barrier to entry for the first conversion step. | Benchmark the conversion flow and CPA against direct competitors (e.g., SmartAsset, Facet Wealth, other financial advisor matching services). Analyze their initial lead capture forms: the amount of information requested upfront, their privacy/consent language, and how they present their immediate value. Identify opportunities to simplify the conversion path to potentially lower the CPA and increase lead volume, even if it means a slightly less qualified initial lead. |

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

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/investing | Ad Relevance & User Intent Mismatch | The extremely low CTR (0.22%) strongly suggests a severe disconnect between the user's search intent/ad messaging and the landing page content. This page, titled 'Investing Guide and Free Investment Calculators,' is predominantly informational, which likely doesn't align with a user clicking an ad for 'find an advisor' or 'get matched' services. If the user's intent was education, the ad itself was poorly received. | Conduct an immediate and thorough audit of the Google Ads campaign: review targeted keywords, ad copy, and landing page assignments. If the campaign aims to generate leads for advisor matching, traffic MUST be directed to a dedicated lead generation page (e.g., a form-based page) with a clear value proposition, not an informational guide. |
| https://www.wiseradvisor.com/investing | Primary Call to Action (CTA) Prominence | Despite the site offering advisor matching services ('Free Match to Vetted Advisors' is present in navigation), the provided content chunk shows no prominent, conversion-focused CTA on the main body of the 'Investing Guide' page. Relevant links are buried within an extensive global navigation, making them difficult to identify as the primary action. | For a conversion-oriented landing page, implement a clear, benefit-driven, and visually distinct primary CTA above the fold. This CTA should directly guide users towards the desired conversion action (e.g., 'Get Your Personalized Advisor Match') and be the undisputed focal point of the page. |
| https://www.wiseradvisor.com/investing | Information Overload & Navigation Clutter | The page exhibits extensive global navigation and numerous internal links to various articles, guides, and calculators. While offering depth, this high density of links and informational content can overwhelm a new visitor from an ad, distracting them from any core conversion objective and increasing cognitive load. | For a dedicated landing page, simplify the navigation to minimize distractions. Keep only essential links relevant to the conversion path and remove secondary informational links that pull users away from the primary conversion funnel. Focus on a clear, streamlined path. |
| https://www.wiseradvisor.com/investing | Trust Signals & Value Proposition Clarity | The initial content does not immediately present strong trust signals (e.g., explicit details on the advisor vetting process, security badges, user testimonials) or a compelling, concise unique value proposition for using Wiseradvisor's service. Users seeking financial advice need immediate reassurance and clear benefits. | Integrate prominent trust signals (e.g., 'Vetted Advisors,' 'Secure Matching,' X advisors in our network) and a concise, benefit-oriented value proposition above the fold, ideally near the primary CTA, to build immediate credibility and encourage conversion. |
| https://www.wiseradvisor.com/investing | User Journey & Conversion Friction | The current page serves as an educational hub, requiring users to navigate multiple clicks and decipher the site's structure to potentially find a way to connect with an advisor. This multi-step, exploratory journey introduces significant friction for a user with an immediate 'find an advisor' intent. | Streamline the user journey for lead generation. If the goal is advisor matching, present a clear, guided path, potentially with a prominent 'Get Started' button or a concise, multi-step form that leads directly to the matching process, reducing cognitive load and clicks. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth) typically utilize concise, conversion-focused landing pages. These pages prioritize a clear call to action, a short lead form (often multi-step), and strong trust signals (e.g., 'X advisors vetted', 'personalized matches') directly on the initial view, minimizing external navigation and extensive informational content. | Analyze successful competitors' landing page strategies for 'find an advisor' services. Adopt best practices for dedicated conversion pages, focusing on clarity of purpose, minimal distractions, and a direct path from page load to lead submission. |

## 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 Rate (CR) | The conversion rate is 0.0% despite 9 clicks, indicating a complete failure to convert traffic. This is the most critical issue, suggesting a severe disconnect between user intent, the landing page experience, and the desired action. | Prioritize immediate fixes to the conversion funnel. Focus on simplifying the user journey, making the primary call to action unmissable, and strengthening the value proposition directly above the fold. Implement robust conversion tracking to accurately measure future performance. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Distraction / Navigation | The extensive header navigation (including 'Individual Sign In', 'Advisor Sign In', and numerous dropdowns for Financial Advisors, Retirement, Investing, Blog, etc.) provides too many exit points and distracts users from the primary conversion goal. Landing pages should typically limit navigation to keep users focused on a single conversion path. | For paid traffic, minimize header and footer navigation to only essential links (e.g., privacy policy, terms of service). Design a streamlined landing page experience that guides users directly towards the desired action of finding an advisor, removing all non-essential distractions. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Prominence & Clarity | Based on the provided content, there is no single, prominent, and benefit-driven Call to Action (CTA) button or lead form immediately visible above the fold. The 'Get Matched to a Vetted Advisor' link is buried within the general navigation, significantly reducing its visibility and impact as a primary conversion driver. | Design a clear, prominent, and compelling primary CTA (e.g., a large button or a short form) positioned above the fold. Use action-oriented and benefit-driven language like 'Get Your Free Advisor Match' or 'Connect with a Vetted Fee-Based Advisor Now' to incentivize action. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Value Proposition Clarity | While the headline 'Find the Best Fee-Based Financial Advisors Near You' is good for message match, the immediate value proposition beyond just 'finding advisors' is not clearly articulated in the provided chunk. Users need to quickly understand \*why\* WiserAdvisor is the best solution and \*how\* their process benefits them specifically (e.g., pre-vetted, free service, saves time, unbiased matching). | Clearly articulate WiserAdvisor's unique value proposition and key benefits early on the page, preferably immediately below the headline and primary CTA. Use concise, benefit-oriented language that addresses common user pain points and differentiates WiserAdvisor from alternatives. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust Signals | No explicit trust signals (e.g., testimonials, client logos, press mentions, security badges, awards, clear process explanation) are visible in the initial page content. For a service involving financial advice, trust and credibility are paramount, and their absence can be a significant barrier to user engagement and conversion. | Integrate strong trust signals prominently on the page, ideally above the fold or immediately below the primary CTA. This could include 'As Seen On' media logos, positive user ratings or testimonials, badges indicating a rigorous vetting process for advisors, or clear explanations of how the service protects user privacy. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Ad-Page Message Match | The page headline 'Find the Best Fee-Based Financial Advisors Near You' perfectly matches the likely search intent and ad copy for 'fee-based financial advisors.' This strong message match is a positive factor for attracting relevant clicks (indicated by the 2.07% CTR). However, the page's inability to convert suggests the post-click experience fails to capitalize on this initial relevance. | While the headline is strong, ensure the entire landing page experience reinforces the 'fee-based' benefit and provides a highly efficient, distraction-free path specifically for finding such advisors. Leverage the strong message match to guide users directly into a conversion flow that aligns with their specific 'fee-based' need. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth) often utilize highly streamlined landing pages. These typically feature a large, prominent lead generation form or a multi-step wizard immediately above the fold, minimal navigation, and clear social proof, aiming for rapid engagement and conversion. | Conduct a competitive analysis of successful financial advisor matching landing pages. Adopt best practices for conversion-optimized design, focusing on simplicity, clear value propositions, prominent, single-purpose CTAs, and a reduced cognitive load, moving away from a traditional informational website structure for paid ad traffic. |

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

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## 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 | Conversion Rate | Zero conversions from 8 clicks indicates a fundamental flaw in the landing page's ability to compel visitors to take action, despite the direct keyword match in the headline. The page is failing to convert inbound traffic into leads. | Implement immediate A/B testing focused on radically different page layouts. The priority should be to simplify the user journey, removing all distractions and guiding users towards a single, clear conversion path. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Information Overload / Navigation | The page is visually cluttered with an excessive number of navigation links (e.g., 'Cities', 'Important Reads', 'Financial Advisors for Professionals', 'Retirement', 'Investing', 'Blog'). This extensive navigation functions like a general website rather than a targeted landing page, leading to decision paralysis and diverting user attention away from the primary conversion goal. | Strip down all non-essential navigation elements. A high-converting landing page should typically have minimal to no outbound links that aren't directly part of the conversion funnel. Focus on funneling the user through a single, clear process to find or get matched with an advisor. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Call to Action (CTA) Prominence & Clarity | While 'Get Matched to a Vetted Advisor' and 'Search Our Advisor Directory' exist, they are buried within the extensive navigation. There is no singular, prominent, and benefit-driven Call to Action immediately visible in a hero section, making it unclear to users what the primary next step should be or where to initiate it. | Design a clear, high-contrast hero section with a dominant, benefit-oriented CTA (e.g., 'Get Your Free Advisor Match' or 'Find My Fee-Only Advisor Now'). This CTA should lead directly into a simple, short form or multi-step questionnaire that serves as the conversion mechanism. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Value Proposition & Process Clarity | The initial page content (chunk 1/14) does not immediately articulate a strong unique value proposition for WiserAdvisor's service beyond 'finding advisors'. Users need to understand 'why WiserAdvisor?' and 'how does the matching process work?' quickly and concisely to overcome inertia. | Add a concise, compelling value proposition directly under the headline, outlining the key benefits of using WiserAdvisor. Furthermore, provide a simple, visual step-by-step explanation of the advisor matching or search process to set clear expectations and reduce perceived friction. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Ad to Landing Page Relevancy | The headline 'Find the Best Fee-Only Financial Advisors Near You' perfectly matches the likely search intent and ad keyword. However, the overwhelming amount of non-relevant information and navigation links immediately dilutes this initial strong match, creating cognitive dissonance and a poor user experience. | Ensure the entire landing page experience, not just the headline, is hyper-focused on 'fee-only financial advisors'. All content, subheadings, and images should reinforce this specific search intent and directly guide the user towards the desired action related to finding such an advisor, removing any generic site elements. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Trust Signals | The provided content lacks visible trust signals (e.g., security badges, testimonials, partner logos, media mentions). In the financial services sector, building immediate trust and credibility is paramount for encouraging users to share personal information or engage with the service. | Integrate prominent trust signals above the fold and throughout the page. This should include security badges (e.g., SSL, privacy policy links), social proof (e.g., client testimonials, star ratings, 'featured in' logos), and a clear explanation of how advisors are vetted. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Leading competitor landing pages for financial advisor matching services typically adopt a minimalist design, featuring a prominent hero section with a clear value proposition and an immediate, easily accessible questionnaire/form above the fold. They deliberately limit outbound navigation to keep users focused on the conversion funnel. This page, in contrast, functions as a broad informational portal. | Conduct a deep dive into successful competitor landing pages (e.g., SmartAsset, NerdWallet's advisor tools). Emulate their best practices in terms of design simplicity, immediate presentation of the core value proposition, and primary conversion mechanism (like a multi-step form) to improve conversion focus. |

# Geographical Performance

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |
| United States (Country) | The United States aggregate performance shows a significant spend of $21600.68, yielding 175 conversions. This results in a current Cost Per Acquisition (CPA) of $123.43 and a Conversion Rate (CVR) of 5.18%. | Given the substantial country-level spend and the calculated CPA of $123.43, a deeper geographic analysis within the United States is critical to optimize performance. Immediately segment performance data by available sub-regions (e.g., states, DMAs, or zip codes) to pinpoint specific areas driving the current CPA. For segments with above-target CPA, consider implementing bid reductions, refining negative keyword lists for localized search queries, or exploring geo-exclusion for persistently underperforming sub-regions. Conversely, for high-performing sub-regions with strong CVR (currently 5.18%) and favorable CPA, apply positive bid adjustments to scale successful areas and maximize conversion volume. |

# 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 |

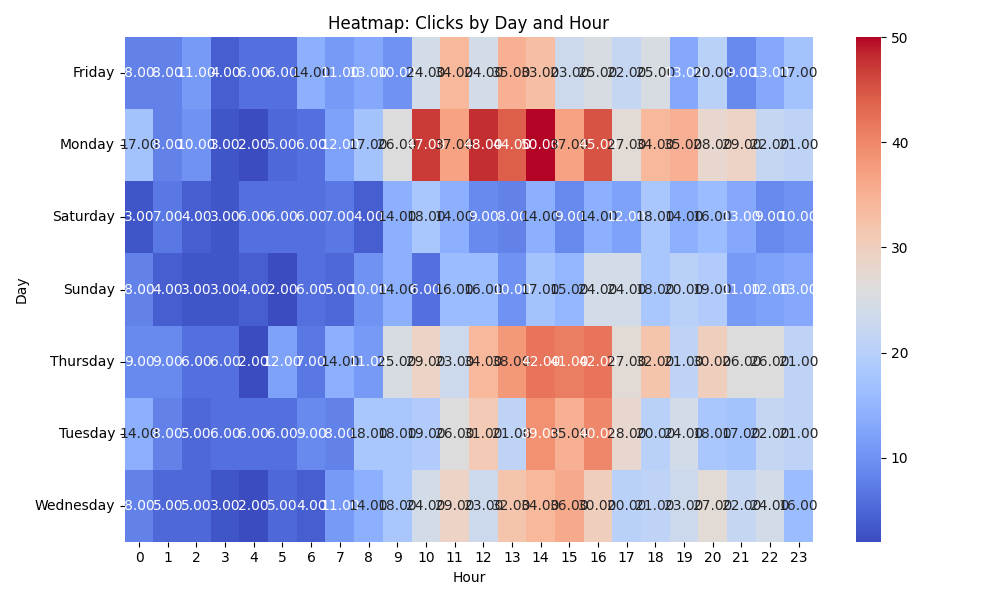
Cost ($)

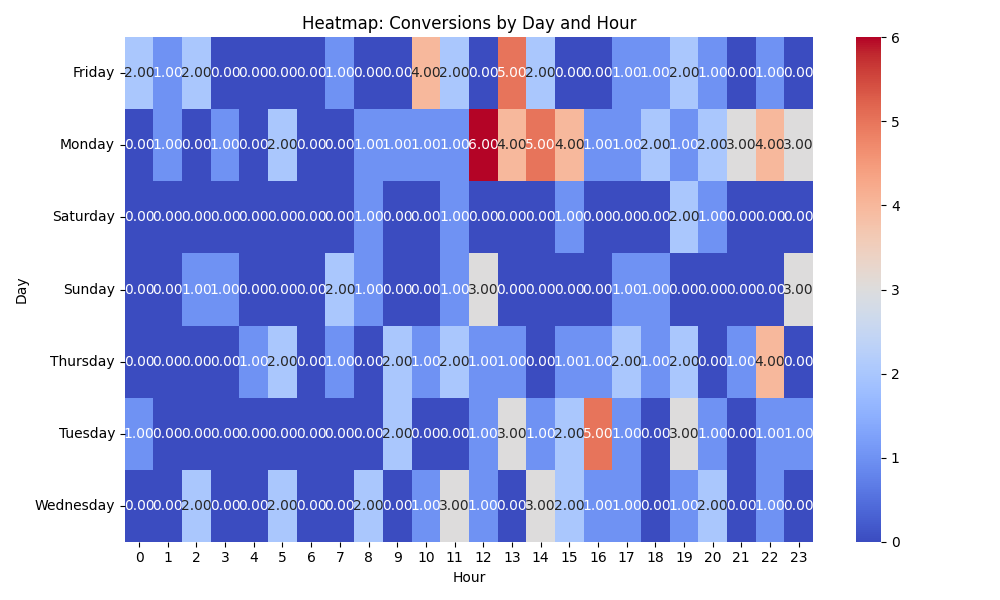
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 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 |

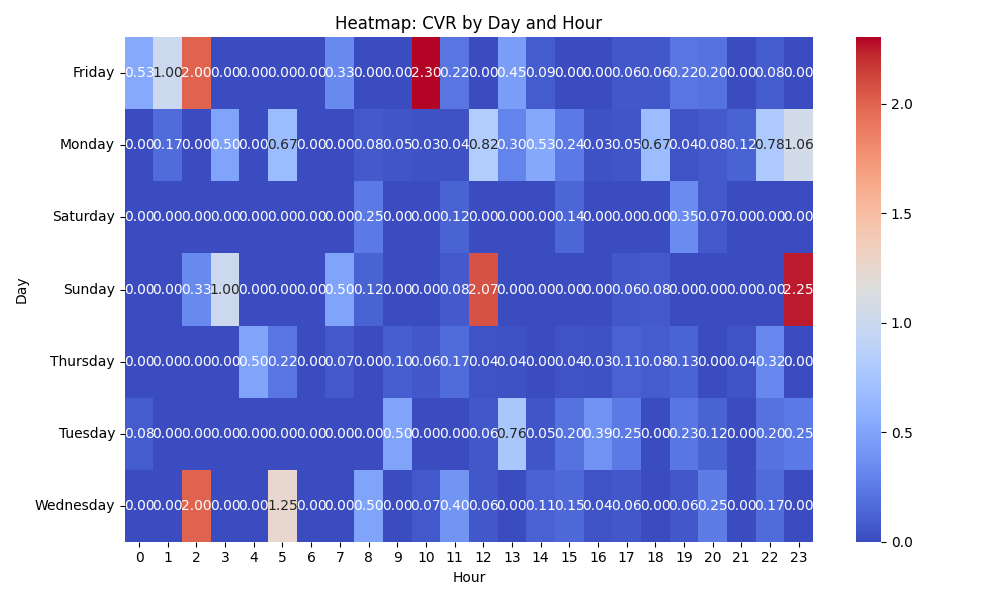
# Hourly Patterns Insights

# Hourly Patterns Insights

|  |  |  |
| --- | --- | --- |
| Characteristic | Insight | Recommendation |
| Weekdays (Monday-Friday) during core business hours (10:00 AM - 3:00 PM) | This period consistently demonstrates the highest click volume and a strong conversion rate across all weekdays, indicating peak audience engagement and purchasing intent. | Implement significant positive bid adjustments (+15% to +30%) for Monday to Friday from 10:00 AM to 3:00 PM to maximize impression share and capture more conversions during these most valuable hours. |
| Late Night / Early Morning Hours (00:00 AM - 06:00 AM) | These hours generally show very low to zero conversions despite accumulating clicks and cost, indicating inefficient ad spend. Hour 06:00 AM, in particular, has zero conversions across all days with significant cost. | Apply strong negative bid adjustments (-50% to -100%) or pause campaigns during 00:00 AM to 06:00 AM on all days. Re-evaluate specific hours like Wednesday 2:00 AM & 5:00 AM, and Friday 00:00 AM & 2:00 AM, which show isolated high CVR on low volume, for targeted bid increases if these patterns persist with more data. |
| Weekend Performance (Saturday & Sunday, especially daytime and evening) | Weekend hours, particularly Saturday daytime (9:00 AM - 6:00 PM) and general evening hours on both days, show fewer conversions and often higher cost per conversion compared to weekdays. Sunday evening (7:00 PM - 10:00 PM) also appears to be an inefficient period. | Implement moderate negative bid adjustments (-20% to -40%) for all weekend hours, with particular focus on Saturday 09:00 AM - 6:00 PM and Sunday 09:00 AM - 4:00 PM, and Sunday 7:00 PM - 10:00 PM, to optimize budget allocation. Consider re-evaluating keyword performance and audience targeting specifically for weekends. |
| Specific High-Converting Evening Hours (e.g., Monday 10:00 PM, Thursday 10:00 PM, Tuesday 7:00 PM) | Certain late evening hours (Monday 10:00 PM, Thursday 10:00 PM, and Tuesday 7:00 PM) demonstrate surprisingly strong conversion rates and volume, indicating a unique opportunity for engaged users outside of standard business hours. | Apply targeted positive bid adjustments (+10% to +20%) for Monday 10:00 PM - 11:00 PM, Tuesday 7:00 PM - 8:00 PM, and Thursday 10:00 PM - 11:00 PM to capitalize on these specific high-value conversion windows. |
| Hours with High Cost and Zero/Very Low Conversions (e.g., Sunday 4:00 PM, Thursday 2:00 PM, Monday 4:00 PM) | Several hours accumulate significant cost without generating any conversions, or with very minimal conversion volume (e.g., Sunday 4:00 PM: $129.96 for 0 conversions; Thursday 2:00 PM: $301.83 for 0 conversions; Monday 4:00 PM: $321.27 for 1 conversion). This represents wasted ad spend. | Identify and apply significant negative bid adjustments (-50% to -80%) or pause campaigns for specific hours that consistently show high cost and zero or near-zero conversions across multiple days, to prevent budget drain and improve overall campaign efficiency. |







# Competitor Intelligence

# Top Competitor Insights

|  |  |  |
| --- | --- | --- |
| Competitor | Strengths | Recommendations |
| wealthtender.com › insights › financial-planning | The ad creative 'Looking for an Hourly Financial Advisor?' is highly specific and targets a niche audience with a clear preference for a particular fee structure. This direct question immediately qualifies leads, attracting users who are actively seeking or open to hourly services. It implies transparency and a focus on specific, task-based advice rather than long-term asset management, which can appeal to those with smaller portfolios or those needing targeted guidance without committing to Assets Under Management (AUM) fees. This precise targeting likely leads to a higher click-through rate from the intended audience and better lead quality for hourly services, as it addresses a very specific pain point or preference. | To provide truly precise and actionable recommendations, 'our' landing page content is crucial, as the effectiveness of an ad creative hinges directly on its alignment with the landing page experience. Without seeing our content, specific messaging adjustments are limited. However, based on the competitor's highly targeted approach, consider the following strategic insights for our own campaigns: 1. \*\*Content Alignment:\*\* If our business \*does\* offer hourly financial planning services, ensure our landing page prominently features this offering, its benefits, and how it works. The messaging should directly answer the 'hourly advisor' query and elaborate on our unique value proposition within that model. 2. \*\*Differentiation Strategy:\*\* If we \*do not\* offer hourly services, our ad creatives and landing page content must clearly differentiate our unique selling proposition (USP). What is our primary advantage? Is it comprehensive, long-term financial planning, a specific investment philosophy, or a different fee structure (e.g., AUM-based, retainer)? Our ads should highlight \*our\* primary benefit and target audience clearly (e.g., 'Comprehensive Financial Planning for Retirement Success'). 3. \*\*Market Demand & Opportunity:\*\* Evaluate if 'hourly financial advisor' represents a significant and relevant search volume for our target market. If it aligns with a service we offer or could offer, creating specific ad groups and potentially a dedicated landing page for 'hourly' or 'project-based' services could capture this specific demand. 4. \*\*User Journey & CTA:\*\* Regardless of our fee structure, ensure our landing page provides a seamless user journey from the ad click, reinforcing the ad's promise. The Call to Action (CTA) must be clear, compelling, and relevant to our service model (e.g., 'Schedule a Free Consultation', 'Explore Our Comprehensive Planning Services'). |
|  | Unable to identify specific strengths as competitor ad creatives are not provided. The current placeholders make it impossible to analyze their messaging, unique selling propositions, or call-to-actions. | To provide valuable strategic insights, please supply the competitor's actual name, their specific Google ad headlines and descriptions, and your complete landing page content. This data is crucial for a meaningful comparison of messaging and positioning. |
| investopedia.com › articles › investing › fe... | Authoritative and trusted source for financial education. The ad copy 'What You Need To Know About Fee-Only Financial Advisors' directly addresses an information-seeking user intent, positioning them as a comprehensive knowledge provider. The 'People also ask' hint further reinforces their ability to answer common user queries, suggesting thorough and relevant content that aligns with how users often search for information on Google. Investopedia effectively targets users at the very top of the sales funnel – those in the awareness or early consideration phase who are primarily seeking information and understanding before they are ready to engage with a service provider. Their brand recognition and reputation for unbiased information provide a significant trust advantage at this stage. The 'People also ask' phrase indicates a strong alignment with common Google search patterns and an understanding of what comprehensive, valuable content looks like for search engines. This suggests their landing page is likely well-optimized for various long-tail informational queries related to fee-only advisors. | Our messaging should acknowledge the user's need for foundational knowledge, but pivot quickly to our unique value proposition. While Investopedia educates, we enable action. Our landing page should seamlessly transition from answering key questions about fee-only advisors to demonstrating how our specific services, expertise, or platform directly apply that knowledge to the user's personal financial situation. Consider A/B testing ad copy that combines educational hooks with a clear path to our service (e.g., 'Understand Fee-Only Advisors & How We Can Help You Succeed'). Emphasize our practical application of the knowledge Investopedia provides. Assess if we want to compete directly at this top-of-funnel, educational stage, or focus our ad spend on users further down the funnel who are closer to making a decision. If competing, our ads and landing page content need to provide sufficient educational value to attract these users, but also clearly articulate our differentiator and call-to-value (not just a call-to-action). For instance, 'Expert Fee-Only Advice: Get Your Personalized Financial Plan' could bridge the gap between education and conversion. We should also ensure our landing page content is comprehensive enough to satisfy initial informational queries, reducing bounce rates to information-only sites like Investopedia. Our landing page content should also be rigorously optimized for SEO, addressing common 'People also ask' questions related to fee-only financial advisors. We should include clear FAQs and comprehensive sections that answer user questions before they even consider navigating to an external educational site. Furthermore, incorporate schema markup for FAQs on our landing page. Our ad copy could also hint at providing clear, direct answers to common questions about our services and the fee-only model, positioning our site as a one-stop-shop for both information and solutions. |
| wiseradvisor.com | ❌ Parse Error: 'list' object has no attribute 'strip' | N/A |
| 970+ followers | The ad creative 'WiserAdvisor | LinkedIn · WiserAdvisor' is concise and effectively communicates the brand name, 'WiserAdvisor,' which itself implies expertise and guidance. The prominent inclusion of 'LinkedIn' immediately establishes a professional context, leveraging the platform's reputation for credibility and extensive network. This brief yet impactful creative efficiently conveys the brand's focus and its primary professional channel, likely aiding in strong brand recall and targeting an audience seeking professional advisory services. | To provide a comprehensive comparison and actionable strategic recommendations, please provide the full content of your landing page. This missing information is crucial for analyzing your current messaging, value proposition, and positioning in direct comparison to WiserAdvisor's approach. Once your landing page content is available, I can offer specific insights on differentiation, competitive advantages, and potential areas for optimizing your ad creatives and landing page experience. |
| feeonlyindia.com | The ad creative 'Flat Fee-Only Financial Planners & Investment Advisors in India' immediately communicates a strong, transparent value proposition through 'Flat Fee-Only'. This directly addresses a significant pain point for clients (hidden fees/commissions) and builds trust. It also clearly defines their services (Financial Planners & Investment Advisors) and geographic focus (India). Their ad creative clearly articulates the services offered: 'Financial Planners & Investment Advisors'. This removes ambiguity and directly matches the intent of users searching for these specific services. The inclusion of 'in India' provides immediate geographic relevance, signaling to potential clients that they serve their region. This is vital for local or national service providers. | If our firm operates on a 'fee-only' or 'flat fee' model, it is crucial to prominently feature this distinction in our Google Ad creatives, headlines, and above-the-fold content on our landing page. This is a powerful trust signal and differentiator that feeonlyindia.com effectively leverages. If our model is different, clearly articulate its unique value proposition and transparency. (Note: Specific comparison to your landing page content was not possible as the content was not provided.) Review our Google Ad headlines and landing page's main headings to ensure our core services (e.g., Financial Planning, Investment Management, Retirement Planning) are stated with similar clarity and conciseness. This helps users quickly confirm they are in the right place and aligns with their search intent. (Note: Specific comparison to your landing page content was not possible as the content was not provided.) Confirm that our Google Ads are geographically targeted effectively and that our landing page prominently features our service area (e.g., 'Serving Clients Nationwide', 'Financial Planning in [Your City/State]'). This ensures relevance for potential clients and can improve ad quality scores. (Note: Specific comparison to your landing page content was not possible as the content was not provided.) |
| feeonlyindia.com › list-of-fee-only-planners | Their ad creative, 'List of Flat Fee-Only Financial Planners & Investment ... | Fee-Only India', is exceptionally clear and directly targets a high-intent user segment. It immediately conveys the core value proposition: a list of transparently compensated financial planners. The use of 'Flat Fee-Only' addresses a common pain point (hidden commissions) and the brand name 'Fee-Only India' reinforces their specialization and geographic relevance. This precise messaging likely leads to high click-through rates from users specifically searching for this type of advisor, establishing strong niche authority. | Given the competitor's razor-sharp focus and clear value proposition, it's critical for our ad creatives and landing page to explicitly articulate our unique selling proposition. If we also offer fee-only planners, we must differentiate ourselves by highlighting what makes our list or service superior (e.g., more rigorous vetting, specialized expertise among our planners, a unique matching algorithm, additional resources or tools). If our model is different (e.g., hybrid, specific expertise in an area not covered by general fee-only planners), our ad copy and landing page headline must immediately convey our distinct advantages and clearly communicate why a user should choose us. Without our specific landing page content, detailed strategic comparisons are limited, but the primary takeaway is the need for unparalleled clarity and differentiation in our own messaging. |
| fincart.com › wealth-advisor | The ad creative 'Wealth Advisor and Planner in India, Hire Now | Fincart | Fincart' immediately communicates the core service (Wealth Advisor, Planner), geographical focus (in India), and a strong, high-intent call to action ('Hire Now'). This directness likely resonates well with users actively seeking to engage a financial professional, matching high commercial intent. Fincart's ad effectively leverages key search terms like 'Wealth Advisor' and 'Planner' directly in the ad copy. This strong keyword-ad copy alignment improves ad relevance, potentially leading to higher Quality Scores and better click-through rates, while also immediately reassuring the user that they've found what they're looking for. The immediate 'Hire Now' directive implies a streamlined and efficient process for engagement, appealing to users who are past the research phase and ready to take action. This positions Fincart as an efficient solution provider, minimizing friction for conversion. | Review our landing page's primary headline and above-the-fold content to ensure it directly addresses the user's immediate need for a 'Wealth Advisor' or 'Financial Planner'. Assess our main Call-to-Action (CTA); if it is too soft (e.g., 'Learn More', 'Get Started'), consider testing a more direct, high-intent CTA such as 'Hire Now', 'Book a Consultation', or 'Start Your Plan' for users ready to convert. Explicitly mentioning our geographic service area (e.g., 'in India' or specific cities) in prominent positions on the page can also reinforce relevance for local searches. Conduct a keyword integration audit for our landing page content. Ensure that our target high-intent keywords (e.g., 'wealth advisor', 'financial planner', 'investment consultant') are naturally and prominently featured in our H1, subheadings, and introductory paragraphs. This strengthens the page's relevance to the search query that brought the user to our site and maintains a consistent message from the ad creative to the landing page content, fulfilling direct user intent. Examine the clarity and prominence of our conversion path immediately after a user lands on our page. Is it instantly clear how to 'hire' us or take the next concrete step? If our page has excessive introductory content or requires significant scrolling to find the main CTA or contact information, it might deter high-intent users. Optimize the page layout for quick action, ensuring that key benefits, relevant social proof (if applicable), and a clear conversion mechanism are easily accessible within the initial view, aligning with an immediate 'hire' mindset. |
| 360financial.net › post › at-what-net-worth-... | The competitor's ad creative directly addresses a very specific and common question that potential clients have during their research phase. This question-based approach implies that their landing page will provide valuable, informative content rather than just a sales pitch, which can build trust and attract highly qualified leads actively seeking answers. It positions them as an authority or educator on the topic, potentially leading to higher click-through rates from users who are genuinely considering a financial advisor but are unsure about the right time or their eligibility based on wealth. | Our landing page content was not provided for a direct comparison, but based on the competitor's strong approach, we should evaluate if our existing landing page or linked resources adequately address the question 'At what net worth should I get a financial advisor?' If not, consider creating a dedicated section, a detailed FAQ, or a blog post on this topic. For our ad strategy, we can adopt a similar question-based approach in some creatives, but also differentiate by highlighting our unique value proposition. For instance, we could frame our messaging around the benefits of financial advice regardless of net worth, or focus on other triggers for seeking advice (e.g., life events, specific financial goals). We should aim to provide clear, actionable guidance that goes beyond a simple number, showcasing how our services cater to various client stages and needs, perhaps with a free consultation or a 'readiness assessment' tool. |
| sebi.gov.in › sebiweb › other › OtherAction | The primary strength of this competitor (the Securities and Exchange Board of India) is its inherent authority and trust. As a government regulatory body, its domain (.gov.in) immediately conveys official status, reliability, and ultimate credibility regarding 'Investment Adviser' matters. For users seeking official information, regulations, or registration details, this ad is highly relevant and will likely be prioritized due to its authoritative source. It doesn't need to 'sell' in the traditional sense; its purpose is information dissemination and regulatory oversight. | Our landing page content was not provided, so a direct comparative analysis is limited. However, given your competitor is a regulatory body (SEBI), your strategy must focus on clear differentiation and a distinct value proposition, as you cannot outrank or out-authority them for official regulatory searches.   1. \*\*Define Your Niche & Value Proposition:\*\* Clearly articulate what you \*do\* that SEBI does not. Are you:   \* \*\*An Investment Adviser Firm?\*\* Focus your messaging on client-centric benefits: personalized financial planning, unique investment philosophies, proven track record, specific expertise (e.g., retirement planning, wealth management for high-net-worth individuals), transparent fee structures, and the client journey. Your value is in guidance, growth, and trust, not regulation.   \* \*\*A Service Provider to IAs (e.g., compliance software, registration assistance)?\*\* Emphasize efficiency, time-saving, cost reduction, accuracy, and ease of compliance. Your messaging should solve a specific problem for an Investment Adviser.   \* \*\*An Educational Platform?\*\* Highlight curriculum, instructor expertise, career outcomes, and professional development.   2. \*\*Target User Intent Precisely:\*\* Avoid bidding broadly on generic terms like 'Investment Adviser' if your goal isn't providing regulatory information. Instead, target longer-tail, commercial-intent keywords that reflect what your specific audience is \*looking for\* beyond basic definitions (e.g., 'best investment adviser for small business,' 'fee-only financial planner near me,' 'how to get SEBI IA registration,' 'automated compliance for IAs').  3. \*\*Craft Compelling Ad Copy & Landing Page Experience:\*\* Your ads and landing pages must work harder to communicate unique value:   \* \*\*Headlines:\*\* Start with your core benefit or solution (e.g., 'Your Partner for Wealth Growth' or 'Simplify SEBI Compliance').   \* \*\*Description Lines:\*\* Elaborate on your unique selling propositions (USPs), specific benefits, and a strong, clear Call-to-Action (CTA) (e.g., 'Fiduciary Advice. Personalized Strategies. Book a Free Consultation.' or 'AI-Powered Compliance. Schedule Your Demo Today.').   \* \*\*Sitelinks & Structured Snippets:\*\* Utilize these to highlight specific services, unique features, testimonials, or differentiators that set you apart from a regulatory body.   \* \*\*Landing Page:\*\* Ensure your landing page content is highly relevant to the specific ad creative, directly addresses the user's commercial intent, clearly articulates your value, builds trust (e.g., testimonials, case studies, team bios, clear process), and offers a prominent, easy-to-use CTA (e.g., 'Schedule a Consultation,' 'Get a Quote,' 'Start Free Trial').  4. \*\*Leverage Your Registration (if applicable):\*\* If you are a SEBI-registered entity, you can use this to your advantage. For example, your ad copy or landing page could say: 'SEBI Registered Investment Adviser | Guiding Your Financial Future.' This leverages their authority while focusing on \*your\* service. |
| edwardjones.com › us-en › how-choose-fina... | The ad creative 'How To Choose A Financial Advisor | Edward Jones | People also ask' is highly effective in targeting users in the research and consideration phase. It directly addresses a common, high-intent problem ('How To Choose A Financial Advisor'), positioning Edward Jones as a helpful and educational resource rather than just a service provider. The inclusion of 'People also ask' suggests a strategic alignment with common search queries and a focus on providing comprehensive, authoritative answers, aiming to build trust and thought leadership early in the customer journey. | Our ability to provide a precise comparison and specific recommendations is limited as 'our landing page content' was not provided. Without it, I cannot assess our current messaging, positioning, or content depth relative to the competitor's ad intent.  However, based on the competitor's approach, our general strategy should focus on: 1. \*\*Directly Answering the User's Core Question:\*\* Ensure our landing page comprehensively and clearly answers 'How to choose a financial advisor,' providing actionable insights and criteria. 2. \*\*Establishing Authority and Trust:\*\* Position ourselves as a credible, unbiased, and expert source of information. This could involve highlighting our unique methodology, advisor qualifications, or client success stories. 3. \*\*Differentiating Our Value Proposition:\*\* Beyond generic advice, articulate what makes \*our\* financial advisory service uniquely suitable for someone making this critical choice. Do we offer specific tools, a different client-advisor matching process, or a unique philosophy? 4. \*\*Optimizing for Informational Intent:\*\* Structure content for clarity, scannability, and to potentially qualify for rich snippets or 'People also ask' features in search results. Consider elements like checklists, comparison tables, or step-by-step guides. 5. \*\*Clear Next Steps:\*\* While educational, the page should gently guide the user toward the next logical step in their journey with us, such as a consultation, a self-assessment tool, or a deeper dive into our services. |

# Top 3 Risks & Opportunities

## ⚠️ Risks

# Risks

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| --- | --- | --- |
| Characteristic | Insight | Recommendation |
| High CPA and Budget Consumption by "Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA)" (ID: 77950089) | This campaign holds the highest daily budget ($1500) but generates conversions at an unacceptably high CPA ($169.75). Its low CTR (2.10%) further indicates poor ad relevance or targeting, leading to inefficient spend and a significant drain on the overall marketing budget. | Conduct an immediate and thorough audit of keywords, ad copy, landing page experience, and audience targeting. Implement aggressive negative keyword additions. Consider pausing the campaign or significantly reducing its budget if performance does not improve rapidly to divert funds to more efficient areas. |
| Critical Failure in New Campaign "Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) MayankNewForm02" (ID: 22895148214) | Despite being enabled with a high daily budget allocation ($1500), this campaign has generated zero conversions for its current spend. This indicates a fundamental setup or tracking issue, as scaling this campaign without conversions would be a major financial risk. | Halt any further spend scaling immediately. Prioritize diagnosing the root cause: verify conversion tracking implementation, examine landing page functionality and relevance, and review keyword and ad copy alignment. Do not increase budget until conversions are reliably tracking and optimizing. |
| Inefficient Spend in "Search - Financial Advisor - (USA) - 250K+ 2024" (ID: 768543760) | This campaign accounts for the highest overall cost ($12K+) and impressions (88K+) but exhibits a low CTR (2.35%). While it delivers conversions, the low engagement suggests that a significant portion of impressions and clicks may be irrelevant, pushing up the effective CPA and limiting overall account efficiency. | Implement aggressive creative optimization, including new ad copy variants and testing different ad extensions to improve ad relevance and quality scores. Refine keyword targeting to be more specific, and leverage negative keywords more aggressively to reduce irrelevant traffic and improve conversion rates. |

## ✅ Opportunities

# Opportunities

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| Characteristic | Insight | Recommendation |
| Strong Performance of Brand Campaign (ID: 22262639231) | The "Search - Brand" campaign demonstrates exceptional efficiency, achieving the highest CTR (24.32%) and the lowest CPA ($76.99). This indicates strong brand recognition and highly effective targeting, making it a very valuable asset for driving cost-effective conversions. | Ensure this campaign has sufficient budget to capture all available branded search demand without limitation. Monitor Search Impression Share Lost to Budget closely to identify any missed opportunities. Consider expanding coverage to include closely related branded terms or misspellings if relevant. |
| Higher Initial CTR in New Financial Advisor Test Campaign (ID: 22890991583) | The new "MayankNewForm" version for Financial Advisor search shows a slightly improved CTR (2.87%) compared to its older counterpart (2.35% for ID: 768543760). This modest but positive early signal suggests that new ad copy or landing page changes may be more engaging. | Continue to monitor this campaign closely as it gathers more data and scales up. If the improved CTR translates into a better CPA at higher volume, consider applying the successful elements and learnings (e.g., ad copy, landing page design) to the older, higher-spending Financial Advisor campaign to boost its performance. |
| Significant CPA Reduction Potential in Older, High-Spending Campaigns | Campaigns 768543760 (Financial Advisor) and 77950089 (Retirement Advisor) represent the largest portion of overall spend but operate with relatively high CPAs and low CTRs. This presents a substantial opportunity to improve overall account efficiency and reduce cost per acquisition by optimizing these campaigns. | Implement continuous A/B testing on ad copy, ad extensions, and landing pages to improve relevance and conversion rates. Explore more precise keyword targeting (e.g., Exact Match, Phrase Match where appropriate) and extensive negative keyword additions. Re-evaluate and adjust bid strategies and target CPA values based on detailed performance analysis and conversion quality. |