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\_Advisors - USA - (250K+) - 2025 (Broader\_239/245) | 3.22% | $117913.80 | 14224 | 442055 |  | $8.29 | Above | $162.23 | Above |
| Search - Investment Advisor - USA - 250K - 2025 | 4.25% | $58088.63 | 8739 | 205386 | Above | $6.65 | Above | $152.53 | Above |
| Search - Retirement Advisor - USA - 250K+ - tCPA\_2025 | 6.35% | $38005.68 | 6568 | 103440 | Above | $5.79 | Above | $91.32 | Above |
| Search - Retirement Advisor - USA - 250K - 2025 | 3.55% | $19526.15 | 2422 | 68265 |  | $8.06 | Above | $160.71 | Above |
| Search - Financial\_Advisors - USA - (250K+) - 2025 - Variant B | 3.04% | $18319.00 | 1724 | 56786 |  | $10.63 | Above | $176.14 | Above |
| Search - Retirement Advisor - USA - 250K- (Red - 2025) | 4.50% | $13895.22 | 1727 | 38359 | Above | $8.05 | Above | $121.36 | Above |
| Search - Financial\_Advisors - USA - 250K - Phrase - 2025 (Essential Form) | 3.61% | $10825.26 | 1410 | 39088 | Above | $7.68 | Above | $112.19 | Above |
| Search - Financial\_Advisors - USA - (Total) - 2025 (Mayank\_New Form) | 2.77% | $10163.28 | 1111 | 40094 |  | $9.15 | Above | $183.15 | Above |
| Search - Financial\_Advisors - USA - (Total) - 2025 (Quinn) | 2.36% | $3195.07 | 236 | 10013 | Below | $13.54 | Above | $0.00 | Below |

# Campaign Insights

# Campaign Insights

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| Characteristic | Insight | Recommendation |
| Critical Issue | Zero Conversions | Campaign 'Search - FinancialAdvisors - USA - (Total) - 2025 (Quinn)' (ID: 22800641933) | has generated 0 conversions | despite spending $3195.07 | with a very low CTR of 0.0236 | and a high Avg CPC of $13.54. | Immediately verify conversion tracking setup | Analyze landing page performance and bounce rate | Thoroughly review keyword relevance and add negative keywords | Pause or significantly restructure this campaign if no immediate fixes are apparent | As a new campaign (Start Date: 2025-07-16), allow for learning but address conversion tracking first. |
| High Performance | CPA Efficiency & Relevance | Campaign 'Search - Retirement Advisor - USA - 250K+ - tCPA2025' (ID: 13892806711) | is the top performer with a CPA of $91.32 | and an excellent CTR of 0.0635 | demonstrating strong ad relevance and cost-efficiency. | Conduct a deep dive into this campaign's structure, keywords, ad copy, and landing pages to identify best practices | Replicate successful elements across similar campaigns, especially those targeting 'Retirement Advisor' | Consider increasing its daily budget from $1000 to capture more conversions while monitoring CPA closely. |
| Underperformance | Highest CPA | Campaign 'Search - FinancialAdvisors - USA - (Total) - 2025 (MayankNew Form)' (ID: 22844027501) | exhibits the highest CPA among converting campaigns at $183.15 | Despite a daily budget of $1200 | its CTR is 0.0277 | and Avg CPC is $9.15. | Prioritize optimization for 'Search - FinancialAdvisors - USA - (Total) - 2025 (MayankNew Form)' (ID: 22844027501) | Aggressively refine negative keywords using the Search Terms Report | Improve ad relevance through A/B testing new ad copy and headlines | Evaluate landing page conversion rate | Adjust bid strategy or target CPA incrementally if conversion quality is high. |
| Scale & Opportunity | Major Spender CPA | The highest spending campaign, 'Search - FinancialAdvisors - USA - (250K+) - 2025 (Broader239/245)' (ID: 11313464545) | with total spend of $117913.80 | and a daily budget of $3000 | has a CPA of $162.23 | and a CTR of 0.0322. | Given its scale, even marginal CPA improvements will yield significant cost savings | Focus on continuous A/B testing of ad copy and landing pages to improve CTR and Conversion Rate | Refine targeting and keyword match types (e.g., reduce broad match reliance) | Implement ongoing negative keyword research to filter irrelevant traffic | Consider testing lower target CPAs in controlled experiments. |
| Cost Efficiency | High CPC Impact | Campaign 'Search - FinancialAdvisors - USA - (250K+) - 2025 - Variant B' (ID: 20989212458) | shows a high Avg CPC of $10.63 | which likely contributes to its elevated CPA of $176.14 | despite a CTR of 0.0304. | For 'Search - FinancialAdvisors - USA - (250K+) - 2025 - Variant B' (ID: 20989212458) | investigate bid adjustments for specific devices, locations, or audiences that may be driving up CPC | Refine keyword bidding strategies, potentially lowering bids for generic terms | Enhance Quality Score by improving ad relevance and landing page experience | Explore dynamic search ads or alternative ad formats to diversify click acquisition. |
| Ad Performance | Sub-optimal CTR | Campaign 'Search - FinancialAdvisors - USA - 250K - Phrase - 2025 (Essential Form)' (ID: 17440763731) | has a relatively low CTR of 0.0361 | impacting its overall efficiency with a CPA of $112.19 | and Avg CPC of $7.68. | For 'Search - FinancialAdvisors - USA - 250K - Phrase - 2025 (Essential Form)' (ID: 17440763731) | perform A/B tests on new ad copy, headlines, and descriptions | Ensure ad extensions (sitelinks, callouts, structured snippets) are fully utilized and relevant | Review target audience segments for potential mismatch with ad messaging | Conduct a comprehensive search term report analysis to identify and negative-out irrelevant queries. |

# Keyword Performance

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| Ad Group | Keyword | Match Type | Quality Score | Impressions | Clicks | CTR | Avg CPC | CPA ($) |
| Fee Only Planners | registered fiduciary near me | BROAD | 7 | 34397 | 1708 | 4.97% | $7.69 | $158.75 |
| Fee Only | napfa registered financial advisor | BROAD | 5 | 4802 | 878 | 18.28% | $11.92 | $109.63 |
| Retirement Advisor\_Broad | 401k management | BROAD | 1 | 20590 | 1256 | 6.10% | $7.38 | $82.34 |
| Fee Only Planners | best fee only financial planners near me | BROAD | 0 | 31379 | 990 | 3.15% | $8.00 | $137.70 |
| Find | financial advisor | BROAD | 3 | 30931 | 925 | 2.99% | $8.37 | $228.82 |
| Retirement Advisor\_Broad | retirement estimator calculator | BROAD | 0 | 9998 | 1337 | 13.37% | $3.87 | $72.87 |
| Find | finding a financial advisor | BROAD | 1 | 20844 | 486 | 2.33% | $10.38 | $121.50 |
| Financial Advisor\_Phrase | financial advisor | PHRASE | 0 | 18130 | 695 | 3.83% | $7.03 | $103.97 |
| Fee Only | napfa registered financial advisor | BROAD | 5 | 1216 | 353 | 29.03% | $12.95 | $130.62 |
| Fee Only Planners | find a fiduciary near me | BROAD | 4 | 17941 | 538 | 3.00% | $8.16 | $176.77 |
| Investment | independent financial advisor | BROAD | 2 | 24994 | 574 | 2.30% | $7.24 | $124.11 |
| Fee Only Planners | fee only advisor near me | BROAD | 5 | 12364 | 416 | 3.36% | $9.20 | $255.20 |
| Investment Advisor\_Broad | lpl financial services | BROAD | 5 | 10023 | 1146 | 11.43% | $3.29 | $127.78 |
| Financial Advisor\_Phrase | financial advisor | BROAD | 0 | 12301 | 433 | 3.52% | $8.52 | $125.11 |
| Consultant | financial consultancy firms | BROAD | 0 | 19192 | 480 | 2.50% | $7.41 | $484.87 |
| Retirement Advisor | independent financial advisor near me | BROAD | 1 | 8602 | 492 | 5.72% | $7.13 | $121.05 |
| Retirement Advisor | find retirement advisor | BROAD | 5 | 9958 | 419 | 4.21% | $8.19 | $149.19 |
| Retirement Advisor | independent retirement advisors | BROAD | 2 | 13645 | 447 | 3.28% | $7.58 | $147.34 |
| Investment Advisor\_Broad | financial companies near me | BROAD | 1 | 8485 | 306 | 3.61% | $10.78 | $164.92 |
| Retirement Advisor | independent fiduciary advisors | BROAD | 2 | 12244 | 480 | 3.92% | $6.82 | $140.29 |
| Investment Advisor\_Broad | morgan stanley advisors | BROAD | 5 | 7892 | 511 | 6.47% | $6.31 | $163.90 |
| Fee Only Planners | investment fiduciary near me | BROAD | 3 | 14459 | 412 | 2.85% | $7.42 | $221.09 |
| Find | financial advisor | BROAD | 3 | 12915 | 289 | 2.24% | $9.67 | $147.05 |
| CFP | certified financial advisors | BROAD | 2 | 15426 | 378 | 2.45% | $7.16 | $146.37 |
| Retirement Advisor | retirement investment advisor | BROAD | 1 | 8600 | 296 | 3.44% | $8.32 | $307.77 |
| Investment Advisor\_Broad | a financial services company | BROAD | 0 | 6614 | 270 | 4.08% | $8.40 | $226.77 |
| 4.0 Fee Only Financial Advisor | best investment advisory firms | BROAD | 0 | 7738 | 240 | 3.10% | $9.12 | $182.42 |
| Retirement Advisor\_Broad | retirement payment calculator | BROAD | 0 | 4975 | 609 | 12.24% | $3.59 | $70.58 |
| Investment | independent financial advisors | BROAD | 2 | 10261 | 235 | 2.29% | $8.95 | $247.58 |
| Investment Advisor\_Broad | financial firm near me | BROAD | 1 | 5044 | 210 | 4.16% | $9.86 | $86.28 |
| Find | financial advisor | EXACT | 3 | 8405 | 172 | 2.05% | $11.34 | $108.36 |
| Investment Advisor\_Broad | fidelity advisory | BROAD | 3 | 7077 | 325 | 4.59% | $5.95 | $129.02 |
| 4.0 Fee Only Financial Advisor | who are the best investment advisors | BROAD | 4 | 5205 | 237 | 4.55% | $8.10 | $147.74 |
| Find | financial planner near | BROAD | 3 | 7191 | 198 | 2.75% | $9.54 | $164.25 |
| 4.0 Fee Only Financial Advisor | top financial planning companies | BROAD | 7 | 9306 | 232 | 2.49% | $8.04 | $266.44 |
| Retirement Advisor | independent wealth advisor | BROAD | 0 | 4182 | 227 | 5.43% | $8.22 | $155.49 |
| Retirement Advisor | online retirement advisor | BROAD | 0 | 5256 | 185 | 3.52% | $9.69 | $119.52 |
| Fee Only Planners | flat fee advisors | BROAD | 3 | 10913 | 239 | 2.19% | $7.34 | $175.32 |
| Investment Advisor\_Broad | wealth and private banking | BROAD | 0 | 4893 | 131 | 2.68% | $12.84 | $132.83 |
| Find | financial advisor | BROAD | 3 | 6893 | 180 | 2.61% | $8.10 | $161.97 |
| Planner Ratings | financial planners rating | BROAD | 0 | 7347 | 225 | 3.06% | $6.31 | $163.85 |
| Find | financial advisor | BROAD | 3 | 3823 | 83 | 2.17% | $16.57 | $0.00 |
| Retirement Advisor | retirement investment today | BROAD | 0 | 2818 | 110 | 3.90% | $12.27 | $90.02 |
| 4.0 Fee Only Financial Advisor | best wealth advisory firms | BROAD | 0 | 6521 | 162 | 2.48% | $7.84 | $238.07 |
| Retirement Advisor\_Broad | retirement plan account | BROAD | 0 | 3537 | 163 | 4.61% | $7.41 | $120.84 |
| Investment Advisor\_Broad | small investments | BROAD | 0 | 2516 | 135 | 5.37% | $8.87 | $79.83 |
| Retirement Advisor\_Broad | financial advisors in my area | BROAD | 1 | 3498 | 218 | 6.23% | $5.32 | $105.29 |
| Investment Advisor\_Broad | morgan stanley wealth advisor | BROAD | 5 | 3090 | 153 | 4.95% | $7.30 | $278.58 |
| Investment Advisor\_Broad | advisor firm | BROAD | 0 | 5288 | 170 | 3.21% | $6.55 | $117.26 |
| Investment Advisor\_Broad | investment advice online | BROAD | 0 | 2588 | 117 | 4.52% | $9.43 | $275.70 |

# Keyword Insights

# Keyword Insights

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| Characteristic | Insight | Recommendation |
| Critically Underperforming Keywords with High CPA and Low Conversion Rates | Keywords like 'financial consultancy firms' (CPA $484.87, CVR 1.53%, QS 0), 'retirement investment advisor' (CPA $307.77, CVR 2.70%, QS 1), and 'independent financial advisors' (Investment) (CPA $247.58, CVR 3.62%, QS 2) are draining significant budget due to extremely poor conversion efficiency. | Immediately pause 'financial consultancy firms', 'retirement investment advisor', and 'independent financial advisors' (Investment). For other underperforming terms with CPA over $200, such as 'fee only advisor near me' (CPA $255.20), drastically lower bids or consider pausing. Conduct a thorough search term report analysis to add irrelevant queries as negative keywords for all broad match terms. |
| High-Performing Keywords Despite Low Quality Scores | Keywords such as '401k management' (QS 1, CPA $82.34, CVR 8.96%), 'retirement estimator calculator' (QS 0, CPA $72.87, CVR 5.31%), 'financial firm near me' (QS 1, CPA $86.28, CVR 11.43%), and 'retirement payment calculator' (QS 0, CPA $70.58, CVR 5.09%) are generating excellent conversion rates and low CPAs despite having very low Quality Scores. This suggests strong user intent is overcoming perceived relevance issues. | Prioritize efforts to improve the Quality Score for these high-value keywords. Create new, hyper-relevant ad copy that directly incorporates these keywords and optimize their corresponding landing pages for enhanced content relevance and user experience. This strategic improvement aims to lower Avg CPCs (e.g., '401k management' at $7.38) and further reduce CPAs, without risking performance by pausing. |
| High-Spend Broad Match Keywords with Inefficient Performance | 'registered fiduciary near me' is the highest spending keyword at $13,133.83, yet its CPA is $158.75. Other terms like 'best fee only financial planners near me' (Cost $7,917.66, CPA $137.70, QS 0, CTR 3.16%) and 'financial advisor' (Find Ad Group, Cost $7,740.92, CPA $228.82, CTR 2.99%) consume substantial budget with high CPAs or low CTRs, indicating broad match inefficiency. | Implement a rigorous negative keyword strategy for these high-spend broad match terms. Review search term reports frequently to identify and add irrelevant queries as exact match negatives. Consider creating new ad groups with phrase or exact match versions of these specific high-volume queries to gain better control over search intent and improve relevance and efficiency. |
| Branded/Navigational Keywords with Low Conversion Rates | Keywords like 'lpl financial services' (CVR 2.57%, Avg CPC $3.29) and 'morgan stanley advisors' (CVR 3.85%, Avg CPC $6.31) secure clicks at a low cost but exhibit significantly lower conversion rates. This pattern indicates users may be conducting informational or navigational searches rather than seeking an advisor for immediate conversion. | Re-evaluate the campaign goal for these branded terms. If lead generation is the primary objective, consider pausing them or moving them to a separate brand awareness campaign with much lower bids. Add negative keywords for common informational or non-commercial queries (e.g., 'jobs', 'careers', 'reviews') to prevent wasted spend on non-converting searches. |
| Highly Effective, High-Intent Keywords | The keyword 'napfa registered financial advisor' across two entries demonstrates exceptional performance, with CTRs of 18.28% and 29.03%, and strong CVRs of 10.88% and 9.92%. Despite high Avg CPCs of $11.92 and $12.95, these terms result in acceptable CPAs of $109.63 and $130.62, indicating a strong match between user intent and offering. | Increase budget allocation and bids on these high-performing, high-intent keywords to maximize impression share and capture more valuable conversions. Ensure these terms are in their own dedicated Single Keyword Ad Groups (SKAGs) or tightly themed ad groups with hyper-relevant and compelling ad copy. Test different ad formats like Responsive Search Ads to further capitalize on their strong performance and improve ad strength. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| Ineffective Spending | The keyword 'financial advisor' has incurred a significant cost of $1375.68 but has yielded 0 conversions, indicating a complete lack of Return on Investment (ROI) for this search term. | Immediately pause the exact match keyword 'financial advisor'. This broad term is proving too expensive and ineffective. Focus budget on more specific, long-tail, or intent-rich keywords (e.g., 'retirement financial advisor', 'fee-only financial planner near me') that indicate higher conversion intent. |
| Critically Low Quality Score | The keyword 'financial advisor' has an alarmingly low Quality Score of 3/10. This indicates severe misalignment between the user's search intent, ad copy relevance, and the landing page experience, contributing to higher CPCs. | Conduct an urgent, thorough audit of ad copy and the landing page specifically for 'financial advisor'. Ensure ads are highly relevant to this term, feature compelling value propositions, and direct users to a landing page that directly addresses the intent of 'financial advisor' with clear calls-to-action and relevant content. Consider A/B testing new ad variations and landing page sections. |
| Poor Ad Engagement (Low CTR) | The keyword 'financial advisor' exhibits a very low Click-Through Rate (CTR) of 2.17%. This suggests that even when the ad is shown, it is not sufficiently compelling or relevant to attract clicks, potentially due to poor ad copy or positioning. | Revamp the ad copy for 'financial advisor' to include stronger, more benefit-driven headlines, unique selling propositions (USPs), and clear calls-to-action. Utilize all relevant ad extensions (sitelinks, callouts, structured snippets) to increase ad prominence and provide more information. Analyze competitor ads for 'financial advisor' to identify best practices and differentiation opportunities. |
| Inefficient Bidding (High Avg CPC) | The keyword 'financial advisor' has a high average CPC of $16.57. Combined with the low Quality Score and zero conversions, each click is prohibitively expensive and provides no value. | Given the current performance, avoid bidding aggressively on 'financial advisor'. If the keyword is reintroduced after Quality Score and CTR improvements, consider starting with a very low manual bid to test relevance, or employ a Target CPA bidding strategy only once initial conversion data is established from more qualified keywords. Prioritize improving Quality Score, as this is the primary lever for reducing CPC. |

# Landing Page Audit Insights

## Landing Page: https://financialadvisors.quinnadvisor.com

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://financialadvisors.quinnadvisor.com | Overall Conversion Performance | A conversion rate of 0% from 236 clicks indicates a fundamental breakdown in the user journey on the landing page. Users are clicking ads but are not completing the desired action, signaling significant friction or misunderstanding. | Prioritize immediate A/B testing or user feedback sessions (e.g., heatmaps, session recordings, user interviews) to pinpoint exact points of user abandonment and confusion. The current state represents a complete loss of ad spend effectiveness. |
| https://financialadvisors.quinnadvisor.com | Value Proposition & Ad-Page Cohesion | The headline promises a 'complimentary financial plan and advisor match,' yet buried disclaimers clarify FinancialAdvisor.net only refers advisors and does not offer direct financial advice or manage assets. This creates a significant mismatch between initial user expectation (likely from ads) and the actual service offered. | Revise the primary headline and hero section to clearly communicate FinancialAdvisor.net's core service as a referral platform for qualified financial professionals, rather than an direct financial planning service. Align all ad creative messaging with this clarified value proposition to manage expectations upfront. |
| https://financialadvisors.quinnadvisor.com | Trust Signals & Credibility | Testimonials are prominently featured but explicitly state they are from 'Quinn customers' and 'not clients of FinancialAdvisor.net, nor are they endorsing FinancialAdvisor.net.' This disclaimer actively erodes trust and introduces severe brand confusion, undermining any positive social proof. | Immediately remove or replace testimonials that are not directly from FinancialAdvisor.net clients. If Quinn is an integral part of the process, clearly articulate its role within the FinancialAdvisor.net offering without misrepresenting endorsements. |
| https://financialadvisors.quinnadvisor.com | Brand Clarity & Identity | The page introduces three entities (Quinn, FinancialAdvisor.net, Respond.com) with unclear distinctions. While Respond.com's SEC registration is a positive, the convoluted relationship among them leads to user uncertainty about who they are engaging with and the true nature of the service. | Streamline the brand narrative to establish a clear hierarchy and relationship between Quinn, FinancialAdvisor.net, and Respond.com. Clearly explain how each entity contributes to the user's journey in a concise, transparent manner at the top of the page. |
| https://financialadvisors.quinnadvisor.com | Objection Handling (FAQs) | Critical questions are raised in the FAQ section ('Can I really trust the advice given by Quinn?', 'Are there any hidden fees?') but no answers are provided within the given content. This leaves key user concerns unaddressed, acting as major conversion blockers. | Provide concise, transparent, and direct answers to all listed FAQs. Focus particularly on clarifying the 'trust' aspect given the disclaimers, and explicitly address potential fees or lack thereof, to build confidence and remove friction. |
| https://financialadvisors.quinnadvisor.com | Call to Action (Clarity of Next Step) | While 'GET YOUR FREE FINANCIAL PLAN' is a clear CTA, the immediate next step after clicking is ambiguous. The content suggests an 'Introductory chat with our virtual advisor, Quinn,' implying an interactive flow not fully conveyed by a 'Get Plan' button. | Clarify the immediate action upon clicking the CTA. If it leads to a chat, update the CTA (e.g., 'CHAT WITH QUINN & START YOUR PLAN'). Consider integrating the initial step (e.g., a simple form or chat widget) directly on the landing page for immediate engagement. |
| https://financialadvisors.quinnadvisor.com | Competitor Benchmark | Zero conversions are far below industry standards for financial services landing pages, which typically see conversion rates ranging from 3% to 10% or higher depending on the offer and traffic quality. This indicates a complete failure to meet basic performance expectations. | Conduct a comprehensive competitor analysis to identify best practices in user experience, trust-building elements, clear value propositions, and conversion funnel design among successful financial advisor matching services. Implement key learnings to bridge the performance gap. |

## Landing Page: https://compare.financialadvisor.net/financial-advisor-match

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://compare.financialadvisor.net/financial-advisor-match | High CPA ($143.68) with placeholder 'Cost: 0.00' | The reported CPA is exceptionally high for a lead generation service, even with the 'Cost: 0.00' anomaly suggesting incomplete data. This indicates either a very low conversion rate on the page or extremely expensive clicks, or both, leading to an unsustainable acquisition cost. The page is not converting visitors efficiently given the traffic volume. | Prioritize A/B testing on core conversion elements (headline, CTA, primary value proposition, form placement) to significantly improve the on-page conversion rate. Additionally, investigate the 'Cost: 0.00' discrepancy, as accurate cost data is critical for optimization. |
| https://compare.financialadvisor.net/financial-advisor-match | Inconsistent and Generic Calls to Action (CTAs) | The page uses multiple, varying CTAs ('Get Started', 'Find Advisors', 'Let's Find My Advisor'). 'Get Started' is generic and lacks specific motivation. Inconsistent phrasing can confuse users about the next step and dilute the overall conversion focus. | Standardize and optimize the primary CTA to be benefit-oriented and action-specific (e.g., 'Get My Free Advisor Matches', 'Find Top Financial Advisors Now'). Ensure this consistent, strong CTA is prominently placed above the fold and repeated strategically throughout the page. |
| https://compare.financialadvisor.net/financial-advisor-match | Understated Key Differentiator (Fee Only/Fee Based Advisors) | The ability to compare 'Advisor Compensation (Fee Only or Fee Based)' is a critical decision factor for consumers seeking financial advice, yet it's relegated to a bullet point. This unique value proposition is not highlighted prominently in the hero section, missing a major opportunity to attract and qualify high-intent users. | Elevate the 'Fee Only or Fee Based' comparison to a primary position within the hero headline or as a bold, distinct feature immediately below it. This directly addresses a significant user need and differentiates the service from generic directories. |
| https://compare.financialadvisor.net/financial-advisor-match | Buried and Underutilized Trust Signals | Crucial trust signals, such as 'Respond.com Inc. is registered with the U.S. Securities and Exchange Commission as an investment adviser,' are placed in the footer, where they are easily missed. The 'AS FEATURED ON:' section also lacks visible logos, diminishing its credibility and impact. | Bring prominent trust signals (e.g., SEC registration, FINRA/SEC vetting) into a dedicated, easily visible section above the fold, perhaps as a trust bar or near the primary CTA. If 'AS FEATURED ON:' claims are legitimate, display recognizable media logos to enhance social proof. |
| https://compare.financialadvisor.net/financial-advisor-match | Limited and Text-Heavy Social Proof | While the page mentions 'Trusted by millions' and includes one testimonial, the social proof is not compellingly presented. A single text-only testimonial from 'Rondacker' lacks the visual weight and volume needed to build strong trust and confidence, especially for a high-value service. | Enhance social proof by adding more diverse testimonials (e.g., text with photos, potentially short video snippets). Quantify 'millions' with specific user numbers or aggregate ratings (e.g., '4.8/5 stars from X reviews'). Consider displaying trust badges or partner logos more prominently. |
| https://compare.financialadvisor.net/financial-advisor-match | Competitor Benchmark | Compared to leading financial advisor matching services (e.g., SmartAsset, Facet Wealth), a CPA of $143.68 for a lead (not a closed client) is on the higher end. Competitors often achieve lower CPAs by having highly optimized, low-friction forms and strong, clear value propositions that quickly address user pain points (e.g., 'get matched in 60 seconds'). | Analyze competitor landing pages, focusing on their lead capture forms, initial value propositions, and trust signal placement. Identify opportunities to streamline the user journey, reduce perceived effort, and improve the immediate perceived value proposition to align with or surpass competitor efficiency. |
| https://compare.financialadvisor.net/financial-advisor-match | Low Google Ads CTR (2.09%) | A CTR of 2.09% for Google Ads, especially search, is generally low and suggests a potential mismatch between the ad creative/targeting and user intent. While not a direct landing page issue, if ads are driving low-intent or misaligned traffic, even a perfectly optimized page will struggle to convert, contributing to the high CPA. | Conduct a comprehensive review of Google Ads keywords, ad copy, and targeting. Ensure ad messages explicitly align with the key value propositions of the landing page, especially 'Fee Only/Fee Based' advisor matching and personalized service, to attract higher-quality, more qualified clicks. |
| https://compare.financialadvisor.net/financial-advisor-match | Confusing 'No Cost' vs. Advisor Fee Messaging | The page states 'No Cost' for consumers but then transparently mentions 'Vetted advisors in the network do pay a fee.' While transparent, this sequence can momentarily create doubt or confusion for users, potentially impacting trust if not handled clearly and proactively. | Rephrase this point to proactively address potential user skepticism. Emphasize that the service is 'Always 100% Free for Consumers' and frame the advisor fee as a standard, industry-accepted referral model that does not affect the consumer's choice or cost, reinforcing trust. |
| https://compare.financialadvisor.net/financial-advisor-match | Value Proposition Clarity & Consistency | The page presents conflicting information regarding the minimum portfolio size: 'PERSONALIZED ADVICE FOR PORTFOLIO SIZE OF 250K AND ABOVE' and 'OUR ADVISORS PROVIDE PERSONALIZED ADVICE FOR PORTFOLIO SIZE OF 100K'. Later in the form, '$100,000 - $250,000' is an option for portfolio size. This inconsistency creates confusion for potential clients, potentially deterring those with portfolios between $100K and $250K, or leading to unqualified leads for advisors focused on larger portfolios. | Standardize the minimum portfolio size clearly and consistently across all copy on the page. If both thresholds are served, clarify the distinction (e.g., 'We serve clients with portfolios from $100K, with specialists for those above $250K'). Ensure the form options align perfectly with the stated value proposition. |
| https://compare.financialadvisor.net/financial-advisor-match | Form Length & User Experience | The lead capture form is extremely long, requiring numerous personal and financial details (zip code, retirement timeline, home/business ownership, income, portfolio size, current advisor, reason for search, email, full name, mobile). This high barrier to entry significantly increases friction and is a major conversion blocker, likely contributing to the high CPA despite considerable clicks. Users may abandon due to the perceived effort or invasiveness. | Implement a multi-step form (e.g., 2-3 steps) to reduce perceived length and effort. Group related questions, starting with less sensitive information. Clearly indicate progress (e.g., 'Step 1 of 3'). Consider asking for contact info only in the final step, after value has been established and commitment is higher. A/B test a shortened initial form that captures just enough to qualify a lead (e.g., zip, portfolio size, email) then follow up for more details. |
| https://compare.financialadvisor.net/financial-advisor-match | Legal Disclosure & Consent UX | The extensive legal text for E-SIGN signature and consent to contact via 'text, marketing calls, and emails from WiserAdvisor and up to 3 financial advisors' is presented as a dense block of text directly above the final 'Next' button. While legally necessary, its placement and verbosity can overwhelm users, generate distrust, or cause abandonment due to fear of excessive contact or sharing data. | Reformat the legal disclosure for readability. Use clear, concise language and bullet points. Consider a 'Learn More' link for the full Terms of Service and Disclosures, while providing a clear, abridged summary directly on the page. Highlight that users can opt-out of communications easily. A/B test different phrasing and presentation of the consent language to find a balance between compliance and user experience. |
| https://compare.financialadvisor.net/financial-advisor-match | Call to Action (CTA) Effectiveness | The initial CTAs like 'Let's Find My Advisor' and 'Find Your Advisor Match' are clear. However, the form's progression relies on implicit 'Next' buttons, and the final conversion point (after the extensive form and legal text) uses a generic 'Next' button, which is less motivating and visually prominent than it could be, especially given the significant user investment in completing the form. | Make the final conversion CTA more compelling and specific, reflecting the value received (e.g., 'Get My Advisor Matches', 'Find My Financial Advisor'). Ensure this final CTA is visually distinct, above the fold (if possible after form completion), and responsive on mobile devices. Consider micro-copy near the final CTA reiterating the benefit (e.g., 'Matches delivered in minutes'). |
| https://compare.financialadvisor.net/financial-advisor-match | Ad-Page Relevancy & CTR (Inferred) | A CTR of 2.09% is low for a Google Ads search campaign targeting specific keywords, suggesting a potential mismatch between user intent (as captured by the ad) and the immediate landing page experience. Users clicking the ad might expect immediate results, information, or a simpler process, rather than a long, detailed questionnaire. This disconnect can lead to high bounce rates and inflated CPA. | Review ad copy and keyword targeting. If ads promise 'instant matches' or 'quick quotes,' the landing page must deliver a perception of speed and ease. Consider using 'match types' that are more targeted. A/B test a simpler initial landing page that pre-qualifies users with fewer questions before directing them to the longer form, or ensure the ad clearly sets expectations for the required information. |
| https://compare.financialadvisor.net/financial-advisor-match | Trust Signals & Credibility | While the page includes 'Completely Private and Confidential' and 'YOUR INFORMATION IS SECURE & CONFIDENTIAL' (repeatedly), which are good, the very high volume of personal and financial questions combined with the lengthy, complex legal disclosure can inadvertently undermine trust. The 'Cost: 0.00' in performance data is also concerning, implying a potential data tracking issue that could extend to conversion tracking accuracy. | Beyond simple statements, enhance trust signals: display security badges (e.g., SSL, Norton Secured), clear privacy policy link, testimonials/reviews (the single 'Rondacker' quote is good but limited, and broken in the provided text), and perhaps a 'How it Works' section that visualizes the matching process simply. Address the performance data anomaly to ensure accurate CPA calculation and optimization. |
| https://compare.financialadvisor.net/financial-advisor-match | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth) often prioritize an extremely low-friction initial experience. They typically start with 2-3 very basic questions (e.g., zip code, portfolio size) to provide immediate perceived value or a soft 'match' before asking for more detailed information or contact details. This strategy reduces early abandonment and hooks users into the funnel. | Adopt a 'progressive profiling' approach similar to industry leaders. Focus on getting just enough information in the first step to provide an immediate, albeit preliminary, 'result' or 'match preview.' This creates engagement and justifies asking for more details in subsequent steps, significantly improving the perception of ease and conversion rate compared to a single, daunting long form. |
| https://compare.financialadvisor.net/financial-advisor-match | Overall Conversion Performance (CPA & Conversion Rate) | A Cost Per Acquisition (CPA) of $143.68 is exceptionally high for a lead generation service, even for high-value financial leads. While the total conversions (2079) indicate volume, this CPA points to a fundamental issue in the conversion funnel, likely a combination of high cost-per-click (implying low Quality Score or high competition) and a sub-optimal conversion rate (around 5.3% based on clicks and conversions). The 'Cost: 0.00' is an anomaly in the provided data, suggesting the CPA is a direct input and not a calculation, reinforcing that the \*given CPA\* is the primary concern. | Conduct an in-depth A/B testing program focused on conversion rate optimization. Prioritize tests on the above-the-fold content, the initial form fields, and the clarity of the value proposition immediately preceding the primary call to action. Specifically, analyze conversion rates at each step of the form/funnel to identify drop-off points. |
| https://compare.financialadvisor.net/financial-advisor-match | Ad-to-Landing Page Relevancy & CTR | A Click-Through Rate (CTR) of 2.09% for a Google Search Ads campaign is low, suggesting a potential mismatch between user intent (as expressed in their search query and ad click) and the initial landing page experience. This low CTR often contributes to higher CPCs and thus the elevated CPA. Users might be expecting an immediate 'match' or specific advice that isn't instantly available or clearly articulated. | Review Google Ads keywords, ad copy, and landing page headlines. Ensure the ad copy directly addresses user pain points and the landing page immediately reinforces that promise. Consider implementing Dynamic Keyword Insertion (DKI) in headlines to increase relevancy, and test different ad copy variations that clearly set expectations for the matching process (e.g., 'Get Matched to 1-3 Advisors' instead of just 'Find an Advisor'). |
| https://compare.financialadvisor.net/financial-advisor-match | Value Proposition Clarity & Prominence | The page content provides strong unique selling propositions (USPs) such as 'No Cost,' 'No Obligation,' 'Confidential,' 'Saves You Time,' and that advisors are 'vetted' and 'fee-only or fee-based.' However, the high CPA suggests these critical benefits may not be immediately apparent or compelling enough at the top of the page, or they are overshadowed by friction points. | Elevate the most impactful USPs to above the fold using concise, benefit-driven headlines, bullet points, and trust badges/icons. Explicitly state the 'free' and 'no obligation' aspects near the primary call to action. Visually separate these key selling points from the more detailed explanations. |
| https://compare.financialadvisor.net/financial-advisor-match | Form Friction & Progressive Profiling | The content mentions 'portfolio size is required for a successful match' and 'Your additional selections will help us choose the best suited 2 to 3 advisors.' This indicates a multi-step form requiring potentially sensitive financial data early on. The explicit consent for 'emails, phone calls, and/or text messages' from multiple entities, while legally necessary, can also increase perceived friction if presented too abruptly. | Implement a progressive profiling strategy. Begin with minimal, non-sensitive information (e.g., zip code, type of service needed) to reduce initial commitment. Defer sensitive questions like 'portfolio size' to later stages once the user is more invested. Rephrase the consent language to be less intimidating, possibly using a clear, opt-in checkbox with a direct link to the privacy policy, rather than embedding it within dense paragraphs. |
| https://compare.financialadvisor.net/financial-advisor-match | Trust Signals & Social Proof | While the page states 'Your information will remain private and confidential' multiple times and mentions SEC registration, the 'AS FEATURED ON:' text without accompanying logos is a missed opportunity for strong social proof. Users are highly skeptical when sharing financial data, and visual trust signals are crucial for conversion. | If actual media features exist, replace 'AS FEATURED ON:' with prominent logos of reputable publications or media outlets. If not, remove the text entirely to maintain credibility. Additionally, consider displaying relevant trust badges (e.g., BBB, security seals if applicable) and highlighting the 'SEC/FINRA registration' and 'fee-only/fee-based' aspects with distinct visual icons near key conversion points. |
| https://compare.financialadvisor.net/financial-advisor-match | Call to Action (CTA) Clarity & Urgency (Inferred) | The provided content snippet doesn't show the primary CTA button. A generic or unclear CTA (e.g., 'Submit,' 'Continue') on a page asking for sensitive information contributes to high friction and low conversion rates, especially given the high CPA. The action of 'matching' needs to be clear and enticing. | Ensure the primary CTA is highly visible, uses contrasting colors, and is benefit-oriented. Test CTA text such as 'Get My Free Advisor Match,' 'Start Your Personalized Match,' or 'Connect with Advisors Now.' Consider placing a clear, singular CTA above the fold and reinforcing it as the user scrolls, if it's a longer page. |
| https://compare.financialadvisor.net/financial-advisor-match | Competitor Benchmark | A CPA of $143.68 is likely significantly higher than what industry leaders or more optimized competitors are achieving for similar financial advisor matching services. This suggests competitors may have more refined lead qualification processes, better funnel efficiency, or a more compelling initial offer that reduces user friction and increases conversion velocity. | Conduct a comprehensive competitive analysis focusing on direct competitors' landing pages and their lead generation funnels. Pay close attention to their initial asks, how they build trust, their value proposition positioning, and how they handle consent for contact. Identify best practices in terms of form length, page layout, and messaging that could be adapted and tested on FinancialAdvisor.net. |
| https://compare.financialadvisor.net/financial-advisor-match | Conversion Efficiency & CPA | A CPA of $143.68 is very high, strongly indicating a low conversion rate from ad click to qualified lead or conversion. While financial services leads can have high value, this CPA suggests significant inefficiency in the conversion funnel. Combined with the 2.09% CTR, it points to a probable disconnect between user intent, ad messaging, and the landing page experience. | Implement comprehensive conversion tracking to identify exact drop-off points within the user journey (e.g., form start vs. form completion). Conduct A/B tests on key elements like headline, primary CTA, and initial form fields to improve the conversion rate. Focus on reducing friction and clearly communicating the immediate value proposition. |
| https://compare.financialadvisor.net/financial-advisor-match | Ad-Page Cohesion & User Intent | The low CTR of 2.09% suggests that the ad copy may not be effectively qualifying users or compelling them to click based on the landing page's offering. Users clicking might not be finding the immediate match they expected, or the page isn't reinforcing the ad's promise quickly enough, contributing to the high CPA. | Review and refine Google Ads copy to more precisely align with the landing page's 'financial advisor match' service, emphasizing the 'compare' and 'match' aspects. Ensure ad extensions are fully utilized to provide more context pre-click. A/B test different ad headlines that mirror the landing page's value proposition directly. |
| https://compare.financialadvisor.net/financial-advisor-match | Trust & Credibility (Future Copyright Date) | The copyright notice '© 2025 FinancialAdvisor.net' immediately raises a red flag regarding the page's maintenance and trustworthiness. In the financial sector, where trust is paramount, such a glaring and easily rectifiable error severely undermines credibility and can deter conversions. | Immediately correct the copyright year to the current year (e.g., 2024). Implement a strict content review process to ensure all dates and dynamic information are accurate and up-to-date, reflecting professionalism and attention to detail. |
| https://compare.financialadvisor.net/financial-advisor-match | Clarity of Service & Expectation Management | The disclaimer 'do not manage investor assets or otherwise render investment or financial planning advice beyond the referral' is legally crucial but, if presented too early or without context, can confuse users who might expect direct advice. The messaging needs to clearly establish the service as a 'matching platform' upfront, setting the right expectation. | Ensure the primary headline and initial above-the-fold content immediately clarify that the service is a comparison/matching platform for financial professionals. Integrate the disclaimer thoughtfully, perhaps within an 'How It Works' section or FAQ, rather than having it as a prominent trust blocker if it appears early. |
| https://compare.financialadvisor.net/financial-advisor-match | Missing Trust Signals | Beyond the basic legal disclaimers, the provided content lacks proactive trust signals essential for financial services. There's no mention of how advisors are vetted, customer testimonials, professional affiliations, security badges, or evidence of success (e.g., 'X successful matches'). This absence contributes to user skepticism and a reluctance to convert. | Incorporate strong trust signals. This includes client testimonials, clear explanations of the advisor vetting process, logos of any professional bodies or associations relevant to financial advisors (if they are verified members), and potentially security badges (e.g., SSL, privacy policy links prominently displayed). Consider displaying the number of advisors in their network or successful matches made. |
| https://compare.financialadvisor.net/financial-advisor-match | Competitor Benchmark | A CPA of $143.68 for a financial advisor lead is on the higher side, but the true competitiveness depends on the average CPA of direct competitors offering similar matching/referral services (e.g., SmartAsset, Facet Wealth). Without this benchmark, it's challenging to quantify how efficient or inefficient the current acquisition cost is relative to market standards. | Conduct a comprehensive competitor analysis focusing on similar financial advisor matching platforms. Analyze their landing page strategies, value propositions, lead generation funnels, and estimated CPAs (using industry reports or competitive intelligence tools) to set realistic CPA targets and identify best practices for conversion. |

# Geographical Performance

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| City | Region | Country | Type | Impressions | Clicks | Conversions | Cost ($) | CVR | CPA ($) |
| United States |  |  | Country | 1069145 | 40419 | 2134.499623 | $312066.76 | 0.05280931302110394 | $146.20 |

# Geographical Insights

# Geographical Insights

|  |  |  |
| --- | --- | --- |
| Characteristic/ Location | Insight | Recommendation |
| United States (Country) | The United States country-level performance shows a robust Conversion Rate (CVR) of 5.28%, indicating strong ad-to-landing page relevance and audience targeting. This segment generated 2134.5 conversions from $312,066.76 in spend, resulting in a Cost Per Acquisition (CPA) of $146.20. | Given the strong CVR of 5.28%, explore opportunities to significantly scale budget within the United States, provided the $146.20 CPA delivers a positive Return on Ad Spend (ROAS). Consider implementing a 'Target CPA' bid strategy with an aggressive target to potentially reduce CPA without sacrificing conversion volume, or 'Maximize Conversions' with a set target ROAS to optimize for total conversion value from this high-performing geo. |

# Hourly Performance Pivot

CVR

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 | 0.42 | 0.82 | 0.19 | 0.12 | 0.42 | 0.21 | 0.23 | 0.25 | 0.61 | 0.55 | 0.49 | 0.69 | 0.39 | 0.61 | 0.43 | 0.37 | 0.42 | 0.52 | 0.30 | 0.57 | 0.79 | 0.47 | 0.36 | 0.22 |
| Tuesday | 0.57 | 0.77 | 0.55 | 1.00 | 0.16 | 0.87 | 0.45 | 1.20 | 0.48 | 0.44 | 0.48 | 0.48 | 0.42 | 0.39 | 0.33 | 0.50 | 0.54 | 0.46 | 0.16 | 0.21 | 0.62 | 0.51 | 0.27 | 0.65 |
| Wednesday | 0.76 | 0.42 | 1.05 | 0.27 | 0.57 | 0.50 | 0.30 | 0.56 | 0.50 | 0.53 | 0.48 | 0.66 | 0.45 | 0.41 | 0.49 | 0.39 | 0.49 | 0.44 | 0.24 | 0.12 | 0.20 | 0.16 | 0.24 | 0.35 |
| Thursday | 0.27 | 1.61 | 0.47 | 0.57 | 0.32 | 0.18 | 0.38 | 0.57 | 0.38 | 0.41 | 0.80 | 0.45 | 0.14 | 0.37 | 0.27 | 0.71 | 0.35 | 1.16 | 0.45 | 0.10 | 0.34 | 0.06 | 0.41 | 0.40 |
| Friday | 0.18 | 0.13 | 0.57 | 1.23 | 1.10 | 0.61 | 0.55 | 0.73 | 0.87 | 0.33 | 0.38 | 0.31 | 0.42 | 0.38 | 0.44 | 0.16 | 0.47 | 0.50 | 0.33 | 0.34 | 0.21 | 0.27 | 0.79 | 0.25 |
| Saturday | 0.16 | 0.37 | 1.24 | 0.10 | 1.61 | 0.24 | 0.03 | 0.83 | 0.32 | 0.54 | 0.49 | 0.41 | 0.42 | 0.46 | 0.23 | 0.33 | 0.91 | 0.43 | 0.40 | 0.38 | 0.75 | 0.36 | 0.15 | 0.34 |
| Sunday | 0.24 | 1.75 | 1.68 | 0.96 | 0.22 | 0.65 | 0.30 | 0.80 | 0.44 | 0.34 | 0.33 | 0.62 | 0.44 | 0.55 | 0.37 | 0.63 | 0.30 | 0.15 | 0.17 | 0.43 | 0.25 | 0.57 | 0.33 | 0.43 |

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 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday | 10.00 | 6.00 | 5.00 | 3.00 | 5.00 | 5.00 | 3.00 | 10.00 | 14.00 | 20.00 | 21.01 | 27.50 | 27.00 | 32.00 | 24.00 | 22.00 | 22.00 | 24.00 | 12.00 | 14.00 | 11.00 | 9.00 | 10.00 | 6.00 |
| Tuesday | 10.00 | 8.00 | 6.00 | 13.00 | 2.00 | 8.00 | 4.00 | 16.00 | 11.00 | 16.50 | 16.00 | 19.50 | 25.33 | 18.66 | 12.00 | 22.00 | 21.33 | 14.01 | 10.00 | 11.00 | 10.50 | 10.50 | 7.00 | 5.00 |
| Wednesday | 12.00 | 9.00 | 12.00 | 5.00 | 6.00 | 6.00 | 7.00 | 11.00 | 10.00 | 19.00 | 19.00 | 37.99 | 19.00 | 19.00 | 17.50 | 17.99 | 20.50 | 18.50 | 17.00 | 10.50 | 7.00 | 14.01 | 15.00 | 7.00 |
| Thursday | 6.00 | 13.00 | 4.00 | 5.50 | 3.50 | 2.00 | 9.99 | 12.00 | 8.50 | 18.00 | 18.00 | 14.50 | 9.50 | 19.50 | 22.50 | 24.00 | 27.00 | 19.00 | 22.67 | 5.50 | 15.83 | 3.66 | 8.50 | 10.00 |
| Friday | 4.00 | 5.00 | 8.00 | 3.00 | 3.00 | 7.00 | 6.00 | 8.00 | 12.00 | 10.00 | 17.01 | 16.00 | 16.50 | 16.50 | 20.00 | 12.00 | 16.00 | 10.33 | 12.67 | 12.00 | 6.00 | 7.00 | 6.00 | 4.00 |
| Saturday | 5.00 | 8.00 | 4.00 | 1.00 | 8.00 | 3.00 | 1.00 | 12.00 | 9.00 | 16.50 | 19.00 | 15.00 | 12.00 | 10.83 | 8.00 | 11.00 | 16.00 | 11.00 | 11.00 | 13.00 | 11.00 | 8.00 | 5.00 | 2.00 |
| Sunday | 5.00 | 8.00 | 9.00 | 8.67 | 4.33 | 4.00 | 4.00 | 9.50 | 16.67 | 10.33 | 13.50 | 23.00 | 13.66 | 23.50 | 16.00 | 20.33 | 13.00 | 13.00 | 13.00 | 18.00 | 7.00 | 13.50 | 3.00 | 8.00 |

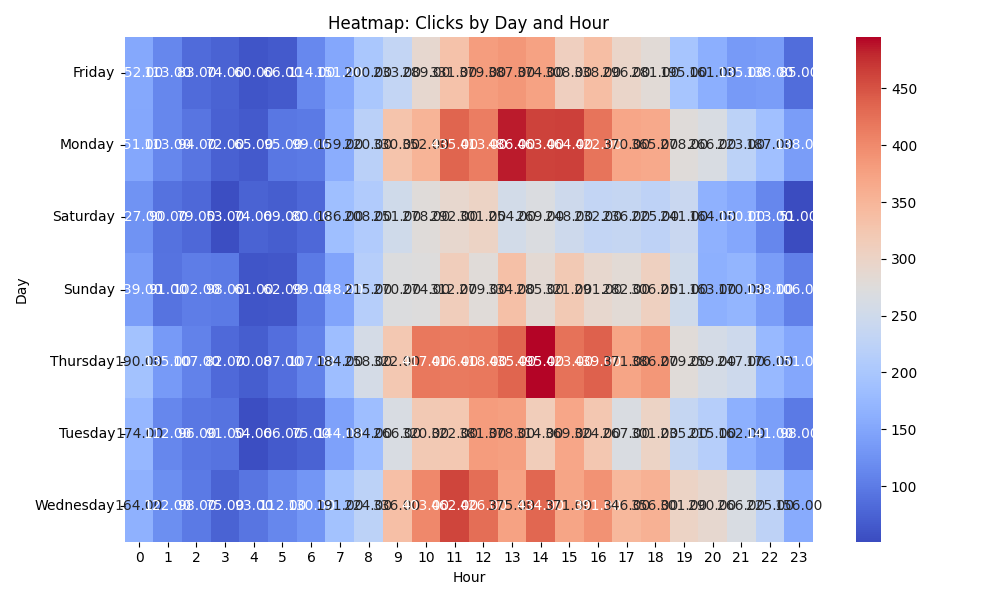
Cost ($)

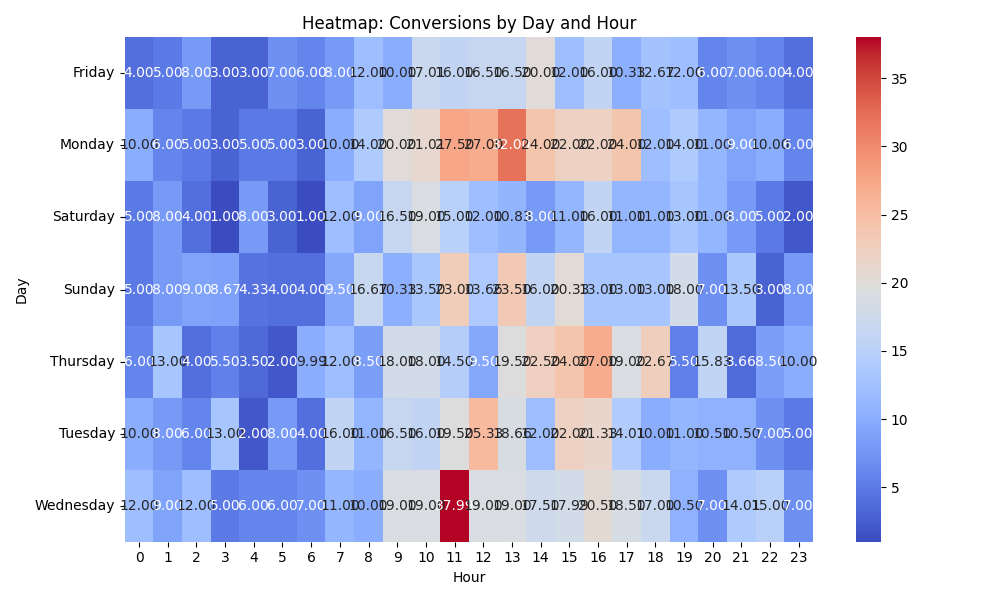
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday | 1351.94 | 1004.92 | 884.71 | 590.27 | 532.30 | 950.96 | 790.37 | 1306.71 | 1627.45 | 2479.18 | 2700.25 | 3477.27 | 3372.93 | 3783.57 | 3461.66 | 3193.09 | 3188.69 | 2589.53 | 2859.67 | 2058.93 | 1938.93 | 1515.48 | 1256.43 | 1083.27 |
| Tuesday | 1436.81 | 867.09 | 864.54 | 782.12 | 436.97 | 584.41 | 684.57 | 1082.80 | 1526.30 | 2066.37 | 2515.78 | 2326.18 | 2834.24 | 2745.26 | 2417.96 | 2649.53 | 2259.96 | 1800.78 | 1971.23 | 1504.84 | 1459.75 | 1067.82 | 789.05 | 558.82 |
| Wednesday | 1402.38 | 846.78 | 925.95 | 589.84 | 756.82 | 1303.27 | 1113.42 | 1361.86 | 1787.62 | 2529.87 | 3059.04 | 3411.58 | 3217.92 | 2708.01 | 3045.59 | 2567.11 | 2971.54 | 2355.55 | 2558.82 | 1955.39 | 1832.86 | 1893.41 | 1420.95 | 946.01 |
| Thursday | 1565.45 | 1096.60 | 749.10 | 700.52 | 552.05 | 689.86 | 803.65 | 1653.00 | 2082.71 | 2654.48 | 3640.58 | 3302.87 | 3084.04 | 3238.15 | 3780.71 | 3026.25 | 3078.13 | 2494.37 | 2638.20 | 1925.83 | 1927.42 | 1753.52 | 1174.09 | 1110.41 |
| Friday | 1235.09 | 985.28 | 694.23 | 678.00 | 550.28 | 580.37 | 827.18 | 1257.58 | 1573.07 | 1868.69 | 2240.06 | 2476.44 | 2702.88 | 2844.88 | 2857.93 | 2052.03 | 2265.69 | 2284.94 | 2207.86 | 1306.01 | 1027.74 | 939.37 | 1011.96 | 560.12 |
| Saturday | 1051.74 | 800.70 | 679.04 | 462.62 | 526.72 | 589.41 | 805.56 | 1510.02 | 1665.98 | 2081.88 | 2123.97 | 2421.40 | 2264.96 | 2120.47 | 2207.40 | 1780.39 | 1668.74 | 1724.63 | 1660.06 | 1863.63 | 1103.18 | 1126.05 | 846.14 | 403.68 |
| Sunday | 1263.70 | 860.43 | 852.18 | 1017.36 | 709.94 | 568.96 | 855.51 | 1188.56 | 1873.32 | 2247.88 | 2363.30 | 2500.03 | 2120.08 | 2752.48 | 2209.73 | 2567.85 | 2227.62 | 2277.80 | 2130.99 | 1954.06 | 1179.54 | 1411.20 | 984.32 | 783.91 |

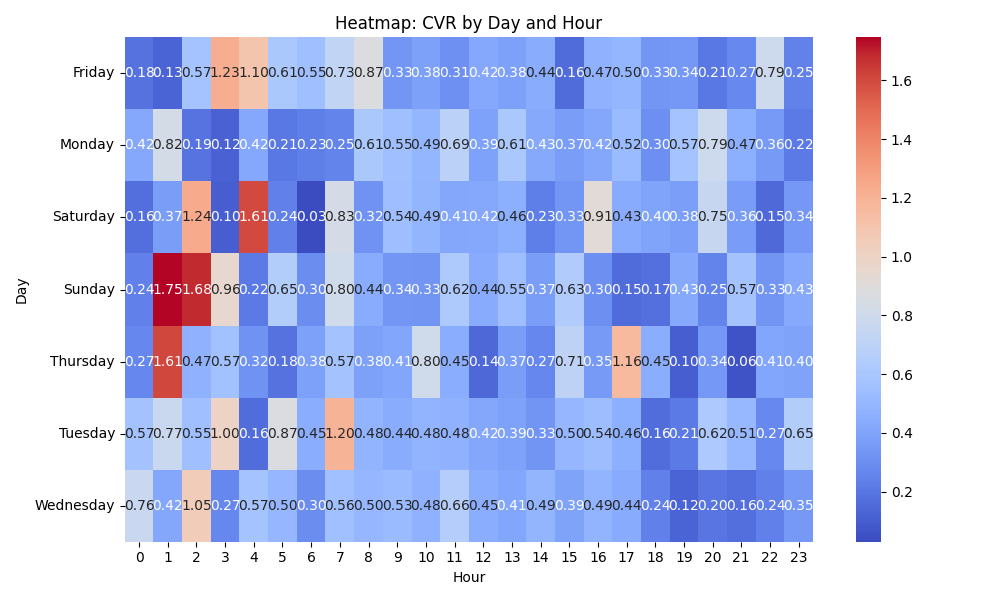
# Hourly Patterns Insights

# Hourly Patterns Insights

|  |  |  |
| --- | --- | --- |
| Characteristic | Insight | Recommendation |
| Monday Hour 11 - Peak Performance | This hour is a high-performer, generating 27.5 conversions on average with an excellent Conversion Rate of 0.0592%, significantly above the overall average. | Increase bid adjustments for this specific hour (e.g., +20-30%) to maximize visibility and capture more high-value traffic. Ensure sufficient budget is allocated. |
| Sunday Hour 11 - Peak Performance | This hour is a high-performer, generating 22.0 conversions on average with an excellent Conversion Rate of 0.0789%, significantly above the overall average. | Increase bid adjustments for this specific hour (e.g., +20-30%) to maximize visibility and capture more high-value traffic. Ensure sufficient budget is allocated. |
| Sunday Hour 13 - Peak Performance | This hour is a high-performer, generating 23.5 conversions on average with an excellent Conversion Rate of 0.0683%, significantly above the overall average. | Increase bid adjustments for this specific hour (e.g., +20-30%) to maximize visibility and capture more high-value traffic. Ensure sufficient budget is allocated. |
| Thursday Hour 10 - High Cost, Zero Conversions | This hour incurs significant cost ($418.51) but yields zero conversions, indicating wasted ad spend and poor targeting or relevance. | Apply strong negative bid adjustments (e.g., -100%) or completely pause campaigns during this hour to reallocate budget to more efficient periods. Investigate search terms. |
| Sunday Hour 00 - High Cost, Zero Conversions | This hour incurs significant cost ($325.45) but yields zero conversions, indicating wasted ad spend and poor targeting or relevance. | Apply strong negative bid adjustments (e.g., -100%) or completely pause campaigns during this hour to reallocate budget to more efficient periods. Investigate search terms. |
| Sunday Hour 07 - High Cost, Very Low Conversions | This hour has high spend ($478.99) with very few conversions (1.5) and a low CVR (2.46%), suggesting inefficient spend. | Implement significant negative bid adjustments (e.g., -50% or more) for this hour. Re-evaluate keywords, ad copy, and landing page experience for relevance. |
| Saturday Hour 04 - High CVR Opportunity | This hour shows a high conversion rate (100.00%) indicating quality traffic, but current conversion volume (1.0) is not at its highest potential. | Test moderate positive bid adjustments (e.g., +10-15%) to increase visibility and capture more high-converting clicks without overspending. Monitor conversion volume and CPA closely. |
| Friday Hour 04 - High CVR Opportunity | This hour shows a high conversion rate (100.00%) indicating quality traffic, but current conversion volume (1.0) is not at its highest potential. | Test moderate positive bid adjustments (e.g., +10-15%) to increase visibility and capture more high-converting clicks without overspending. Monitor conversion volume and CPA closely. |
| Sunday Hour 01 - High CVR Opportunity | This hour shows a high conversion rate (100.00%) indicating quality traffic, but current conversion volume (1.0) is not at its highest potential. | Test moderate positive bid adjustments (e.g., +10-15%) to increase visibility and capture more high-converting clicks without overspending. Monitor conversion volume and CPA closely. |
| Early Morning Hours (00:00 - 05:00) Overall | On average, the early morning period consistently exhibits low conversion volume and poor CVR (4.26%), incurring significant cost ($1286.30) for minimal return. | Implement negative bid adjustments or pause ad delivery across all campaigns for the 00:00-05:00 time block. Reallocate budget to higher-performing hours during the day. |
| Late Night Hours (22:00 - 23:00) Overall | The late night period typically shows very low conversion rates (5.98%) and minimal conversions for the cost incurred ($898.39). | Consider significant negative bid adjustments or pausing ads for the 22:00-23:00 time block across all days to improve overall budget efficiency. |
| Strong Weekend Performance | Weekends (Saturday & Sunday) consistently demonstrate higher average conversion rates (6.47%) and significant total conversions compared to the weekly average, suggesting users are more receptive to converting. | Increase daily bid adjustments for Saturday and Sunday (e.g., +15-25%) to capture more traffic during these high-converting periods. Evaluate ad copy for weekend relevance. |
| Lowest CVR Day: Wednesday | 'Wednesday' exhibits the lowest overall Conversion Rate (4.89%) for the week, suggesting less efficient ad spend on this particular day. | Apply negative bid adjustments across all hours on 'Wednesday'. Analyze search intent and user behavior more deeply for this day to understand the low performance. |
| Highest CVR Day: Sunday | 'Sunday' yields the highest average Conversion Rate (6.71%) and a strong number of conversions, indicating highly valuable traffic. | Increase bid adjustments across all hours on 'Sunday' to maximize reach and conversion potential. Consider exclusive promotions for this day. |







# Competitor Intelligence

# Top Competitor Insights

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| Competitor | Strengths | Recommendations |
| napfa.org › what-is-a-nrfa | This strategy effectively captures highly specific, informed user intent. By focusing on a well-known industry designation (NAPFA), they immediately leverage established trust and credibility associated with that professional body, which often signifies fee-only and fiduciary advisors. Their ad directly addresses a user's research query, positioning them as an authoritative source for information about a particular type of advisor. This educational approach allows the competitor to attract users earlier in their research journey, building brand authority and trust by providing valuable information before explicitly offering a service. It caters to users who are still understanding their options and what different advisor designations mean, potentially leading to higher-quality leads who are more informed when they do decide to seek an advisor. This directly taps into an existing, recognized credential, immediately communicating a specific standard of quality and ethics (often implying fee-only, fiduciary) to an aware audience. This leverages an established third-party brand for immediate trust, reducing the need for the user to research what 'NAPFA' entails. | While our landing page clearly outlines our vetting process (FINRA/SEC Registered), we could enhance our ad creative strategy by developing highly specific ad groups and creatives that target users searching for particular advisor types or designations (e.g., 'What is a Fiduciary Advisor?', 'Find a Fee-Only Financial Advisor'). We should then ensure our landing page content for these specific ads directly addresses those niches, demonstrating our ability to connect users with advisors meeting those specific criteria, similar to how NAPFA leverages its specific brand. Our current ad creatives and landing page are more service-oriented ('Find Leading Financial Advisors,' 'Compare Top Financial Advisors'). We should experiment with ad creatives that adopt a more educational or informative tone, such as 'Understand Financial Advisor Certifications' or 'What Does 'Registered' Mean for Your Advisor?'. These ads could lead to landing page sections or dedicated pages that first educate users on the importance of FINRA/SEC registration, the benefits of vetting, and then seamlessly transition into how FinancialAdvisor.net matches them with qualified professionals based on these standards. This could expand our top-of-funnel reach and build trust earlier in the user's decision-making process. While our landing page effectively communicates our robust vetting process (FINRA/SEC registration, pre-screening, clean records, etc.) and our own brand credibility ('Trusted by millions,' 'As Featured On'), our ad creatives are more generic. We should consider explicitly including key trust signals like 'FINRA/SEC Registered Advisors' or 'Vetted & Pre-Screened Advisors' directly in our ad headlines or descriptions where character limits allow. This will instantly communicate our commitment to quality and transparency, akin to how NAPFA leverages its specific association. Additionally, ensure these trust signals are highly prominent and easily digestible on the landing page, possibly above the fold, to reinforce credibility from the first glance. |
| napfa.org | The competitor's ad creative, though repetitive, strongly emphasizes their brand name and positions themselves as a 'National Association.' This implies a high level of authority, establishment, and a broad reach. For users specifically searching for an association or a well-known entity in the financial advisor space, this direct and clear branding can convey credibility and trust immediately. The competitor's ad is concise and focused solely on their brand identity. This simplicity can be effective for users already familiar with NAPFA or searching for a specific association. It avoids overwhelming users with too much information in the ad itself, relying on their brand recognition. The repetition of 'NAPFA: The National Association of Personal Financial Advisors' serves to strongly brand them and reinforce their identity. This 'stickiness' helps with recall and solidifies their position in the user's mind, particularly if they are already searching for specific industry organizations. | Our ad creatives should work to convey the unique value of our \*matching service\* more explicitly. While 'Financialadvisor.net' is direct, we can add a strong headline or description that quickly communicates 'Custom Match Vetted Advisors' or 'Find Pre-Screened Financial Advisors' to differentiate from direct association sites and highlight our core benefit. Consider A/B testing ad copy that includes 'FINRA/SEC Registered' or 'Vetted Advisors' to directly address trust from the outset, mirroring the implied authority of 'National Association' with concrete benefits. Our landing page is rich with detail about our pre-screening process, no-cost service, confidentiality, and time-saving benefits. Our ad creatives should aim to distill the most compelling aspects of these benefits into a succinct message. We could test ad copy that highlights 'Free Matching Service' or 'Connect with Top Advisors' combined with a strong trust signal to immediately capture attention and clearly state our value proposition, rather than just our brand name. While the competitor focuses on brand recall, our strength lies in providing a solution to a common problem: finding a trustworthy financial advisor. Our ad creatives should aim for 'solution-oriented' stickiness. We should ensure our headlines and descriptions clearly communicate the 'how' and 'why' someone should click \*our\* ad. For example, 'Compare Top Financial Advisors' or 'Get Custom Matched with Vetted Advisors' directly speaks to the user's need, leveraging the benefits detailed on our landing page rather than just our name. |
|  | ❌ Parse Error: 'list' object has no attribute 'strip' | N/A |
| bls.gov › ooh › business-and-financial › pe... | The competitor, bls.gov (Bureau of Labor Statistics), leverages a highly authoritative and trusted government domain. Their ad creative 'Occupational Outlook Handbook' clearly signals an informational, educational intent, perfectly aligning with users seeking career information, job descriptions, or general knowledge about personal financial advisors. This strong alignment with informational search queries positions them as a definitive, unbiased source. The ad creative 'Personal Financial Advisors : Occupational Outlook Handbook | People also ask' directly addresses common user questions and a desire for comprehensive information. This indicates an understanding of the user's research phase, offering a broad resource rather than a direct service. Given it's a government site, there's an inherent perception of neutrality and trustworthiness. There's no commercial pressure implied, which can be appealing to users in a research phase. The competitor's ad doesn't pre-qualify users by portfolio size, as it's an informational resource relevant to everyone interested in the profession. | Our ad creatives and keyword strategy should focus more sharply on transactional, service-seeking intent. We need to ensure our ads target keywords like 'find financial advisor,' 'hire financial planner,' 'compare financial advisors,' etc. If we are bidding on informational keywords, we should consider creating dedicated content (e.g., blog posts, guides) on our site to capture those early-stage users, rather than sending them to a service-matching landing page, which can lead to unqualified clicks. Our ad copy needs to explicitly highlight our unique value proposition as a service: 'Compare Top Financial Advisors,' 'Get Custom Matched,' 'FINRA/SEC Registered Advisors.' Emphasize the direct benefits of using our platform for finding an advisor, such as 'Save Time,' 'No Cost,' 'No Obligation,' and 'Personalized advice.' We should also ensure our calls to action (e.g., 'Get Started,' 'Let's Find My Advisor') are prominent and compelling in the ad copy itself, driving users towards taking action to find an advisor. While we cannot match government authority, we must aggressively promote our own trust signals in our ad creatives and on the landing page. Key phrases like 'FINRA/SEC Registered Advisors,' 'Pre-screen advisors,' 'Vetted,' 'Confidential,' and 'Trusted by millions' should be leveraged more prominently. Consider testing ad copy that leads with our screening process or the fact that our advisors are SEC/FINRA registered to build immediate credibility with transactional searchers. We should use ad copy to pre-qualify leads more effectively. Our landing page mentions 'Portfolio Size of 100K and above' (and also inconsistently '250K and above'). Incorporate this qualification into our ad creatives (e.g., 'Advisors for $100K+ Portfolios' or 'Connect with Financial Planners for Portfolios of $250K+'). This helps attract higher-value clients and reduces wasted ad spend on users who don't meet our service's minimum requirements. Also, immediately resolve the inconsistency on the landing page regarding the minimum portfolio size. |

# Top 3 Risks & Opportunities

## ⚠️ Risks

# Risks

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| Characteristic | Insight | Recommendation |
| Campaign 22800641933: Search - FinancialAdvisors - USA - (Total) - 2025 (Quinn) | This campaign has spent $3,195.07 without generating any conversions, resulting in an undefined CPA. It also exhibits the lowest CTR (0.0236) and the highest Avg CPC ($13.54) among all campaigns, indicating severe issues with ad relevance, targeting, or conversion tracking. | Immediately pause this campaign. Conduct a comprehensive audit to identify the root cause of zero conversions. This includes verifying conversion tracking setup, reviewing keyword relevancy, ad copy, landing page experience, and audience targeting. Reallocate budget to better-performing campaigns until critical issues are resolved. |
| Campaign 22844027501: Search - FinancialAdvisors - USA - (Total) - 2025 (MayankNew Form) | This campaign has the highest CPA ($183.15) among all campaigns that generated conversions. Its CTR (0.0277) is among the lowest, suggesting poor ad engagement or targeting that leads to inefficient spend for conversions. | Prioritize optimization efforts for this campaign. Focus on refining negative keywords from the search term report, improving ad copy for higher relevance, testing different landing pages, and potentially narrowing geographic or demographic targeting. Consider reducing the daily budget until CPA improves significantly. |
| Campaign 20989212458: Search - FinancialAdvisors - USA - (250K+) - 2025 - Variant B | With a CPA of $176.14, this campaign is the second most expensive per conversion among those with positive conversion data. It also has a high Avg CPC ($10.63) which contributes to the elevated CPA, suggesting an inefficiency in bidding or keyword quality. | Analyze the keyword performance within this campaign, focusing on terms with high CPC and low conversion rates. Evaluate ad copy and creative elements for opportunities to improve Quality Score and CTR. Implement bid adjustments for devices, locations, or audiences that show better performance to optimize efficiency. |

## ✅ Opportunities

# Opportunities

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| Characteristic | Insight | Recommendation |
| Campaign 13892806711: Search - Retirement Advisor - USA - 250K+ - tCPA2025 | This campaign is an exceptional performer, boasting the lowest CPA ($91.32), highest CTR (0.0635), and lowest Avg CPC ($5.79) across the entire dataset. It efficiently delivers a substantial number of conversions (416.18) on a daily budget of $1000. | Strongly consider increasing the budget for this campaign to scale its successful performance and maximize conversion volume, while closely monitoring the CPA to ensure efficiency is maintained. Replicate its successful strategies (keywords, ad copy, landing pages, audience targeting) across other related campaigns. |
| Campaign 11313464545: Search - FinancialAdvisors - USA - (250K+) - 2025 (Broader239/245) | This campaign is the top conversion driver by volume (726.84 conversions) and has the highest spend, indicating a significant and active market presence. While its CPA ($162.23) is not the lowest, the high volume signifies its strategic importance and ability to scale. | Maintain vigilant monitoring of the CPA to ensure it remains within acceptable profitability thresholds. Explore opportunities for marginal CPA improvements through granular optimizations like advanced negative keyword additions, ad group restructuring, or enhanced landing page experiences, without compromising its significant conversion volume. |
| Campaign 13892806714: Search - Investment Advisor - USA - 250K - 2025 | This campaign is a highly reliable performer, delivering a strong volume of conversions (380.84) at an efficient CPA ($152.53). Its solid CTR (0.0425) and moderate Avg CPC ($6.65) demonstrate good overall campaign health and relevance. | Gradually increase the daily budget for this campaign to capitalize on its efficiency and potentially drive more conversions, while closely observing the CPA to confirm continued performance. Identify and replicate key elements of its success, such as keyword targeting and ad messaging, to other campaigns in the portfolio. |