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 | 2.36% | $11637.94 | 1972 | 83525 | Below | $5.90 | Above | $122.50 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) | 2.09% | $3341.42 | 505 | 24203 | Below | $6.62 | Above | $175.86 | Above |
| Search - Brand - (USA) - 2025 | 25.19% | $3045.02 | 299 | 1187 | Above | $10.18 | Above | $97.18 | Above |
| Search - Financial Advisor - (USA) - 250K+ 2024 Mayank\_NewForm | 2.69% | $1290.74 | 216 | 8031 |  | $5.98 | Above | $92.20 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02 | 2.42% | $130.98 | 27 | 1118 |  | $4.85 | Above | $130.98 | Above |

# Campaign Insights

# Campaign Insights

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| Characteristic | Insight | Recommendation |
| "Insight" | "The newer 'Search | Financial Advisor |
| "Insight" | "The 'Search | Retirement Advisor |
| "Recommendation" | "Temporarily switch the bid strategy from TARGETCPA to 'Maximize Conversions' (without a target CPA) or 'Maximize Clicks' for campaign ID 22895148214 to rapidly accumulate more conversion data and traffic. Simultaneously, perform a detailed analysis of keyword relevance, ad group structure, ad copy quality, and landing page experience to identify and resolve barriers to impression and click volume. Re | evaluate after collecting at least 15 |
| "Insight" | "The 'Search | Retirement Advisor |
| "Recommendation" | "Conduct an in | depth performance review for campaign ID 77950089, with a focus on its search query report to identify and negative |
| "Insight" | "The 'Search | Brand |

# Keyword Performance

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| Ad Group | Keyword | Match Type | Quality Score | Impressions | Clicks | CTR | Avg CPC | CPA ($) |
| Financial Advisor | financial advisor | BROAD | 3 | 32682 | 741 | 2.27% | $6.22 | $139.66 |
| Financial Advisor | fidelity independent advisor | BROAD | 5 | 13020 | 421 | 3.23% | $5.17 | $167.51 |
| Brand Only | wiseradvisor | EXACT | 8 | 787 | 187 | 23.76% | $9.19 | $74.69 |
| Financial Advisor | financial advisor | BROAD | 5 | 5541 | 159 | 2.87% | $6.40 | $119.80 |
| Brand Only | wiser advisor | EXACT | 8 | 249 | 85 | 34.14% | $10.46 | $106.69 |
| Financial Advisor | wealth advice | BROAD | 0 | 4100 | 67 | 1.63% | $7.61 | $84.99 |
| Retirement Advisor Phrase | retirement financial advisor | BROAD | 5 | 2877 | 63 | 2.19% | $8.06 | $169.35 |
| Financial Advisor | financial management advisory | BROAD | 0 | 4973 | 89 | 1.79% | $5.21 | $231.64 |
| Brand Only | wiseradvisor reviews | EXACT | 5 | 148 | 25 | 16.89% | $16.81 | $0.00 |
| Financial Advisor | financial advisor ratings | BROAD | 5 | 2190 | 90 | 4.11% | $4.43 | $398.39 |
| Retirement Advisor Phrase | retirement financial advisors | BROAD | 0 | 2158 | 48 | 2.22% | $7.65 | $183.61 |
| Financial Advisor | best financial advisor | BROAD | 5 | 2127 | 55 | 2.59% | $6.49 | $89.28 |
| Retirement Advisor Phrase | federal retirement advisors | BROAD | 3 | 1529 | 60 | 3.92% | $5.56 | $111.15 |
| Financial Advisor | need a financial advisor | BROAD | 0 | 3274 | 55 | 1.68% | $5.94 | $163.45 |
| Financial Advisor | financial advisory fees | BROAD | 5 | 1904 | 67 | 3.52% | $4.20 | $140.57 |
| Financial Advisor | financial advisor local | BROAD | 0 | 1729 | 42 | 2.43% | $6.13 | $42.92 |
| Financial Advisor | finding a financial advisor | BROAD | 1 | 2357 | 39 | 1.65% | $6.59 | $85.62 |
| Retirement Advisor Phrase | retirement financial advisors near me | BROAD | 0 | 1612 | 35 | 2.17% | $6.90 | $241.58 |
| Financial Advisor | the best financial advisors | BROAD | 8 | 1418 | 39 | 2.75% | $5.81 | $75.53 |
| Retirement Advisor Phrase | retirement advisory | BROAD | 3 | 1176 | 27 | 2.30% | $8.25 | $0.00 |
| Retirement Advisor Phrase | retirement planning financial advisor | BROAD | 0 | 1934 | 35 | 1.81% | $6.31 | $110.36 |
| Financial Advisor - Generic | local financial advisor | BROAD | 2 | 932 | 27 | 2.90% | $7.25 | $195.65 |
| Financial Advisor | wealth advisor services | BROAD | 0 | 1042 | 28 | 2.69% | $6.86 | $48.00 |
| Retirement Advisor Phrase | retirement income financial planner | BROAD | 0 | 1110 | 28 | 2.52% | $6.32 | $88.52 |
| Financial Advisor | how to choose a financial advisor for retirement | BROAD | 0 | 1228 | 23 | 1.87% | $7.47 | $85.93 |
| Financial Advisor | reputable financial advisors | BROAD | 7 | 1226 | 24 | 1.96% | $7.07 | $169.67 |
| Financial Advisor | compare financial advisor fees | BROAD | 0 | 1193 | 42 | 3.52% | $3.94 | $165.61 |
| Retirement Advisor Phrase | retirement planning advisor | BROAD | 0 | 940 | 21 | 2.23% | $6.97 | $0.00 |
| Retirement Advisor Phrase | retirement financial advisor near me | BROAD | 3 | 1285 | 22 | 1.71% | $6.60 | $0.00 |
| Retirement Advisor Phrase | retirement investment advisors | BROAD | 3 | 1341 | 22 | 1.64% | $5.90 | $0.00 |
| Retirement Advisor Phrase | financial advisor for retirees | BROAD | 7 | 931 | 21 | 2.26% | $4.96 | $52.08 |
| Financial Advisor | wealth planning advisors | BROAD | 0 | 1161 | 16 | 1.38% | $6.37 | $101.94 |
| Retirement Advisor Phrase | best retirement financial advisors near me | BROAD | 0 | 684 | 10 | 1.46% | $9.50 | $94.98 |
| Financial Advisor | private wealth consultants | BROAD | 1 | 664 | 20 | 3.01% | $4.58 | $91.61 |
| Retirement Advisor Phrase | retirement advisor | BROAD | 0 | 1149 | 13 | 1.13% | $6.86 | $0.00 |
| Retirement Advisor Phrase | retirement advisor near me | BROAD | 3 | 468 | 16 | 3.42% | $5.38 | $86.02 |
| Financial Advisor | fidelity independent advisor | BROAD | 3 | 574 | 19 | 3.31% | $4.47 | $0.00 |
| Retirement Advisor Phrase | retirement advisors in my area | BROAD | 3 | 421 | 16 | 3.80% | $5.30 | $0.00 |
| Financial Advisor | global financial advisor | BROAD | 3 | 496 | 14 | 2.82% | $5.81 | $81.30 |
| Nearby Financial Advisor | good financial advisor near me | BROAD | 0 | 671 | 8 | 1.19% | $10.15 | $0.00 |
| Financial Advisor | no fee financial advisor | BROAD | 0 | 589 | 13 | 2.21% | $6.20 | $40.32 |
| Financial Advisor | private wealth adviser | BROAD | 0 | 983 | 12 | 1.22% | $6.53 | $78.41 |
| Retirement Advisor Phrase | retirement advisors near me | BROAD | 3 | 673 | 13 | 1.93% | $5.46 | $70.99 |
| Retirement Advisor Phrase | retirement advisors near me | BROAD | 0 | 532 | 13 | 2.44% | $5.24 | $0.00 |
| Retirement Advisor Phrase | retirement financial planning advisor | BROAD | 0 | 494 | 11 | 2.23% | $5.80 | $0.00 |
| Financial Advisor | wealth management consulting firms | BROAD | 0 | 409 | 8 | 1.96% | $7.46 | $59.67 |
| Financial Advisor - Generic | senior financial advisor | BROAD | 3 | 149 | 2 | 1.34% | $29.57 | $59.13 |
| Retirement Advisor Phrase | retirement planning advisors | BROAD | 0 | 768 | 12 | 1.56% | $4.66 | $0.00 |
| Retirement Advisor Phrase | best retirement financial advisors | BROAD | 0 | 837 | 9 | 1.08% | $5.95 | $0.00 |
| Financial Advisor - Generic | financial advisor for individuals | BROAD | 0 | 1160 | 8 | 0.69% | $6.34 | $0.00 |

# Keyword Insights

# Keyword Insights

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| Characteristic | Insight | Recommendation |
| Inefficient Spend on Core Broad Match Keywords with Low Quality Scores | Keywords like 'financial advisor' (Cost $4608.77, QS 3, CPA $139.66, CVR 0.0445), 'fidelity independent advisor' (Cost $2177.61, QS 5, CPA $167.51, CVR 0.0309), and another 'financial advisor' entry (Cost $1018.34, QS 5, CPA $119.80, CVR 0.0535) are driving the majority of campaign spend ($7804.72 combined). Despite this significant investment, their Quality Scores (3-5) are suboptimal, leading to higher CPAs ($119.80 - $167.51) and moderate CVRs (0.0309 - 0.0535), indicating a high degree of inefficiency for core terms. | For these high-spend broad match keywords, analyze their Search Terms Report to identify irrelevant queries and add them as negative keywords. Consider creating more specific ad groups with tightly themed ad copy and landing pages to improve ad relevance and expected CTR, aiming to boost Quality Scores to 7+. For keywords with QS < 5, explore using phrase or exact match types for their highest-performing search queries to gain more control over traffic and improve conversion efficiency. |
| High Performance of Branded Exact Match Keywords | The branded keywords 'wiseradvisor' (Cost $1717.84, CTR 0.2376, CPA $74.69, CVR 0.1230) and 'wiser advisor' (Cost $889.07, CTR 0.3414, CPA $106.69, CVR 0.0980) demonstrate exceptional performance. They have the highest CTRs and CVRs in the account, coupled with the lowest CPAs ($74.69 and $106.69 respectively), despite their higher average CPCs ($9.19 and $10.46). | Increase budget allocation or bids for the 'Brand Only' ad group to maximize impression share and capture as much branded search volume as possible, given their high conversion efficiency. Regularly monitor the Search Terms Report for brand terms to identify any new variations or misspellings and add them as exact match keywords, ensuring comprehensive brand protection. |
| Pervasive Low/Zero Quality Scores on Non-Branded Broad Match Keywords | A concerning number of broad match keywords, such as 'wealth advice' (Cost $509.91, QS 0, CVR 0.0896), 'financial management advisory' (Cost $463.28, QS 0, CVR 0.0225), 'retirement financial advisors' (Cost $367.21, QS 0, CVR 0.0417), and 'finding a financial advisor' (Cost $256.87, QS 1, CVR 0.0769), are incurring significant costs while having critically low Quality Scores (0-2). This suggests severe misalignment between keyword, ad, and landing page, resulting in wasted spend and poor performance. | Immediately pause all keywords with a Quality Score of 0. For keywords with QS 1 or 2, conduct an in-depth analysis of their associated ad copy and landing page content, and their Search Terms Report. Implement highly specific ad copy and landing pages tailored to the precise intent of these low-QS keywords. Consider segmenting these keywords into hyper-focused ad groups or shifting to more restrictive match types (phrase or exact) to improve relevance and potentially increase Quality Scores. If improvements aren't seen, these keywords should also be paused. |
| Significant Spend on Non-Converting Keywords | Several broad match keywords have generated no conversions despite incurring substantial costs, indicating completely unproductive spend. Examples include 'wiseradvisor reviews' (Cost $420.24, 0 conversions), 'retirement advisory' (Cost $222.71, 0 conversions), 'retirement planning advisor' (Cost $146.38, 0 conversions), and 'retirement financial advisor near me' (Cost $145.30, 0 conversions). | Immediately pause all keywords that have spent over $100 with zero conversions. Before considering reactivation, thoroughly review the Search Terms Report for these keywords to identify irrelevant searches that depleted the budget, and add them as negative keywords. For potentially relevant non-converting terms, re-evaluate their intent and test them with very specific ad copy and a highly relevant landing page, possibly using exact match to control traffic. |
| Divergent Performance of Local Intent Keywords | The broad match keyword 'financial advisor local' shows strong conversion performance (CVR 0.1429, CPA $42.92) despite a Quality Score of 0 and $257.52 spent. In contrast, 'retirement financial advisors near me' (Cost $241.58, CPA $241.58, CVR 0.0286) and 'retirement financial advisor near me' (Cost $145.30, 0 conversions) are underperforming with high CPAs or zero conversions, despite targeting similar local intent. | For 'financial advisor local,' analyze its Search Terms Report to identify the exact queries that are converting well and consider creating exact match variations for these high-performing terms. Focus on improving its Quality Score by optimizing ad copy and landing page for local relevance, as its current QS 0 is a risk. For the underperforming 'retirement financial advisors near me' and 'retirement financial advisor near me,' pause them due to their poor conversion efficiency. Instead, leverage geo-targeting settings, location extensions, and localized ad copy on more general, high-performing keywords, or use specific geo-modified exact match keywords if granular local data supports it. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| High Spend & Intent Mismatch | The keyword 'wiseradvisor reviews' accumulated the highest cost at $420.24 and a high Avg CPC of $16.80, achieving a CTR of 16.89% but generating zero conversions, with a Quality Score of 5. | Exclude 'wiseradvisor reviews' as a negative keyword. This query indicates a user researching competitor reviews, not actively seeking a financial advisor. Reallocate this significant budget towards keywords with stronger commercial intent or those explicitly targeting prospects ready to engage services. |
| Very Low Quality Score & Poor Performance | The keyword 'retirement advisory' incurred a substantial cost of $222.71 with zero conversions, an Avg CPC of $8.24, and a concerningly low Quality Score of 3, alongside a weak CTR of 2.29%. | Pause 'retirement advisory'. Its Quality Score of 3 suggests poor ad relevance or landing page experience. Re-evaluate the user intent for this broad term. Consider breaking it into more specific, long-tail keywords in new, hyper-focused ad groups with tailored ad copy and landing pages before re-testing. |
| Abysmal Quality Score & High Waste | The keyword 'retirement planning advisor' spent $146.38 with zero conversions, an Avg CPC of $6.97, and an extremely poor Quality Score of 0, coupled with a low CTR of 2.23%. | Immediately pause 'retirement planning advisor'. A Quality Score of 0 indicates severe misalignment. This keyword is either too broad for your offerings or the ad experience is completely irrelevant. Consider negative keywords to narrow down searches, or create a new ad group with very specific ad copy and a highly relevant landing page if you insist on targeting this phrase. |
| Low Quality Score & High Local Cost | The keyword 'retirement financial advisor near me' spent $145.29 with zero conversions, a high Avg CPC of $6.60, and a low Quality Score of 3, along with a very low CTR of 1.71%. | Pause 'retirement financial advisor near me'. Despite the 'near me' qualifier suggesting high intent, the low QS and CTR indicate your ads or landing page aren't resonating locally. Review geographic targeting, optimize ad copy for local relevance, and ensure the landing page prominently features local contact information and services. |
| Persistent Low Quality Score & High Spend | The keyword 'retirement investment advisors' consumed $129.70 of budget, achieving zero conversions, a low Quality Score of 3, and a poor CTR of 1.64% at an Avg CPC of $5.89. | Pause 'retirement investment advisors'. The recurring low Quality Score of 3 across similar terms indicates a systemic issue. Conduct a comprehensive keyword-to-ad-to-landing-page relevancy audit. If this term is critical, consider breaking it into multiple, more precise ad groups, each with tightly themed ad copy and a dedicated landing page that speaks directly to investment advising needs. |
| Critical Quality Score & Extreme Underperformance | The core keyword 'retirement advisor' spent $89.14 with zero conversions, an Avg CPC of $6.85, an alarmingly low Quality Score of 0, and an abysmal CTR of 1.13%. | Immediately pause 'retirement advisor'. A Quality Score of 0 signifies fundamental flaws in your campaign structure for this critical term. Rebuild the strategy for this keyword from scratch: create a dedicated ad group, write highly compelling and relevant ad copy, and ensure the landing page directly addresses the needs of someone seeking a retirement advisor. Only reactivate after these significant improvements. |
| Branded Term with Poor Quality Score | The keyword 'fidelity independent advisor' spent $84.85 with zero conversions, an Avg CPC of $4.46, and a low Quality Score of 3, despite a relatively better CTR of 3.31%. | Investigate 'fidelity independent advisor'. If you are not a Fidelity-affiliated advisor, this should be a negative keyword to prevent irrelevant clicks. If you are an independent advisor working with Fidelity products or clients, improve your ad copy to clearly state your independence while addressing the user's specific query. A QS of 3 suggests ad/LP relevance is still an issue. |
| Low Quality Score for Local Searches | The keyword 'retirement advisors in my area' spent $84.84 with zero conversions, an Avg CPC of $5.30, and a Quality Score of 3, despite a moderate CTR of 3.80%. | Optimize 'retirement advisors in my area'. While the CTR is better, the QS of 3 indicates a mismatch. Ensure your ad copy includes location-specific calls to action and your landing page clearly highlights your service area and local expertise (e.g., 'Serving [City/Region] Since [Year]'). Implement location extensions and use dynamic location insertion if applicable. |
| High Cost, Abysmal Quality, & No Results | The keyword 'good financial advisor near me' incurred $81.23 in cost with zero conversions, a very high Avg CPC of $10.15, an extremely low Quality Score of 0, and a dismal CTR of 1.19%. | Immediately pause 'good financial advisor near me'. The combination of zero conversions, QS 0, and a high CPC is a critical failure. This is likely too subjective and broad. Consider reallocating budget to more precise, problem-solution oriented keywords. If you want to target 'good', define what 'good' means on your landing page and in your ad copy. |
| Critical Quality Score on Core Local Term | The keyword 'retirement advisors near me' spent $68.15 with zero conversions, an Avg CPC of $5.24, and an alarming Quality Score of 0, coupled with a low CTR of 2.44%. | Immediately pause 'retirement advisors near me'. A QS of 0 for such a crucial local intent keyword points to severe ad group or landing page issues. Rebuild this ad group: ensure ad copy directly addresses 'near me' intent with location-specific language, and the landing page makes it incredibly easy for local users to find your address, call, or get directions. |
| Abysmal Quality Score for Specific Query | The keyword 'retirement financial planning advisor' spent $63.85 with zero conversions, an Avg CPC of $5.80, and a critical Quality Score of 0, alongside a low CTR of 2.22%. | Pause 'retirement financial planning advisor'. A Quality Score of 0 for this seemingly specific keyword suggests significant disconnect. Ensure your ads specifically mention 'financial planning for retirement' and direct users to a landing page section dedicated to retirement financial planning services, not just general 'advisor' content. |
| Low Quality Score & Very Low Engagement | The keyword 'retirement planning advisors' spent $55.90 with zero conversions, an Avg CPC of $4.65, and an extremely low Quality Score of 0, combined with a very low CTR of 1.56%. | Pause 'retirement planning advisors'. The low Quality Score and CTR indicate that users searching this term are not finding relevant ads or landing page content. Re-evaluate the ad copy and landing page for relevancy. Consider if this keyword is too broad and needs to be broken down into more specific long-tail variants. |
| Lowest Engagement & Critical Quality Score | The keyword 'best retirement financial advisors' spent $53.55 with zero conversions, an Avg CPC of $5.95, and a Quality Score of 0, delivering an extremely low CTR of 1.07%. | Immediately pause 'best retirement financial advisors'. 'Best' terms often indicate research mode, but a QS of 0 and abysmal CTR means your offering isn't perceived as 'best' by Google's relevance metrics. If targeting 'best', ensure your landing page clearly articulates your unique selling propositions, awards, or client testimonials that validate your 'best' claim. |
| Worst CTR & Critical Quality Score | The keyword 'financial advisor for individuals' spent $50.69 with zero conversions, an Avg CPC of $6.33, an alarming Quality Score of 0, and the campaign's lowest CTR at 0.68%. | Immediately pause 'financial advisor for individuals'. This keyword represents a severe underperformance across all metrics. Its extremely low CTR and QS 0 indicate that the ad copy or landing page is completely irrelevant to the user's search. Re-evaluate if this keyword truly aligns with your specific service offering for individuals, and if so, build a highly targeted ad group with precise messaging. |

# 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 | The page has 0 conversions from 26 clicks, indicating a severe breakdown in the conversion funnel. Visitors are reaching the page but are not completing the desired action, despite a decent CTR of 3.04%. | Prioritize immediate identification and resolution of primary conversion blockers such as an unclear value proposition, complex signup process, or significant distractions. A zero-conversion rate demands urgent action. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Landing Page Focus & Navigation | The provided HTML content (chunk 1/4) shows an excessive number of navigation links (e.g., 'Find a Financial Advisor', 'Retirement', 'Investing', 'Blog', 'Cities'). This is typical website navigation, not a focused landing page for advisor signup. | Implement a dedicated, streamlined landing page for advisor sign-ups. Remove all global navigation, footers, and irrelevant links to minimize distractions and guide the user directly towards the conversion goal (signing up). |
| https://www.wiseradvisor.com/advisor\_signup.asp | Ad-Page Relevance / Intent Match | The good CTR (3.04%) suggests the ad copy is attracting relevant clicks from users interested in 'advisor signup.' However, the landing page (as far as evident from the provided content) acts more like a general website, creating a disconnect with the ad's specific intent. | Ensure the landing page directly and immediately fulfills the promise of the ad copy. The page should prominently feature the advisor sign-up form and the clear benefits of joining, reducing the initial cognitive load and preventing bounces due to perceived irrelevance. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Value Proposition Clarity (Inferred) | With zero conversions, it's highly probable that the core value proposition for financial advisors to join WiserAdvisor.com is either unclear, uncompelling, or not immediately visible on the page (it's not present in the provided HTML snippet). | Explicitly and prominently display the unique benefits for advisors to sign up (e.g., lead generation, client matching quality, visibility, network access). Use clear headlines and concise bullet points to communicate 'What's in it for me?' above the fold. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Call to Action (CTA) Effectiveness | While the specific main CTA button isn't fully detailed in the provided content, the overall 0% conversion rate indicates that any existing CTA (like 'Sign Up Financial Advisors') is ineffective. It may lack prominence, compelling language, or proper placement. | Redesign the primary CTA to be visually dominant, use action-oriented and benefit-driven language (e.g., 'Get Matched with Clients,' 'Expand Your Practice'), and ensure it's strategically placed above the fold and throughout the conversion path. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Trust Signals / Credibility | The provided content chunk lacks visible trust signals (e.g., testimonials, security badges, partner logos, media mentions). For professionals signing up for a service that involves client matching and potentially sensitive data, trust is paramount. | Integrate clear trust elements on the landing page, such as testimonials from existing advisors, logos of reputable partners or associations, security certifications, or 'As Seen On' sections, to build credibility and alleviate concerns. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Competitor Benchmark | Leading advisor matching platforms (e.g., SmartAsset, AdvisorMatch, Paladin Research) typically design their advisor acquisition landing pages with a laser focus on value proposition (how they deliver clients), streamlined application processes, and strong trust signals (e.g., client success stories, industry recognition). | Analyze competitor advisor signup pages to identify successful strategies in terms of messaging, form design, value articulation, and trust-building elements. Incorporate these best practices while highlighting WiserAdvisor's unique selling points. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Data Discrepancy (Cost/CPA) | The performance data shows 'Cost: 0.00' but 'CPA: 217.53'. This inconsistency suggests a reporting error or that CPA is a target metric, making it difficult to accurately assess campaign performance and profitability. | Verify the accuracy of the Google Ads data reporting, specifically for Cost and CPA. Correct and reliable data is essential for accurate performance analysis and informed optimization decisions. If no cost is truly incurred, the CPA metric is irrelevant. |

## 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 | Conversion Rate & CPA Efficiency | With 256 clicks and 31 conversions, the conversion rate is approximately 12.1%. While the CTR of 14.65% is excellent, indicating strong ad-to-page relevance, the CPA of $84.48 suggests that the conversion cost is high for a match service lead. The page successfully attracts visitors, but converting them into cost-effective leads is the primary challenge. | Prioritize A/B testing of the form length, value proposition clarity, and trust elements to reduce friction and improve the conversion rate, thereby lowering the CPA. Focus on optimizing the perceived value relative to the effort required from the user. |
| https://www.wiseradvisor.com/match\_advisors.asp | Form Length and Progressive Disclosure | The multi-step form requires extensive information (zip, retirement, home, business, income, portfolio, current advisor, reason, local preference, email, name, phone) before the user receives any matches. While this qualifies leads, the sheer number of steps and questions can lead to abandonment, especially for users who aren't fully committed yet, contributing to the high CPA. | Evaluate each form field's necessity for the \*initial\* advisor match. Consider implementing progressive profiling, collecting only essential data upfront (e.g., zip code and basic needs), and gathering more detailed information \*after\* the initial match is made or when the user is further engaged. Implement a clear progress indicator (e.g., 'Step X of Y') to manage user expectations. |
| https://www.wiseradvisor.com/match\_advisors.asp | Call-to-Action (CTA) Clarity and Final Step UX | The 'FINAL STEP: Select additional firms to be considered...' section is highly confusing. The instruction 'SELECT ALL' lacks a clear purpose, next action, or immediate benefit. This ambiguity at the critical conversion point likely introduces friction and user frustration, leading to drop-offs right before lead submission. | Redesign the final step to have a crystal-clear CTA, e.g., 'Get Your Advisor Matches' or 'Connect with Advisors Now.' If users need to select additional firms, explain \*why\* and \*how\* this benefits them, making the selection process intuitive and the final action unambiguous. Ensure the final button contrasts visually and its label clearly states the outcome. |
| https://www.wiseradvisor.com/match\_advisors.asp | Trust Signals and Credibility Reinforcement | While the page mentions 'vetted financial advisors' and 'YOUR INFORMATION IS SECURE & CONFIDENTIAL,' these are broad assurances. For a high-stakes decision like financial advice, users require more robust trust signals (e.g., specific vetting process details, testimonials, third-party ratings, industry affiliations, or clear privacy policy links) to feel comfortable sharing extensive personal and financial data. | Integrate stronger trust elements throughout the form. Display reputable trust badges, provide a brief, clear explanation of the advisor vetting process, and consider incorporating authentic client testimonials or aggregated ratings. Ensure privacy policy and terms of service links are easily accessible and clearly labeled near the consent checkbox. |
| https://www.wiseradvisor.com/match\_advisors.asp | Value Proposition Delivery and Messaging | The core value proposition of 'get matched with 2 to 3 vetted financial advisors' is good, but additional strong benefits like 'The initial interview consultation is free' are buried within the long 'FINAL STEP' text. Users need continuous reinforcement of the value they'll receive for their effort, especially given the lengthy form. | Prominently feature key benefits such as 'free initial consultation,' 'personalized matches,' and 'no obligation' higher up on the page and reiterate them throughout the form process. Use concise, benefit-driven language near each step to motivate users to complete their submission. |
| https://www.wiseradvisor.com/match\_advisors.asp | Consent and Legal Disclosure UX | The comprehensive legal consent text ('By checking the box and clicking the "Next" button, you are providing your E-SIGN signature to accept our Terms of Service... consent to being contacted via text, marketing calls, and emails...') is necessary but long and dense. While legally compliant, its placement and length can create significant friction and overwhelm users at the point of conversion. | While the legal language must remain intact for compliance, consider presenting it in a more user-friendly manner. This could involve a concise summary with 'Learn More' links to the full terms, or formatting the text to be less visually imposing while still meeting legal requirements. Ensure the checkbox is clearly linked to the specific terms it implies. |
| https://www.wiseradvisor.com/match\_advisors.asp | Competitor Benchmark | In the financial advisor matching space, leading competitors often achieve lower CPAs by optimizing their lead qualification process for speed and clarity. They typically feature strong social proof, clear value propositions, and a streamlined user journey that balances data collection with conversion friction. A $84.48 CPA is on the higher end for a match service, suggesting room for efficiency improvement. | Conduct a detailed competitive analysis of other financial advisor matching services (e.g., SmartAsset, AdvisorMatch, Facet Wealth). Specifically examine their lead forms, trust signals, how they articulate their value, and their conversion flows to identify best practices that could reduce WiserAdvisor's CPA without compromising lead quality. |

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

[]

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

[]

## 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 | The page has 0 conversions from 5 clicks, indicating a complete breakdown in the conversion funnel. Users are reaching the page but are not taking the desired action, which is a critical issue that requires immediate attention. | Implement A/B tests on core conversion elements such as the primary Call to Action (CTA), lead form placement, and headline messaging. Establish micro-conversion tracking to identify specific points of user drop-off within the page experience. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Experience - Navigation & Distraction | The landing page features an extensive global navigation menu (e.g., 'Financial Advisors', 'Retirement', 'Investing', 'Blog', 'Calculators') with numerous internal links, which creates significant choice overload and funnel leakage, diverting users from the primary conversion path (finding an advisor). | For this Google Ads landing page, strip down the navigation to an absolute minimum or remove it entirely. The page should be a focused conduit designed to guide the user directly to the desired conversion action with minimal distractions. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Prominence & Clarity | The provided content chunk does not clearly display a prominent, singular primary Call to Action (CTA) above the fold. While 'Get Matched to a Vetted Advisor' exists, it's embedded within navigational elements rather than standing out as the clear next step. | Design and strategically place a clear, visually prominent primary CTA (e.g., 'Get Your Free Advisor Match', 'Find Your Fee-Based Advisor') above the fold. Ensure it uses action-oriented language and clearly indicates the benefit of clicking, distinct from other page elements. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Value Proposition Clarity | While the headline correctly targets 'Fee-Based Financial Advisors,' the unique value proposition of WiserAdvisor (e.g., \*how\* they vet advisors, the specific \*benefits\* of their matching service over manual searching) is not immediately clear or compelling within the initial content snippet. | Clearly articulate WiserAdvisor's unique selling proposition (USP) and core benefits (e.g., 'Pre-vetted, fiduciary advisors,' 'Save time with personalized matches,' '100% free service') concisely and prominently above the fold, ideally near the primary CTA. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust Signals & Credibility | For financial services, trust is paramount. The initial content lacks immediate and prominent trust signals such as client testimonials, third-party endorsements, security badges, or a clear explanation of the advisor vetting process, which can hinder user confidence. | Integrate prominent trust signals near the primary CTA and lead capture area. This could include concise client testimonials, logos of media mentions, badges indicating data security, or a brief explanation of the rigorous advisor vetting process to build immediate credibility. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Ad-Page Relevancy / User Intent Mismatch | The low CTR (1.30%) suggests potential ad copy issues or targeting problems leading to less qualified traffic. While the page headline matches the keyword, the overall user experience (a full website with many options) may not align with the immediate 'find an advisor' intent often driven by a specific Google Ad. | Review the Google Ads copy and keywords to ensure they accurately set user expectations for a direct 'match' or 'find' service, which the simplified landing page should then immediately fulfill. Test ad copy that emphasizes the speed and ease of finding an advisor through WiserAdvisor. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth, XY Planning Network) typically utilize highly focused landing pages. These pages prioritize a prominent lead form or matching questionnaire above the fold, minimal navigation, and clear, concise value propositions to maximize conversions, significantly differing from a full website experience. | Analyze successful competitor landing pages in the financial advisor matching niche. Identify best practices for page layout, CTA prominence, form design, and trust signal placement, adapting these elements to create a more streamlined and conversion-optimized experience for WiserAdvisor. |

## 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 Performance | The page exhibits a 0% conversion rate from 9 clicks, indicating a complete failure to convert traffic into leads despite attracting visitors. This is the most critical issue. | Prioritize a comprehensive overhaul of the landing page's conversion elements, focusing on the value proposition, CTA prominence, and the user's journey to lead capture. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | User Experience - Navigation & Clutter | The initial view of the page is dominated by an extremely dense and distracting header navigation, including links for 'Advisor Sign In' and numerous general site sections, which pulls user attention away from the core goal of finding an advisor. | Implement a stripped-down landing page template. Remove the vast majority of header navigation elements, retaining only essential brand identification, and guide the user solely towards the primary conversion path (e.g., 'Get Matched'). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Call-to-Action (CTA) Prominence & Clarity | The primary conversion actions ('Get Matched to a Vetted Advisor', 'Search Our Advisor Directory') are visually weak and buried as small links within the overwhelming navigation, lacking the prominence and persuasive copy needed to drive action. | Design a primary, above-the-fold CTA button that is visually distinct, uses action-oriented language (e.g., 'Find Your Fee-Only Advisor Now'), and clearly leads to the next step in the lead generation process (e.g., a short form or wizard). |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Value Proposition & Messaging Hierarchy | While the page title effectively targets 'Fee-Only Financial Advisors Near You,' the immediate content below it is cluttered with navigation, diluting the focus on the specific benefits and unique selling points of using WiserAdvisor for the search. | Immediately below the main headline, articulate 2-3 concise, benefit-driven bullet points or a short paragraph explaining \*why\* a user should use WiserAdvisor (e.g., 'Vetted Advisors,' 'Personalized Matches,' 'Save Time & Effort') before presenting the CTA. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Ad-Page Relevance / Mismatch | The low CTR (2.28%) combined with zero conversions suggests a potential disconnect between user expectations set by the ad and the initial landing page experience. The cluttered page may not feel like a direct, focused solution to the ad's promise. | Review ad copy to ensure it accurately primes users for a clear, conversion-focused landing page experience. Consider developing more specific ad groups that lead to highly tailored pages, potentially starting directly with a discovery form. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Trust Signals | Based on the provided HTML chunk, there are no immediately visible trust signals (e.g., client testimonials, security badges, media mentions, or social proof metrics) critical for establishing credibility in financial services. | Integrate prominent trust signals above the fold or early in the user journey, such as 'X,000+ clients matched,' 'Featured in [Logos],' or clear indications of the advisor vetting process to build immediate confidence. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Successful financial advisor matching services typically employ highly focused landing pages with minimal navigation, clear single-purpose CTAs (e.g., a large form or 'get started' button), and strong social proof to funnel users directly into the lead generation process. | Study top-performing competitors (e.g., SmartAsset, Facet Wealth, Paladin Registry's consumer pages) to understand and emulate their best practices for conversion-optimized landing pages, emphasizing simplicity, directness, and a clear user journey. |

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

# Landing Page Insights

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/investing | Mismatch with Ad Intent & Page Clarity | The page title 'Investing Guide and Free Investment Calculators' and the overwhelming amount of navigation and informational links (e.g., 'Retirement Guide', 'Blog', 'Calculators') indicate this page is designed as a broad informational resource or site section, not a focused landing page for converting users actively seeking to find a financial advisor via paid ads. The extremely low CTR (0.26%) combined with zero conversions strongly suggests a fundamental misalignment between the user's ad click intent (likely 'find an advisor' or similar) and the immediate experience on this content-heavy page. | Create a dedicated, conversion-focused landing page specifically for paid traffic. This page should immediately and prominently address the user's core intent (e.g., 'Find Your Ideal Investment Advisor'), rather than presenting a sprawling guide. Ensure the ad copy and keywords directly align with a streamlined conversion path on this new page, not with a content hub. |
| https://www.wiseradvisor.com/investing | Unclear Value Proposition & Messaging | While the navigation \*mentions\* 'Find An Advisor' and 'Free Match to Vetted Advisors' within the 'Investing' section, these are deeply buried within an extensive menu, not presented as a clear, benefit-driven headline or the primary message of the page. The page's dominant messaging revolves around 'guides' and 'calculators,' failing to immediately articulate Wiseradvisor's core value proposition as a service for connecting users with vetted financial advisors for investing needs. | Prominently feature a concise, benefit-driven headline above the fold that clearly communicates the immediate value proposition. For example, 'Get Matched with a Vetted Investment Advisor in Minutes' or 'Find the Right Financial Advisor to Grow Your Wealth.' This headline should immediately resonate with users arriving from an ad seeking a solution, not an educational resource. |
| https://www.wiseradvisor.com/investing | Weak & Buried CTAs (Call-to-Actions) | The provided content does not display a prominent, singular, and action-oriented Call-to-Action (CTA) designed to drive the primary conversion goal (e.g., lead generation for advisor matching). Links like 'Free Match to Vetted Advisors' are embedded within extensive navigation, making them appear as standard menu items rather than distinct conversion drivers. This forces users to hunt for the desired action amidst numerous distractions, creating significant friction for conversion. | Implement a clear, highly visible primary CTA button above the fold that uses strong, action-oriented language (e.g., 'Get Your Free Advisor Matches', 'Connect with an Investment Advisor'). This button should stand out visually through color, size, and placement, guiding users directly into the advisor matching process without requiring them to navigate through informational links. |
| https://www.wiseradvisor.com/investing | Excessive Navigation & Information Overload (UX Blocker) | The sheer volume of navigation links to various sections (Individual, Advisor Sign In, Retirement, Blog, specific cities, multiple 'Important Reads' sub-sections, etc.) and the emphasis on guides and calculators create severe cognitive overload. This design turns the landing page into a full website directory, distracting users from a singular conversion path and making it difficult for them to identify the next step in finding an advisor. This is a major UX blocker for any paid traffic conversion strategy. | Drastically simplify the landing page design. Remove all extraneous navigation elements and consolidate content to only what is essential for the conversion goal (i.e., finding an investment advisor). Guide users through a focused conversion funnel without offering numerous off-ramps to other parts of the site. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Successful financial advisor matching services (e.g., SmartAsset, Facet Wealth) leverage highly focused landing pages for their paid ad campaigns. These pages typically feature a single, clear value proposition, a prominent lead capture form or a simple step-by-step questionnaire above the fold, minimal navigation, and strong trust signals (e.g., 'Vetted Advisors,' user testimonials). In contrast, this page functions as a broad content hub, which is detrimental for paid acquisition, as evidenced by the zero conversions. | Research and emulate the best practices of leading competitor landing pages in the financial advisor matching industry. Adopt their conversion-centric design principles, including simplified layouts, immediate clarity of value, and streamlined conversion paths, moving away from a content-heavy, navigation-rich design for paid search traffic. |
| https://www.wiseradvisor.com/investing | Ad-Page Relevance & CTR | The extremely low CTR of 0.26% suggests a severe disconnect between the ad's promise (implied by a paid click) and the user's initial perception of the landing page. The provided HTML shows the page is an 'Investment Guide Homepage' with extensive content, rather than a direct, conversion-focused funnel for finding an advisor. Users clicking an ad often seek immediate solutions, not a research hub, contributing to ad performance issues. | Rethink ad copy and targeted keywords to ensure they precisely match the immediate value proposition on the landing page. If ads promise 'find an advisor,' the landing page needs to prominently feature the advisor matching service above the fold, making it the primary focus. Consider creating dedicated landing pages optimized for specific ad intents rather than using a general content hub. |
| https://www.wiseradvisor.com/investing | Conversion Path Clarity & Focus | The HTML content reveals a high volume of navigation links, blog categories, and internal resource paths (e.g., 'Articles,' 'Calculators,' 'Important Reads'). While 'Find An Advisor' and 'Free Match to Vetted Advisors' links are present, they are embedded within a busy navigation structure rather than being the dominant call to action. This dilutes the primary conversion goal of matching users with an advisor, making it difficult for users to identify the core offering. | Streamline the page to focus on a single, clear conversion path (e.g., 'Get Matched to a Vetted Advisor'). Remove or significantly de-emphasize secondary navigation, extensive blog links, and other distractions above the fold. Guide the user directly and immediately towards the desired action without cognitive overload. |
| https://www.wiseradvisor.com/investing | Call to Action (CTA) Prominence & Strength | The CTA 'Free Match to Vetted Advisors' is buried within a dense navigational menu, reducing its visibility and impact. Given 0 conversions from the single click, users likely didn't immediately see or understand what action they should take, or weren't compelled to act. A strong, prominent CTA is critical for conversion-focused pages. | Design a prominent, benefit-driven primary CTA (e.g., 'Get Your Free Advisor Match Now' or 'Start Your Advisor Match') that is visually distinct and strategically placed above the fold. Clearly articulate the value proposition associated with the action (e.g., 'Find the perfect investing advisor in minutes, free') to compel immediate engagement. |
| https://www.wiseradvisor.com/investing | User Experience (UX) - Cognitive Load | The sheer density of internal links, navigation options, and content categories presented in the HTML suggests a high cognitive load for a first-time visitor from an ad. This can overwhelm users, making it difficult for them to quickly grasp the page's purpose and primary call to action, potentially leading to high bounce rates (though 1 click is insufficient for definitive bounce rate analysis, the structure is a known blocker). | Simplify the layout significantly. Prioritize key information and the primary conversion mechanism. Use clear headings, ample white space, and strong visual hierarchy to guide the user's eye towards the conversion goal. Defer detailed articles and calculators to later stages of the conversion funnel or separate content sections accessible only after the primary action or if the user explicitly seeks more information. |
| https://www.wiseradvisor.com/investing | Trust Signals & Value Proposition | The provided content chunk focuses on internal navigation and content types but lacks explicit trust signals (e.g., 'Vetted Advisors' explained, testimonials, awards, clear process explanation) or a concise value proposition explaining \*why\* a user should choose WiserAdvisor for advisor matching. This absence can hinder conversion, especially for a sensitive service like financial advice. | Integrate clear trust signals (e.g., 'Vetted by our experts,' 'Read 5-star reviews,' 'As seen in [logos],' 'Our advisors are fiduciaries') and a compelling, concise value proposition prominently on the page. Address potential user anxieties around finding a financial advisor (e.g., 'No hidden fees,' 'Personalized matches based on your needs'). |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Leading financial advisor matching platforms (e.g., SmartAsset, NerdWallet, Facet Wealth) typically feature highly focused landing pages for their paid ad campaigns. These pages usually lead with a strong, benefit-driven headline, a clear primary CTA, a brief explanation of the matching process, and immediate trust signals, while minimizing distractions from internal navigation and ancillary content like blogs or calculators on the initial landing experience. | Conduct a detailed analysis of direct competitors' paid ad landing page strategies. Note their hero section design, primary CTA prominence, minimal navigation, and the types of trust signals and value propositions they emphasize. Adapt successful, conversion-focused elements to create a more streamlined, goal-oriented experience for users arriving from paid ads. |

# Geographical Performance

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| City | Region | Country | Type | Impressions | Clicks | Conversions | Cost ($) | CVR | CPA ($) |
| United States |  |  | Country | 136837 | 3380 | 177.333334 | $21850.07 | 0.05246548343195267 | $123.21 |

# Geographical Insights

# Geographical Insights

|  |  |  |
| --- | --- | --- |
| Characteristic/ Location | Insight | Recommendation |
| United States (Country-level Aggregate) | This campaign has invested a significant $21,850.07 in the United States, yielding 177.33 conversions. The overall Cost Per Acquisition (CPA) for the country is $123.21, with a Conversion Rate (CVR) of 5.25%. Without specific city or region data within the US, it is impossible to identify geographical pockets that are over or underperforming. | To enable tactical geo-performance optimization, immediately implement granular geographic reporting and tracking down to the state, city, and ideally, DMA (Designated Market Area) level. This will allow for the identification of specific underperforming locations (e.g., high CPA, low CVR) for bid reductions or exclusion, and high-performing areas for increased bid adjustments or targeted ad copy. Without this breakdown, the $21,850.07 budget cannot be optimized for specific geographic efficiencies within the United States. |

# 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 |  | 0.20 |  | 0.50 |  | 0.67 |  | 0.08 | 0.06 | 0.04 | 0.05 | 0.29 | 0.30 | 0.57 | 0.28 |  | 0.07 |  | 0.05 | 0.09 | 0.14 | 2.27 | 1.07 |
| Tuesday | 0.09 |  |  |  |  |  |  |  |  |  |  | 0.08 | 1.20 | 0.13 |  | 0.44 | 0.25 |  | 0.33 | 0.20 |  |  | 0.25 |
| Wednesday | 1.00 |  | 3.00 |  |  | 0.33 |  |  |  |  | 0.83 | 0.06 | 0.17 | 0.47 | 0.49 |  | 0.05 |  | 0.26 | 0.83 | 0.10 | 0.33 | 0.50 |
| Thursday |  |  |  |  | 1.00 | 0.18 | 0.40 |  | 0.10 | 0.06 | 0.13 | 0.04 | 0.03 |  | 0.24 | 0.05 | 0.10 | 0.08 | 0.13 |  | 0.24 | 0.32 | 0.25 |
| Friday | 0.53 | 1.00 | 2.00 |  |  |  | 0.25 |  |  | 1.30 | 0.42 |  | 0.45 | 0.08 | 1.00 |  | 0.05 | 0.05 | 0.18 | 0.14 |  | 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 | 2.00 | 3.00 | 5.00 | 4.00 |  | 1.00 |  | 1.00 | 2.00 | 3.00 | 6.00 | 3.00 |
| Tuesday | 1.00 |  |  |  |  |  |  |  |  |  |  | 1.00 | 3.00 | 2.00 |  | 5.00 | 1.00 |  | 3.00 | 1.00 |  |  | 1.00 |
| Wednesday | 1.00 |  | 3.00 |  |  | 1.00 |  |  |  |  | 3.00 | 1.00 | 1.00 | 4.00 | 4.00 |  | 1.00 |  | 2.00 | 3.00 | 2.00 | 1.00 | 1.00 |
| Thursday |  |  |  |  | 2.00 | 2.00 | 2.00 |  | 2.00 | 1.00 | 2.00 | 1.00 | 1.00 |  | 2.33 | 2.00 | 2.00 | 1.00 | 2.00 |  | 2.00 | 4.00 | 1.00 |
| Friday | 2.00 | 1.00 | 2.00 |  |  |  | 1.00 |  |  | 4.00 | 3.00 |  | 5.00 | 2.00 | 1.00 |  | 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 |

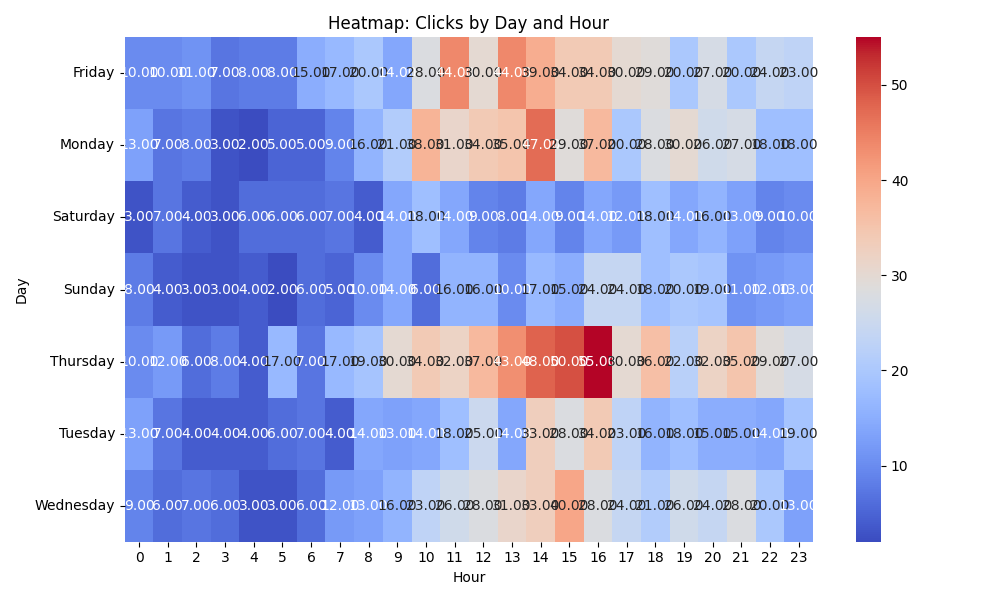
Cost ($)

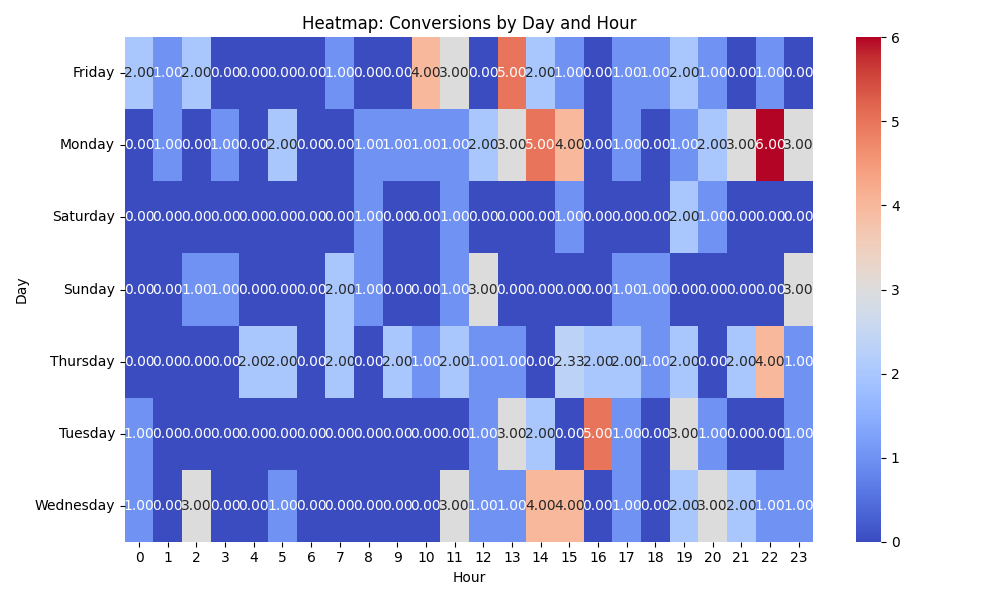
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday | 87.88 | 66.50 | 51.04 | 44.25 | 15.66 | 36.97 | 20.03 | 35.41 | 87.22 | 141.81 | 202.60 | 279.76 | 236.09 | 247.64 | 318.10 | 213.83 | 269.27 | 122.73 | 189.91 | 198.00 | 160.62 | 146.37 | 178.37 | 138.15 |
| Tuesday | 44.10 | 24.04 | 27.31 | 16.92 | 23.02 | 28.06 | 32.00 | 14.79 | 98.46 | 83.39 | 98.17 | 110.12 | 210.39 | 90.95 | 214.96 | 187.15 | 281.30 | 108.33 | 84.75 | 110.60 | 99.17 | 102.02 | 94.10 | 93.97 |
| Wednesday | 73.14 | 51.63 | 93.84 | 35.54 | 25.31 | 17.97 | 31.00 | 104.67 | 71.56 | 101.39 | 145.65 | 170.66 | 155.51 | 162.55 | 240.42 | 190.25 | 144.06 | 120.83 | 115.22 | 126.16 | 172.67 | 146.33 | 99.72 | 90.53 |
| Thursday | 47.21 | 71.12 | 35.14 | 58.05 | 43.29 | 104.89 | 53.82 | 96.71 | 86.84 | 194.74 | 259.26 | 255.52 | 196.73 | 308.73 | 328.37 | 329.24 | 382.64 | 193.27 | 228.96 | 132.89 | 263.38 | 206.35 | 172.49 | 179.27 |
| Friday | 59.17 | 101.18 | 90.71 | 91.32 | 62.63 | 63.75 | 110.56 | 112.95 | 161.39 | 97.79 | 165.49 | 290.32 | 166.35 | 313.56 | 224.04 | 221.25 | 212.39 | 175.46 | 149.06 | 102.53 | 132.69 | 131.12 | 125.24 | 144.97 |
| Saturday | 24.81 | 80.84 | 11.90 | 20.10 | 41.34 | 63.30 | 27.88 | 45.61 | 15.61 | 71.02 | 89.69 | 92.65 | 59.58 | 46.18 | 60.49 | 61.13 | 86.33 | 72.22 | 122.11 | 66.61 | 77.47 | 102.26 | 47.85 | 57.91 |
| Sunday | 41.91 | 21.43 | 25.04 | 21.90 | 40.97 | 20.98 | 60.52 | 16.60 | 59.24 | 83.13 | 39.50 | 95.94 | 89.48 | 75.66 | 98.93 | 93.51 | 129.96 | 202.43 | 106.89 | 92.49 | 133.32 | 89.73 | 76.17 | 97.73 |

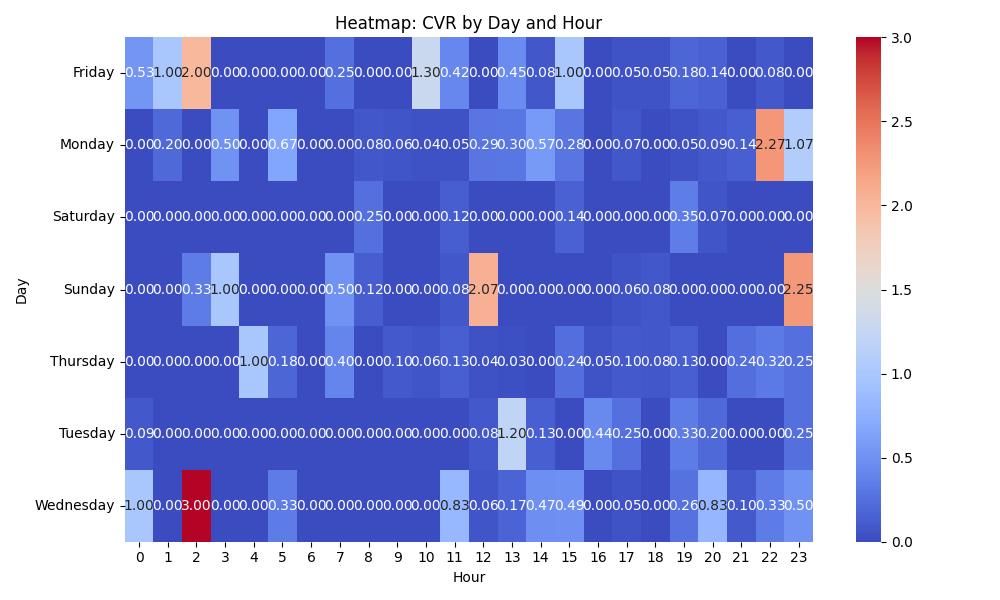
# Hourly Patterns Insights

# Hourly Patterns Insights

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| Characteristic | Insight | Recommendation |
| Certain early morning hours (e.g., Sunday 2-3 AM, Monday 3-5 AM, Wednesday 2-5 AM, Thursday 4-5 AM, Friday 0-2 AM, Saturday 8 AM) exhibit very high Conversion Rates (CVR), often exceeding 30-50%, despite low click volume. | Users searching during these specific hours are highly motivated to convert, indicating high-quality traffic. Current spend is relatively low, suggesting untapped potential. | Consider increasing bids for these high-performing, low-volume early morning slots to capture more high-intent traffic. Monitor Cost Per Conversion (CPC) closely to ensure efficiency. |
| Weekday mornings (e.g., Tuesday 8-11 AM, Wednesday 7-10 AM, Friday 8-9 AM) show substantial cost incurred with consistently zero conversions. | Significant budget is being wasted on clicks that do not convert during these specific weekday morning periods. This indicates either low intent from the audience or poor targeting/messaging during these hours. | Implement aggressive negative bid adjustments, or pause ads entirely, for these identified weekday morning hours to prevent budget waste. Review search terms and ad copy for relevance during these non-converting times. |
| Numerous weekday afternoon and evening hours (e.g., Monday 16-18, Tuesday 15, 18, 21-22, Wednesday 16, 18, Thursday 14, 20, Friday 12, 16, 21, 23) incur very high costs with no resulting conversions. | These time slots represent a major drain on the advertising budget with no return on investment. The traffic during these specific periods appears to be low-quality or lacks conversion intent. | Apply strong negative bid adjustments (e.g., -50% to -100%) for these underperforming afternoon/evening hours. Re-evaluate audience targeting and ad scheduling for these periods, potentially focusing on high-intent keywords only. |
| Specific weekday mid-day to evening hours (e.g., Monday 13-15, 22-23; Tuesday 13, 16, 19; Wednesday 11, 14-15, 20; Thursday 11, 17, 19, 22; Friday 10, 13) consistently generate higher conversion volumes and solid CVRs. | These hours represent prime conversion opportunities on weekdays, indicating a strong match between user intent and campaign offerings. They are key periods for driving valuable actions. | Maintain or slightly increase bids for these high-performing weekday hours to maximize conversion volume. Ensure sufficient budget is allocated to capture demand and capitalize on strong performance during these times. |
| Saturday is consistently the weakest performing day, with nearly all hours showing zero conversions despite significant click volume and cost (e.g., Saturday 0-7 AM, 9-14 PM, 16-18 PM, 21-23 PM). | The audience on Saturdays appears to have very low conversion intent, leading to substantial wasted ad spend across most of the day. The few converting hours have very low volume. | Implement aggressive negative bid adjustments (e.g., -70% to -100%) for almost all hours on Saturday. Consider pausing campaigns entirely for non-converting Saturday hours to reallocate budget to higher-performing days/hours. |
| A general pattern of low intent and wasted spend exists during the deep night/very early morning hours (0 AM to 6 AM) across most days, with the exception of a few highly efficient moments. | Most overnight traffic is not converting, indicating that users during these hours are unlikely to complete a desired action, leading to inefficient budget consumption. | Implement broad negative bid adjustments or pause ads for all hours between 0 AM and 6 AM, excluding only the very specific hours previously identified as high CVR opportunities. This will significantly reduce inefficient spending. |







# Competitor Intelligence

No competitor insights found or could be parsed.

# Top 3 Risks & Opportunities

## ⚠️ Risks

# Risks

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| Characteristic | Insight | Recommendation |
| High CPA & Low Engagement in 'Retirement Advisor - Phrase' Campaign (ID 77950089) | This campaign carries a substantial daily budget ($1500) but delivers a very high CPA ($175.86) and a very low CTR (2.09%), indicating severe inefficiency and a disconnect between budget allocation and performance for this core non-brand campaign. | Immediately review keyword targeting, negative keywords, ad copy relevance, and landing page experience. Consider pausing this campaign or significantly reducing its budget until major optimizations are implemented and tested, potentially reallocating budget to more efficient campaigns. |
| Significant Budget Underutilization & Low Volume in 'Retirement Advisor - Phrase' Mayank Test Campaign (ID 22895148214) | Despite a large daily budget ($1500), this campaign generated only 1 conversion and minimal clicks (27), demonstrating extreme underutilization of allocated resources. This points to fundamental issues in targeting, ad delivery, or a very narrow scope that is preventing it from gaining traction. | Investigate root causes for the lack of volume (e.g., restrictive bid strategy, overly narrow audience targeting, poor ad group structure, or limited keyword selection). Given its failure to acquire sufficient data, pause this campaign and re-evaluate its purpose, or completely re-structure it based on learnings from successful initiatives. |
| Consistently Low CTR Across Core Non-Brand Search Campaigns | Most non-brand campaigns (e.g., IDs 768543760, 77950089, 22890991583, 22895148214) exhibit CTRs ranging from 2.09% to 2.69%. While acceptable for some broader match types, this general trend suggests room for improvement in ad relevance, ad copy appeal, and overall Quality Score, which impacts CPC and impression share. | Conduct comprehensive ad copy testing (e.g., using Responsive Search Ads with strategic pinning of top-performing headlines and descriptions) focusing on stronger calls-to-action, unique selling propositions, and better alignment with specific user intent. Review keyword match types and add more specific negative keywords to improve query relevance. |

## ✅ Opportunities

# Opportunities

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| Characteristic | Insight | Recommendation |
| Superior CPA Performance from 'MayankNewForm' Financial Advisor Campaign (ID 22890991583) | The 'Search - Financial Advisor - MayankNewForm' campaign achieved the lowest CPA ($92.19) among all campaigns, even outperforming the brand campaign. This indicates that the 'MayankNewForm' test (likely related to landing page, form, or conversion path optimization) is highly successful and provides excellent conversion efficiency. | Prioritize scaling the 'MayankNewForm' approach and its underlying optimizations across all relevant high-volume, lower-efficiency non-brand campaigns. Conduct A/B tests to validate the specific elements contributing to its success and fully roll out the optimized conversion path. |
| High Efficiency and Strong Intent Capture by Brand Campaign (ID 22262639231) | The 'Search - Brand' campaign demonstrates excellent engagement (25.19% CTR) and the second-lowest CPA ($97.18). This indicates it effectively captures high-intent, brand-aware users at a very efficient cost per acquisition, reinforcing brand strength and direct response. | Continue to monitor for competitive bidding and ensure optimal budget allocation to the brand campaign to maintain a dominant impression share. Explore opportunities to leverage this highly engaged, high-intent traffic further, such as targeted remarketing lists or cross-selling initiatives. |
| Potential for Duplication and Scalability of Successful Tactics ('MayankNewForm' Strategy) | The presence of similar campaign names with 'MayankNewForm' suffixes, particularly Campaign ID 22890991583, which shows significantly better CPA, suggests effective experimental work is ongoing but not fully integrated or scaled across the account. | Conduct a strategic review of all 'MayankNewForm' and similar test campaigns. Identify specific elements (e.g., landing page design, ad copy messaging, audience segments, form fields) that contribute to success in Campaign ID 22890991583 and systematically apply them to the broader portfolio, especially to the underperforming 'Retirement Advisor' campaigns. |