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 |
| Brand Campaign Efficiency | The 'Search - Brand' campaign (ID 22262639231) exhibits exceptional performance with a 25.18% CTR and the lowest CPA of $97.18 among all campaigns. | Increase the daily budget for the 'Search - Brand' campaign (ID 22262639231) from $100 to capture more high-intent branded search volume, given its proven efficiency. |
| High CPA in Core Retirement Campaign | The 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA)' campaign (ID 77950089) has the highest CPA at $175.86 and a relatively low CTR of 2.08%, despite a high daily budget of $1500. | Conduct a thorough audit of campaign ID 77950089 to identify and exclude irrelevant search terms, expand negative keyword lists, and test new ad copy to improve CTR and reduce the CPA from $175.86. |
| New Campaign Performance Disparity | Among the newly launched campaigns on 2025-08-12, 'Search - Financial Advisor - (USA) - 250K+ 2024 Mayank\_NewForm' (ID 22890991583) achieved a CPA of $92.19 with 14 conversions, while 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02' (ID 22895148214) only generated 1 conversion at a CPA of $130.98, despite both having high budgets. | Investigate the setup and recent performance of campaign ID 22895148214, specifically its keyword targeting, ad relevance, and landing page experience, to identify reasons for its significantly lower conversion volume and higher CPA compared to ID 22890991583, and adjust accordingly. |
| Established Financial Advisor Campaign CPA | The established 'Search - Financial Advisor - (USA) - 250K+ 2024' campaign (ID 768543760) has a CPA of $122.50, which is higher than the newer 'Mayank\_NewForm' campaign (ID 22890991583) targeting similar terms, which has a CPA of $92.19. | Optimize campaign ID 768543760 by applying successful strategies or negative keywords from the more efficient 'Mayank\_NewForm' campaign (ID 22890991583) to reduce its CPA from $122.50 and improve overall cost efficiency. |
| Under-utilization of Budget in New Retirement Campaign | The 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02' campaign (ID 22895148214) has a high daily budget of $1500 but has only spent $130.98 and received 27 clicks since its launch on 2025-08-12, indicating significant under-delivery. | Review the campaign settings for ID 22895148214 for potential issues such as low bid estimates, limited audience targeting, or ad serving restrictions that are preventing it from spending its $1500 daily budget. Consider lowering the budget temporarily if it's struggling to find eligible impressions. |

# 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 |
| Significant wasted spend on non-converting broad match keywords | Keywords such as 'retirement advisory' (Cost $222.71, 0 Conversions), 'retirement planning advisor' (Cost $146.38, 0 Conversions), 'retirement financial advisor near me' (Cost $145.30, 0 Conversions), and 'retirement investment advisors' (Cost $129.71, 0 Conversions) are incurring substantial costs with no conversions. Additionally, 'wiseradvisor reviews' (EXACT) spent $420.24 with 0 conversions. | Immediately pause 'retirement advisory', 'retirement planning advisor', 'retirement financial advisor near me', and 'retirement investment advisors'. For 'wiseradvisor reviews', analyze search query reports to understand user intent; if it's informational, consider a specific landing page or re-evaluate its purpose in a conversion campaign. Otherwise, pause it. |
| Suboptimal efficiency for high-volume, core broad match keywords | The primary 'financial advisor' (BROAD) keyword (across two entries) has spent a combined $5627.11 with an average CPA of $133.58 and Quality Scores of 3 and 5. 'fidelity independent advisor' (BROAD) incurred $2177.61 at a CPA of $167.51 with QS 5. These keywords drive significant cost but show moderate conversion efficiency. | Conduct a deep dive into the Search Query Reports for 'financial advisor' to identify and negative-match irrelevant searches aggressively. For both, test creating new ad groups with more precise match types (phrase/exact) for high-intent search terms. Improve ad copy and landing page relevance to raise Quality Scores and reduce Avg CPCs, aiming to lower the CPA. |
| Strong performance of Brand Exact Match Keywords | Brand keywords 'wiseradvisor' (CPA $74.69, CVR 0.122995) and 'wiser advisor' (CPA $106.69, CVR 0.098039) exhibit excellent performance with high Quality Scores (8) and CTRs (0.237611 and 0.341365 respectively), leading to efficient conversions. | Maintain current bid strategies for these highly efficient brand keywords. Explore opportunities to expand coverage with additional exact match brand variations, including common misspellings, to capture all relevant brand searches at optimal efficiency. |
| High-performing broad match keywords with surprisingly low Quality Scores | Keywords like 'financial advisor local' (CPA $42.92, CVR 0.142857, QS 0) and 'wealth advisor services' (CPA $47.99, CVR 0.142857, QS 0) are converting very efficiently despite their Quality Score of 0. 'wealth advice' (CPA $84.99, CVR 0.089552, QS 0) also shows good CPA for its QS. | Prioritize improving ad relevance and landing page experience for 'financial advisor local', 'wealth advisor services', and 'wealth advice'. Create highly specific ad copy that directly addresses the local or service-specific intent, and ensure landing pages clearly feature relevant content. Raising their Quality Score will likely further reduce CPC and improve overall profitability. |
| Systemic underperformance within the 'Retirement Advisor Phrase' Ad Group | This ad group features multiple broad match keywords with high CPAs or zero conversions and consistently low Quality Scores. For example, 'retirement financial advisor' has a CPA of $169.35 (QS 5), 'retirement financial advisors' has a CPA of $183.61 (QS 0), and four keywords have spent $643.39 with 0 conversions. | Initiate a full audit of the 'Retirement Advisor Phrase' ad group. Immediately pause all broad match keywords with zero conversions. For converting keywords with high CPA, rigorously analyze search query reports to identify specific, high-intent long-tail phrases to create new, tightly themed exact or phrase match ad groups. Implement a comprehensive negative keyword strategy to eliminate irrelevant traffic within this ad group. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| High Spend, High CTR, Zero Conversions, Moderate Quality Score for a Specific Brand/Review Query. | The keyword "wiseradvisor reviews" incurred the highest cost at $420.24 with an impressive CTR of 16.89%, but yielded zero conversions. Its Quality Score is a moderate 5, and the Avg CPC is high at $16.81. This suggests significant user interest in "wiseradvisor reviews", but a disconnect in the conversion path or an inability to convert users searching for reviews of a different entity. | First, verify if "wiseradvisor" is your brand, a competitor, or an unrelated entity. If it's not your brand, consider adding "wiseradvisor reviews" as a negative keyword to prevent wasted spend on non-relevant research queries. If it's a competitor, refine ad copy for "wiseradvisor reviews" to directly address their pain points and link to a dedicated comparison or competitive landing page. If it's your brand, thoroughly audit the landing page for "wiseradvisor reviews" for clear calls to action, social proof, and trust signals, and optimize the conversion funnel as the high CTR indicates strong initial engagement. |
| High Spend, Low CTR, Very Low Quality Score, Zero Conversions for a Broad Term. | The broad keyword "retirement advisory" spent $222.71 but generated zero conversions. It exhibits a very low Quality Score of 3, indicating poor ad relevance or landing page experience, and a low CTR of 2.30%. This suggests the term "retirement advisory" is too generic, attracting unqualified clicks or facing stiff competition due to a misaligned ad or landing page. | For "retirement advisory", pause this broad match keyword immediately. Focus instead on more specific long-tail keywords. Review search terms report for "retirement advisory" to identify user intent and potential negative keywords. Create highly targeted ad groups with specific ad copy and landing pages that align precisely with more granular user intent for "retirement advisory". |
| Significant Spend, Extremely Low Quality Score, Low CTR, Zero Conversions. | The keyword "retirement planning advisor" incurred $146.38 in cost with zero conversions. Its Quality Score is critically low at 0, indicating severe issues with ad relevance, expected CTR, or landing page experience. The CTR is also very low at 2.23%. This implies "retirement planning advisor" is highly misaligned with the current ad creatives and landing page. | Immediately pause "retirement planning advisor". A Quality Score of 0 is a red flag, suggesting almost no relevance. Re-evaluate if this keyword should be targeted at all. If so, create a completely new, highly specific ad group for "retirement planning advisor" with tailored ad copy that directly addresses the intent, and a dedicated landing page optimized for conversion and relevance to this specific query. Consider more specific long-tail variations related to "retirement planning advisor" if the intent is valuable. |
| Significant Spend, Very Low CTR, Very Low Quality Score for a High-Intent Local Query. | The keyword "retirement financial advisor near me" spent $145.30 without conversions, featuring a very low CTR of 1.71% and a Quality Score of 3. For a "near me" query, which usually indicates strong local intent, these metrics are concerning, suggesting a mismatch with local ad extensions, location targeting, or local-specific ad copy/landing page for "retirement financial advisor near me". | For "retirement financial advisor near me", ensure local ad extensions are active and prominent. Review location targeting to confirm it aligns with service areas. Revise ad copy to emphasize local presence, office locations, or service radius. The landing page for "retirement financial advisor near me" must clearly display local contact information, maps, and relevant local testimonials to address the "near me" intent effectively. Consider optimizing for local SEO signals on the landing page. If issues persist after optimizing local signals, pause "retirement financial advisor near me". |
| Significant Spend, Very Low CTR, Very Low Quality Score, Zero Conversions. | The keyword "retirement investment advisors" incurred $129.71 in cost with zero conversions. It has a very low CTR of 1.64% and a Quality Score of 3, indicating that ads for "retirement investment advisors" are not resonating or the landing page is not relevant. The combination of high spend and low performance suggests a fundamental misalignment. | For "retirement investment advisors", review the ad group's relevance. Ensure ad copy specifically addresses "investment" aspects of retirement advice. The landing page for "retirement investment advisors" should clearly articulate investment strategies, portfolio management, or relevant services. Consider pausing "retirement investment advisors" and testing more specific long-tail variations like "401k retirement investment advisors" or "IRA retirement investment advisors" if broad terms prove inefficient. |
| Significant Spend, Critically Low Quality Score, Extremely Low CTR, Zero Conversions. | The keyword "retirement advisor" spent $89.14 without any conversions. It shows a critically low Quality Score of 0 and an extremely poor CTR of 1.13%. This indicates a severe mismatch between the search intent for "retirement advisor" and the current ad content or landing page experience. | Immediately pause "retirement advisor". A Quality Score of 0 signals complete irrelevance or severe performance issues. This is likely too broad a term. Reallocate budget from "retirement advisor" to more specific, high-intent keywords that are closely aligned with your service offerings, ensuring a tighter keyword-to-ad-to-landing-page thematic coherence. |
| Significant Spend, Decent CTR, Very Low Quality Score for a Competitor Brand Query, Zero Conversions. | The keyword "fidelity independent advisor" spent $84.86 with zero conversions. While its CTR of 3.31% is relatively decent, its Quality Score is very low at 3. This indicates that while users searching for "fidelity independent advisor" might be interested enough to click, the ad or landing page fails to sufficiently differentiate or offer a compelling alternative to Fidelity, leading to poor conversion and relevance. | For "fidelity independent advisor", adjust ad copy to clearly highlight your unique selling propositions and how you differ from or are superior to Fidelity. Create a specific landing page that directly compares your services to theirs (if appropriate and legally sound) or subtly positions your offering as an alternative for those seeking an "independent advisor" rather than a brand-tied one. Aim to improve the Quality Score by enhancing ad relevance and landing page experience for "fidelity independent advisor" related queries. |
| Significant Spend, Decent CTR, Very Low Quality Score for a Local High-Intent Query, Zero Conversions. | The keyword "retirement advisors in my area" spent $84.85 with zero conversions. Despite a decent CTR of 3.80%, its Quality Score is very low at 3. This suggests that while ads for "retirement advisors in my area" are generating clicks, the landing page or overall experience does not effectively convert users with local intent, likely due to a lack of local emphasis or clear service area mapping. | For "retirement advisors in my area", ensure all local ad extensions are enabled and accurate. The landing page must prominently feature location-specific information, testimonials from local clients, and clear directions or contact forms. Consider dynamic location insertion in ads for "retirement advisors in my area" to enhance relevance and improve Quality Score. If this keyword refers to specific areas, use geographic targeting and tailor ads to those regions. |
| Significant Spend, Critically Low Quality Score, Extremely Low CTR, High Avg CPC, Zero Conversions for a Local Query. | The keyword "good financial advisor near me" incurred $81.24 in cost with zero conversions, an extremely low CTR of 1.19%, and a critically low Quality Score of 0. The high Avg CPC of $10.15 exacerbates the inefficiency. This indicates a severe disconnect in matching user intent for "good financial advisor near me" with ad messaging and landing page experience, wasting budget on irrelevant clicks. | Immediately pause "good financial advisor near me". A Quality Score of 0 for a high-intent local query is unacceptable. Instead of this subjective "good" term, focus on highly specific keywords that highlight your expertise, certifications, or niche (e.g., "certified financial planner near me", "fiduciary financial advisor near me"). Reassess your overall strategy for local searches, ensuring comprehensive local targeting and ad content. |
| Significant Spend, Critically Low Quality Score, Low CTR, Zero Conversions for a Local Query. | The keyword "retirement advisors near me" spent $68.16 without conversions, displaying a critically low Quality Score of 0 and a low CTR of 2.44%. This indicates a profound failure to connect with local users seeking "retirement advisors near me", likely due to ad or landing page irrelevance to their specific geographical or service needs. | Immediately pause "retirement advisors near me". A Quality Score of 0 for a local query is unacceptable. Re-evaluate how your ads and landing pages address local intent. Consider a separate ad group for "near me" terms with highly localized ad copy (mentioning specific cities/regions) and a landing page that emphasizes your physical presence and service area, ensuring your Google My Business profile is linked and optimized. |
| Significant Spend, Critically Low Quality Score, Low CTR, Zero Conversions. | The keyword "retirement financial planning advisor" spent $63.85 but yielded zero conversions. It has a critically low Quality Score of 0 and a low CTR of 2.23%. This points to a severe disconnect between the ad content or landing page and the user's intent when searching for "retirement financial planning advisor". | Immediately pause "retirement financial planning advisor". A Quality Score of 0 means the keyword is almost entirely irrelevant or performs extremely poorly. Review search terms for "retirement financial planning advisor" to understand granular user intent. Instead, focus on building highly relevant ad groups with tightly themed keywords that clearly match specific services like "retirement income planning advisor" or "early retirement planning advisor". |
| Significant Spend, Critically Low Quality Score, Very Low CTR, Zero Conversions. | The keyword "retirement planning advisors" spent $55.90 without conversions, featuring a critically low Quality Score of 0 and a very low CTR of 1.56%. This strongly indicates that the ads and landing page are not effectively addressing the specific needs of users searching for "retirement planning advisors". | Immediately pause "retirement planning advisors". A Quality Score of 0 for this term is a clear signal of wasted spend. Revisit your keyword research for "retirement planning advisors" to find more specific, long-tail variations that better reflect user intent and align with your services, allowing for more precise ad copy and landing page optimization. |
| Significant Spend, Critically Low Quality Score, Extremely Low CTR, Zero Conversions for a Subjective Term. | The keyword "best retirement financial advisors" spent $53.55 with zero conversions, exhibiting a critically low Quality Score of 0 and an extremely low CTR of 1.08%. The term "best" is highly competitive and subjective, making it difficult to rank or convert effectively without strong, verifiable claims directly addressed in ads and landing pages for "best retirement financial advisors". | Immediately pause "best retirement financial advisors". A Quality Score of 0 is unacceptable. Instead of trying to rank for a subjective "best" term, focus on keywords that highlight your unique certifications, awards, or specific services (e.g., "fiduciary retirement financial advisors", "fee-only retirement financial advisors"). If you insist on targeting "best", your ad copy and landing page for "best retirement financial advisors" must convincingly showcase awards, testimonials, and clear differentiators. |
| Significant Spend, Critically Low Quality Score, Abysmally Low CTR, Zero Conversions. | The keyword "financial advisor for individuals" spent $50.69 with zero conversions, featuring an abysmal CTR of 0.69% and a critically low Quality Score of 0. This indicates a complete failure to match user intent for "financial advisor for individuals" with relevant ad content or a compelling landing page experience, leading to significant wasted spend. | Immediately pause "financial advisor for individuals". A Quality Score of 0 and a CTR below 1% for this keyword scream irrelevance and poor performance. This term is likely too broad. Focus on more specific individual needs like "financial advisor for high net worth individuals", "financial advisor for young professionals", or "retirement planning for individuals", allowing for much more targeted messaging and improved performance. |

# 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 | Zero conversions from 26 clicks (0% conversion rate) indicates a critical failure in the page's ability to persuade and convert financial advisors. This is a severe problem requiring immediate attention. | Immediately pause Google Ads campaigns directing traffic to this page to prevent further wasted ad spend. The page requires a complete overhaul to address fundamental conversion blockers before any more traffic is sent to it. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Value Proposition Clarity | The page headline 'Become a Member of WiserAdvisor.com' is generic and lacks a compelling, advisor-specific value proposition (e.g., 'Get Qualified Client Leads,' 'Expand Your Practice'). The benefits for an advisor to sign up are entirely absent above the fold. | Implement a clear, benefit-driven headline that immediately tells financial advisors why they should sign up (e.g., 'Grow Your Practice with WiserAdvisor: Connect with Qualified Clients'). Articulate specific benefits like lead generation, increased visibility, or specific tools offered. |
| https://www.wiseradvisor.com/advisor\_signup.asp | User Experience (UX) - Navigation & Distraction | The page is cluttered with extensive global navigation links primarily aimed at prospective clients (e.g., 'Find a Financial Advisor,' 'Retirement Guide,' 'Investing Guide'). This creates significant distraction and allows advisors to easily navigate away from the signup funnel. | Redesign the page using a dedicated landing page template that removes all superfluous global navigation. The only navigation options should be those essential for the advisor signup process or legal requirements (e.g., privacy policy link). |
| https://www.wiseradvisor.com/advisor\_signup.asp | Call to Action (CTA) | The primary call to action 'Sign Up' is generic, not visually prominent, and lacks urgency or benefit-oriented language. It's also embedded within general site navigation rather than standing out as the main action. | Create a distinct, visually prominent CTA button with benefit-driven microcopy (e.g., 'Get New Client Referrals,' 'Start Connecting with Clients') placed strategically above the fold and at key points on the page. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Trust and Credibility | The page completely lacks trust signals relevant to financial advisors, such as testimonials from other advisors, partner logos, industry accolades, or statistics on successful client matches. This absence undermines credibility for professionals considering joining. | Integrate strong trust signals relevant to advisors. This could include testimonials from existing advisors, logos of industry associations, success stories highlighting how advisors benefited, or data points on client generation through the platform. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Ad-Page Congruence (Inferred from 0 conversions) | Given zero conversions, there's a high probability of a mismatch between the ad's promise/user intent and the landing page content. The page immediately presents navigation options for finding an advisor, which conflicts with an advisor's intent to sign up. | Review the specific Google Ads keywords and ad copy triggering traffic to this page. Ensure the landing page content immediately addresses the advisor's specific need (e.g., 'Are you a financial advisor looking for clients?') and confirms they've arrived at the correct destination. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Page Focus & Information Hierarchy | Despite being an 'advisor\_signup.asp' page, a large portion of the visible content and navigation is geared towards individuals seeking financial advice, not advisors. This dilutes the page's purpose and makes it harder for an advisor to quickly grasp the relevance. | Reconfigure the page's information hierarchy to prioritize content solely for financial advisors. Remove or de-emphasize all content related to finding an advisor or client resources. Focus on advisor-specific FAQs, a clear signup process, and platform benefits. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Competitor Benchmark | Leading platforms for advisor acquisition (e.g., SmartAsset, NerdWallet, Wealthramp advisor portals) clearly articulate their value proposition (e.g., lead generation, matching services), prominently display trust signals, and guide advisors through a streamlined, focused signup process. This page falls significantly short in comparison. | Conduct a competitive analysis of successful advisor acquisition landing pages. Adopt best practices for clear value propositions, showcasing benefits, incorporating social proof, and optimizing the signup form and overall user flow for a professional audience. |

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

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/investing | Ad-to-Landing Page Relevancy | The extremely low CTR (0.26%) and zero conversions from 1 click strongly indicate a severe mismatch between the user's search intent (and the ad's promise) and the immediate offering or perceived relevance of this landing page. If the ad targeted 'find an advisor,' this page's 'Investing Guide' focus creates friction. | Conduct a thorough review of ad copy, keyword targeting, and campaign intent. Ensure dedicated landing pages are used for distinct user intents (e.g., a specific page for 'find an advisor' vs. an 'investing guide'). The landing page's headline and hero section should immediately validate the ad's promise. |
| https://www.wiseradvisor.com/investing | Primary Conversion Goal Clarity | The page title 'Investing Guide and Free Investment Calculators' and the overwhelming navigational structure position this page as an informational hub rather than a direct lead generation tool for finding advisors. The primary desired action for a user (and Wiseradvisor) is not immediately obvious or prioritized. | Clearly define the singular primary conversion goal for this specific page. If the goal is advisor matching, redesign the page to prominently feature a clear value proposition for advisor matching and a primary call-to-action (CTA) above the fold, reducing informational clutter. |
| https://www.wiseradvisor.com/investing | Call to Action (CTA) Prominence & Strength | Key conversion actions such as 'Free Match to Vetted Advisors' are buried deep within a dense navigation menu. They are not presented as prominent, benefit-driven calls to action within the main content area, making it difficult for users to identify the desired next step. | Implement clear, high-contrast, benefit-driven primary CTAs (e.g., 'Get Matched with an Advisor Now') above the fold. These CTAs should be distinct buttons, not just text links in a menu, and should lead directly to the advisor matching funnel. |
| https://www.wiseradvisor.com/investing | Information Architecture & UX Flow | The page suffers from significant information overload with an extensive navigation tree covering numerous topics (advisors, retirement, investing, blog, calculators, articles). This excessive choice can overwhelm visitors and distract them from taking the intended conversion action. | Streamline the landing page by significantly reducing navigational clutter. Focus on a clear, linear path to conversion. Content should be presented concisely, potentially using accordions or progressive disclosure for details, but the initial view must be highly focused. |
| https://www.wiseradvisor.com/investing | Trust and Credibility Signals | Based on the provided content, there are no immediate, prominent trust signals (e.g., testimonials, number of advisors served, security badges, third-party endorsements, explicit explanation of 'vetted' process) visible to reassure users, which is crucial for a financial service decision. | Integrate visible trust signals above the fold and throughout the page, such as client testimonials, badges indicating vetting processes, media mentions, or a clear statement about fiduciary duty, to build immediate credibility and reduce user apprehension. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Top-performing financial advisor matching platforms typically utilize highly focused landing pages. These pages feature a clear, benefit-driven headline, a concise value proposition, a prominent lead generation form or clear CTA above the fold, and minimal navigation distractions to guide the user towards a single conversion goal. | Analyze successful competitor landing pages in the financial advisor matching space. Adapt best practices for direct response landing page design, including a singular conversion focus, compelling and concise messaging, and a simplified user journey to conversion. |

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

# Landing Page Insights

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| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/match\_advisors.asp | Form Length & Complexity | The multi-step questionnaire is extensive, asking for sensitive financial data (income, portfolio size) and personal details (home/business ownership) upfront, before even collecting contact information. This can create high perceived effort and lead to significant abandonment, contributing to the high CPA despite good CTR. | Implement progressive profiling. Start with 3-5 essential matching questions (e.g., zip code, primary goal, broad portfolio tier) to capture initial interest. Collect contact information and more granular details \*after\* demonstrating value or providing an initial glimpse of potential matches. |
| https://www.wiseradvisor.com/match\_advisors.asp | Call to Action (CTA) Clarity & Reinforcement | While the general value proposition is clear, the CTAs throughout the multi-step form are generic ('Next') and the ultimate benefit of completing the entire process isn't consistently reinforced at each step. The final 'SELECT ALL' button lacks strong, conversion-oriented language. | Optimize CTA button copy to be benefit-driven (e.g., 'Find My Advisor Match', 'Get Personalized Recommendations'). Reinforce the value (e.g., 'Get Matched Now - It's Free') at critical junctures, especially on the final step before submission. |
| https://www.wiseradvisor.com/match\_advisors.asp | Trust Signals & Transparency | The page includes generic 'secure & confidential' messages, but the comprehensive and formal E-SIGN consent for broad contact (text, marketing calls, emails from WiserAdvisor and up to 3 advisors) at the final step is a significant trust and friction barrier. The 'Why do we need this information?' prompt is cut off, losing an opportunity for transparency. | Simplify consent language and offer more granular control over communication channels. Explicitly state the \*benefits\* of providing detailed information (e.g., 'This helps us find truly tailored matches'). Ensure the 'Why do we need this information?' explanation is fully visible and persuasive, perhaps as an expandable section. |
| https://www.wiseradvisor.com/match\_advisors.asp | User Expectation vs. On-Page Experience | The high CTR (14.65%) suggests ads effectively attract users looking for advisor matching. However, the high CPA ($84.48) implies a disconnect between the user's initial expectation of a quick process and the lengthy, detailed form they encounter, leading to drop-offs. | Evaluate if the ad copy accurately sets expectations for the commitment required on the landing page. If 'quick match' is advertised, the page needs to feel quick. Otherwise, consider an intermediate micro-conversion or a shorter initial quiz to segment users and manage expectations more effectively. |
| https://www.wiseradvisor.com/match\_advisors.asp | Value Proposition Reinforcement | The core value proposition ('get matched with 2 to 3 vetted financial advisors') is present at the beginning but is not consistently reinforced throughout the long form, especially as users progress through more intrusive questions about income and portfolio size. | Integrate reminder messages about the core benefits (e.g., 'vetted advisors', 'personalized matches', 'free consultation') at various stages of the questionnaire, especially before asking for sensitive information, to maintain user motivation and demonstrate the value of completing the form. |
| https://www.wiseradvisor.com/match\_advisors.asp | Competitor Benchmark | Leading financial advisor matching platforms often prioritize a low-friction entry point, using short initial quizzes or progressive disclosure. They aim to capture interest quickly before requiring extensive personal data, which typically results in higher initial conversion rates and potentially lower CPAs for qualified leads. | Analyze competitors' user flows to understand best practices for initial data collection. Implement a tiered data collection approach where the absolute minimum required data (e.g., zip code, investment amount range) is collected first to provide a basic match, and then more detailed information is requested to refine matches or unlock further features. This gradual commitment approach can reduce perceived effort and improve conversion rates. |

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

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## Landing Page: https://www.wiseradvisor.com/multi-step-advisor-match.asp

# Landing Page Insights

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| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | CTR & CPA Performance | A CTR of 1.24% is low for Google Search Ads, indicating a potential mismatch between the ad's promise and user expectation, or poor ad relevancy. The CPA of $92.65 is high, suggesting the conversion rate on the landing page is not optimal, especially considering the detailed information asked upfront. | Conduct a thorough review of Google Ads keywords, ad copy, and ad extensions to ensure they precisely set the expectation for a multi-step advisor matching tool. A/B test ad variations that clearly communicate the 'quiz-like' nature of the landing page. Simultaneously, focus on increasing the landing page conversion rate to lower CPA. |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | Form Length & User Friction | The multi-step form requires extensive personal and financial information (e.g., income, portfolio size, existing advisor status, reason for seeking a new one, full contact details) before providing any advisor matches. The 'FINAL STEP: Select additional firms' also appears as an added hurdle after users have already provided sensitive contact information. | Implement progressive profiling by starting with fewer, less intrusive questions (e.g., zip code, primary goal) and reveal the core value proposition earlier. Move highly sensitive questions like 'My current household income' or 'My current portfolio size is' further into the process, or make them optional with clear explanations of \*why\* they are needed for better matches. Consider moving the 'Select additional firms' step to a post-match stage to reduce immediate friction. |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | Value Proposition Clarity & Reinforcement | While the headline states 'Answer a few questions and get matched with 2 to 3 advisors,' the benefits of this process (e.g., pre-vetted advisors, comparison of fees/ratings, free initial consultation) are buried within the form or legal disclaimers, rather than being prominently featured and reinforced throughout the page. | Elevate the key benefits of using WiserAdvisor (e.g., save time, personalized match, vetted advisors, free consultation, unbiased comparison) above the fold and at key points within the form. Use clear, concise bullet points or benefit-oriented headlines to articulate 'Why WiserAdvisor' at each stage of the user journey. |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | Trust Signals & Credibility | The page relies heavily on text-based 'YOUR INFORMATION IS SECURE & CONFIDENTIAL' which, while important, lacks visual reinforcement or third-party validation. The lengthy E-SIGN signature disclaimer also adds complexity and potential anxiety just before the final submission. | Integrate stronger visual trust signals. This could include security badges (e.g., SSL certificate, trusted third-party security seals), logos of affiliations or awards, and genuine client testimonials or aggregated star ratings. Simplify the E-SIGN disclaimer or present it more digestibly without overwhelming the user at the critical conversion point. |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | Call to Action (CTA) Effectiveness | The primary CTA button text appears to be a generic 'Next' following a significant block of legal text and consent requirements. This can feel uninspiring and lacks a clear benefit or sense of progress for the user at the final conversion step. | A/B test the final CTA button text. Instead of 'Next,' consider more benefit-oriented or action-driven copy such as 'Get My Advisor Matches,' 'Find My Best Match,' or 'Compare Top Advisors.' Ensure the button is visually prominent and distinct from the surrounding legal disclaimers. |
| https://www.wiseradvisor.com/multi-step-advisor-match.asp | Competitor Benchmark | Many direct competitors in the financial advisor matching space (e.g., SmartAsset, Facet Wealth, Wealthramp) often prioritize a very low-friction initial step, sometimes only asking for zip code and investable assets. Their conversion funnels are designed to quickly qualify leads and then provide value before asking for extensive personal details. | Analyze the conversion flows of leading financial advisor matching platforms. Benchmark their initial information requirements, the clarity of their value propositions, and how they build trust. Identify best practices for reducing initial friction and providing immediate perceived value to improve conversion rates and lower CPA. |

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

# Landing Page Insights

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| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Landing Page Focus & Distractions | The initial content chunk is overwhelmingly dominated by a vast, complex global navigation menu, including links to 'Fee-Based Financial Advisors,' 'Retirement,' 'Investing,' and multiple city-specific pages. This level of distraction is detrimental to a dedicated landing page, as it pulls users away from the primary conversion goal of finding a fee-only advisor and encourages exploration rather than action. | Drastically simplify the landing page navigation. Remove all secondary, tertiary, and footer-like links that are not directly relevant to converting a user for 'fee-only financial advisors.' The page should be a focused funnel, not a comprehensive website directory, guiding users toward a single conversion action. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Above-the-Fold Content & Value Proposition | The critical above-the-fold space is primarily consumed by navigation rather than an immediate, compelling value proposition or clear path to conversion. While the title is relevant, there's no immediate sub-headline or content that quickly articulates WiserAdvisor's unique benefit or streamlines the user's understanding of how to proceed. | Reclaim the above-the-fold area. Below the main headline, add a concise, benefit-driven sub-headline (e.g., 'Connect with vetted fee-only experts tailored to your financial goals'). Introduce the primary Call to Action (CTA) and, if applicable, the first step of a lead capture form prominently, making them the most dominant elements. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Call to Action (CTA) Prominence & Clarity | The primary call to action, 'Get Matched to a Vetted Advisor,' is buried within the extensive navigation structure, appearing as just another link among many. Its visual design and placement do not distinguish it as the most important action for the user to take, leading to a missed opportunity for conversion. | Isolate the primary CTA from the navigation. Design it as a prominent, contrasting button strategically placed above the fold and repeated further down the page. Use action-oriented, benefit-focused microcopy, such as 'Find My Fee-Only Advisor' or 'Get Your Free Match,' to compel immediate action. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Relevance to 'Fee-Only' Intent | While the page title correctly targets 'Fee-Only Financial Advisors,' the navigation prominently features a link to 'Fee-Based Financial Advisors.' This creates immediate confusion and undermines the precision of the user's search intent, potentially causing them to question the page's relevance or WiserAdvisor's specialization. | Ensure strict relevance to the 'fee-only' intent. Remove any links or mentions of 'Fee-Based Financial Advisors' or other conflicting advisor types from this specific landing page. The entire page content should unequivocally reinforce the value and availability of fee-only advisors. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Trust Signals & Credibility | The initial page content lacks immediate trust signals such as testimonials, ratings, accreditations, or a clear explanation of WiserAdvisor's advisor vetting process. For a service involving financial decisions, building trust upfront is crucial, and its absence can contribute to a lack of conversions. | Integrate visible trust-building elements prominently on the page. Consider adding logos of reputable financial publications where WiserAdvisor has been featured, aggregate customer review scores (e.g., 'Rated 4.9/5 Stars'), or a concise statement about the rigorous vetting process for advisors on the platform. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Conversion Performance Analysis | The performance data shows 9 clicks but 0 conversions, indicating a complete failure to convert traffic despite attracting initial interest. This 0% conversion rate strongly suggests that the landing page experience is severely flawed, failing to guide users toward the intended action or provide sufficient incentive. | The current page's design and overwhelming navigation are clear blockers to conversion. Implement the recommended changes immediately to simplify the user journey, clarify the value proposition, and enhance CTA prominence, which are critical steps to transforming clicks into leads. Verify conversion tracking is correctly set up. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Wealthramp) typically employ highly focused landing pages. These competitors prioritize a clear, benefit-driven headline, an immediate call to action (often a step-by-step questionnaire or lead form), and prominent trust signals, all while minimizing distractions to funnel users directly into the conversion path. | Study successful competitor landing pages in the financial advisor matching niche. Emulate their focus on a singular conversion goal, their use of prominent lead capture forms or multi-step questionnaires above the fold, and their strategic placement of trust elements, while stripping away any unnecessary navigational clutter. |

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

# Landing Page Insights

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| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Experience (UX) - Information Overload | The landing page presents an overwhelming array of navigation links and secondary content (e.g., 'Important Reads,' 'Calculators,' 'More cities...') which distract users from the primary goal of finding a fee-based advisor. This resembles a full website page rather than a focused conversion-oriented landing page, leading to high cognitive load and potential abandonment. | Eliminate all extraneous navigation and secondary content not directly relevant to finding a 'fee-based financial advisor.' Simplify the page layout to guide users towards a single, clear conversion path. Only include essential elements like the main headline, a concise value proposition, and the primary call-to-action. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Prominence & Clarity | Key calls to action like 'Get Matched to a Vetted Advisor' or 'Search Our Advisor Directory' are buried within the extensive navigation menu. There is no clear, prominent, and distinct primary CTA button or form above the fold in the main content area, making the desired user action unclear. | Design a highly visible, primary CTA button (e.g., 'Find Your Fee-Based Advisor Now' or 'Get Matched with an Advisor') and place it prominently in the hero section of the page. Ensure its color contrasts with the background and it clearly communicates the next step in the conversion process. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Conversion Path & Focus | The page lacks a singular, clear conversion funnel specifically for 'fee-based financial advisors.' Instead of immediately offering a solution (e.g., a short form or search widget), it presents a multitude of options (other advisor types, general articles, calculators), diluting the user's intent after clicking an ad for a specific service. | Implement a streamlined, dedicated conversion path immediately above the fold. This could be a concise lead capture form to gather initial user information for matching, or a prominent search bar pre-filtered for 'fee-based advisors,' ensuring the page directly addresses the user's specific need. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Ad-Page Congruence & Performance Disconnect | The extremely low CTR (1.30%) and zero conversions from 5 clicks suggest a significant disconnect between the ad's promise and the landing page experience. While the H1 is relevant, the overwhelming page content doesn't immediately reinforce the 'fee-based' specific intent or offer a clear, immediate solution, leading to users bouncing. | Review Google Ads keyword targeting and ad copy to ensure hyper-relevance to 'fee-based financial advisors.' On the page, ensure the value proposition for 'fee-based' advisors is immediately clear and reinforced by the primary CTA and initial interaction, validating the user's click and intent without distraction. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Successful financial advisor matching services or directories typically employ minimalist landing page designs for specific advisor types (e.g., fee-based, fee-only). Their pages primarily feature a direct lead capture form or a prominent, filtered search bar as the immediate conversion mechanism, with significantly reduced navigation and secondary content compared to this page. | Analyze leading competitors' landing pages for 'fee-based' advisor searches. Adopt best practices for a clean, distraction-free layout, ensuring the primary conversion action (e.g., a simple multi-step form or direct advisor search) is the most prominent element, optimizing for quick and easy conversion. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust and Credibility Signals (Implied) | While not directly visible in the provided content chunk, a cluttered and unfocused landing page can inadvertently reduce perceived trust and professionalism. In the financial sector, clarity and authority are paramount. The current design might make the service appear less focused or specialized. | Once the page is streamlined, strategically incorporate trust signals (e.g., 'Vetted Advisors,' security badges, clear privacy policy links, subtle client testimonials if space allows) near the primary conversion elements. This will reassure users of the legitimacy and quality of the advisor matching service. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Low CTR (1.30%) and Zero Conversions | The extremely low Click-Through Rate suggests a disconnect between the ad copy/keyword targeting and user intent, or poor ad relevance. The zero conversions despite clicks indicate that the landing page fails to meet user expectations or provide a compelling path forward, leading to immediate bounces. This points to a fundamental flaw in the landing page's initial impact or relevance. | Conduct a thorough review of the Google Ads campaign to ensure keywords and ad copy are hyper-aligned with the 'fee-based financial advisors' search intent. Immediately upon landing, the hero section of the page must explicitly confirm the user's search intent (e.g., 'Find Vetted Fee-Based Financial Advisors') to reassure them they are in the right place. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Overly Navigational Content (as per HTML chunk) | The provided HTML content is heavily dominated by extensive site navigation, including links to various advisor types, cities, article categories, and calculators. While this supports general site exploration, for a paid landing page, it creates significant distractions and offers too many 'escape routes' that pull users away from the primary conversion goal of finding a fee-based advisor. | Streamline the landing page for paid traffic by minimizing extraneous navigation elements. Remove or de-emphasize sidebar links, extensive footers, and non-essential menu items that don't directly contribute to converting a visitor into a lead for a fee-based advisor. Focus the page's layout on a singular conversion path. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Unclear or Uncompelling Value Proposition for 'Fee-Based' | While the page URL targets 'fee-based financial advisors,' the provided content snippet doesn't elaborate on the specific benefits of 'fee-based' over other compensation models (like 'fee-only') or how WiserAdvisor differentiates its matching service for this specific type of advisor. This lack of clear, persuasive messaging can leave users confused or unmotivated to proceed. | Dedicate a prominent section of the landing page to clearly define 'fee-based' financial advisors, explain its advantages (e.g., transparency, alignment with client interests), and articulate how WiserAdvisor's service is uniquely positioned to connect users with these specific professionals. Address potential common misconceptions to build clarity and trust. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Potential Weakness in Call-to-Action (CTA) Prominence/Clarity | The navigation lists 'Get Matched to a Vetted Advisor,' which is a good CTA. However, with zero conversions, it's highly probable that this (or the primary conversion CTA) is not sufficiently prominent, compelling, or easily accessible on the main landing page body. Users might not know what to do next or why they should do it. | Ensure the primary Call-to-Action (e.g., 'Get Matched to Your Fee-Based Advisor' or 'Start Your Advisor Search') is highly visible and placed above the fold. It should stand out visually and clearly articulate the next step, leading directly to a streamlined lead capture form. Use action-oriented language that highlights the benefit. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Lack of Sufficient Trust Signals and Social Proof | The mention of 'Vetted Advisor' is a good start, but zero conversions suggest it's either not prominent enough or not fully convincing. Users searching for financial advisors often require significant trust and reassurance. The current page content (as observed) lacks strong, visible trust signals like client testimonials, review ratings, or security assurances that build confidence. | Integrate robust trust signals prominently on the landing page. This includes showcasing positive client testimonials, displaying any relevant industry accolades or press mentions, clearly explaining the advisor vetting process, and potentially incorporating security badges for data submission forms to alleviate privacy concerns. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading financial advisor matching platforms (e.g., SmartAsset, Investopedia AdvisorMatch, XY Planning Network for fee-only) typically employ highly optimized landing pages featuring concise value propositions, clear definitions of advisor types, prominent and singular CTAs, simplified multi-step forms, and abundant trust signals (e.g., customer reviews, press mentions, detailed vetting processes). The current page's performance indicates it's falling short of these industry best practices for conversion. | Analyze successful competitor landing pages in the financial advisor matching space, paying close attention to their hero section design, how they articulate their value proposition, the placement and wording of their primary CTAs, the simplicity of their lead generation forms, and their use of social proof. Adapt and implement relevant best practices to enhance the WiserAdvisor page's conversion efficacy. |

# Geographical Performance

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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

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| --- | --- | --- |
| Characteristic | Insight | Recommendation |
|  | The campaign has a significant spend of $21,850.07 in the United States, generating 177.33 conversions with a Cost Per Acquisition (CPA) of $123.21 and a Conversion Rate (CVR) of 5.25%. This substantial country-level expenditure necessitates deeper geographic analysis. | To uncover true geographic performance variations and high-impact areas, implement more granular geo-targeting and reporting in Google Ads (e.g., by State, Designated Market Area (DMA), or City). This will enable identifying top-performing areas for potential bid increases (e.g., +15-20%) and underperforming areas for bid reductions (e.g., -20%) or exclusions, optimizing total campaign efficiency and improving overall CPA. |

# 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 |

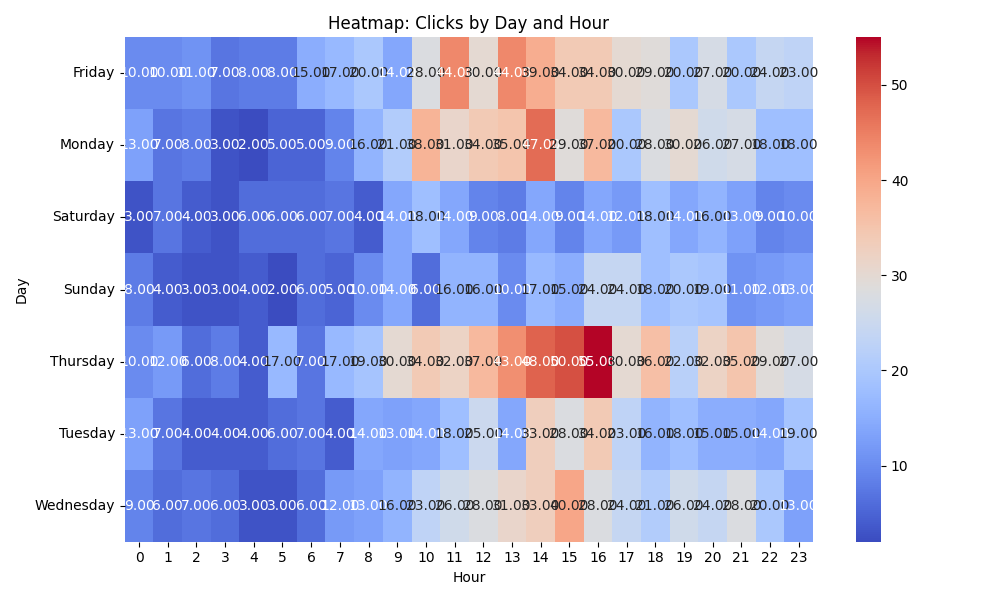
Cost ($)

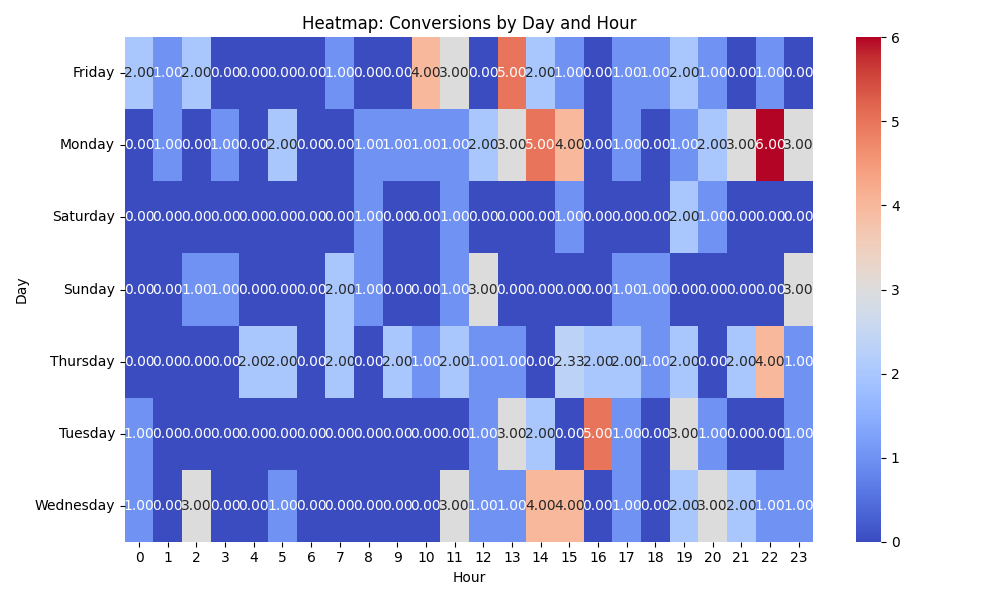
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |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

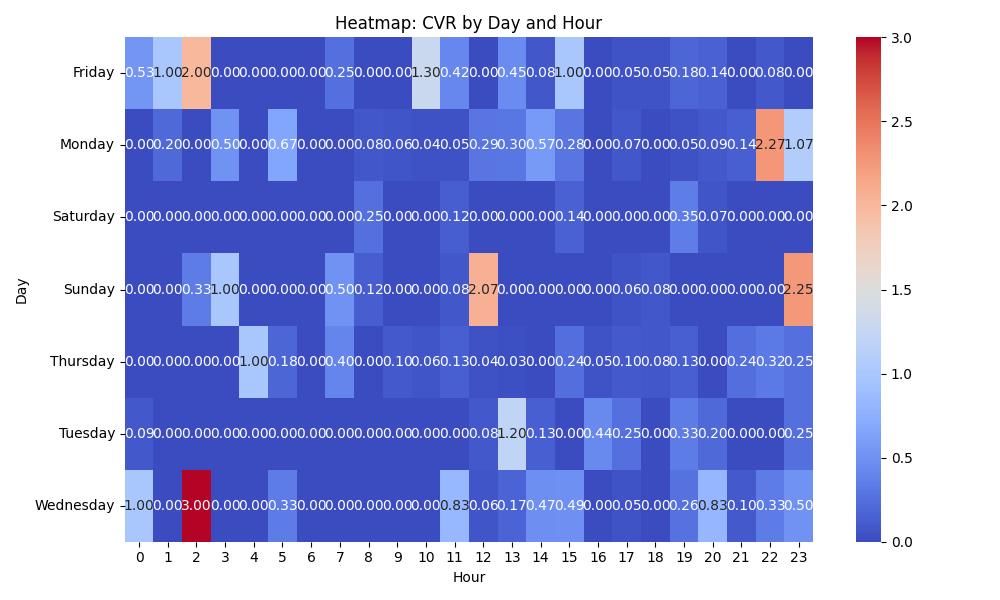
# Hourly Patterns Insights

⚠️ Unable to parse structured insights — showing raw output below.

[]







# Competitor Intelligence

No competitor insights found or could be parsed.

# Risks

No insights generated.

# Opportunities

No insights generated.