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 | 2.38% | $11540.41 | 1936 | 81374 | Below | $5.96 | Above | $122.77 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) | 2.14% | $3367.96 | 514 | 24036 | Below | $6.55 | Above | $168.40 | Above |
| Search - Brand - (USA) - 2025 | 25.72% | $2961.05 | 294 | 1143 | Above | $10.07 | Above | $88.83 | Above |
| Search - Financial Advisor - (USA) - 250K+ 2024 Mayank\_NewForm | 3.00% | $2071.43 | 311 | 10373 |  | $6.66 | Above | $109.02 | Above |
| Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02 | 2.74% | $462.22 | 73 | 2661 |  | $6.33 | Above | $154.07 | Above |

# Campaign Insights

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

[{'Characteristic': 'Brand Campaign Performance', 'Insight': "The 'Search - Brand - (USA) - 2025' campaign (ID 22262639231) exhibits superior performance with a 25.72% CTR and a low CPA of $88.83, generating 33.33 conversions from a $100 daily budget.", 'Recommendation': "Increase the daily budget for the 'Search - Brand - (USA) - 2025' campaign from $100 to capture more high-value, low-CPA conversions, given its strong efficiency."}, {'Characteristic': 'Financial Advisor Campaign A/B Test Results', 'Insight': "The 'Mayank\_NewForm' version of the Financial Advisor campaign (ID 22890991583) has a CPA of $109.02, which is more cost-effective than the original campaign (ID 768543760) with a CPA of $122.77, yielding 19 conversions for the new form vs 94 for the original.", 'Recommendation': "Shift budget and traffic from the less efficient 'Search - Financial Advisor - (USA) - 250K+ 2024' campaign (ID 768543760) to the 'Search - Financial Advisor - (USA) - 250K+ 2024 Mayank\_NewForm' campaign (ID 22890991583) to optimize overall CPA."}, {'Characteristic': 'Retirement Advisor Campaign A/B Test Results', 'Insight': "The 'Mayank\_NewForm\_02' version of the Retirement Advisor campaign (ID 22895148214) shows a more efficient CPA of $154.07 compared to the original campaign (ID 77950089) at $168.40, though it has only generated 3 conversions versus 20.", 'Recommendation': "Allocate additional budget and monitor performance for 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) Mayank\_NewForm\_02' (ID 22895148214) to validate its CPA efficiency at higher volumes before fully transitioning from the original campaign (ID 77950089)."}, {'Characteristic': 'Budget Efficiency of Legacy Campaigns', 'Insight': "The 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA)' campaign (ID 77950089) consumes the highest daily budget at $1500 but has the highest CPA at $168.40 among the primary campaigns.", 'Recommendation': "Conduct a thorough audit of keywords, targeting, and ad creatives within the 'Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA)' campaign (ID 77950089) to identify opportunities to reduce its CPA, or reallocate a portion of its $1500 daily budget to more cost-effective campaigns like the Brand campaign (ID 22262639231)."}]

# 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 | 32190 | 730 | 2.27% | $6.28 | $134.79 |
| Financial Advisor | fidelity independent advisor | BROAD | 5 | 11467 | 395 | 3.44% | $5.11 | $155.13 |
| Brand Only | wiseradvisor | EXACT | 8 | 753 | 184 | 24.44% | $9.10 | $67.00 |
| Financial Advisor | financial advisor | BROAD | 5 | 6750 | 209 | 3.10% | $7.25 | $131.85 |
| Brand Only | wiser advisor | EXACT | 8 | 243 | 83 | 34.16% | $10.22 | $101.76 |
| Financial Advisor | wealth advice | BROAD | 0 | 4261 | 71 | 1.67% | $7.79 | $92.24 |
| Retirement Advisor Phrase | retirement financial advisor | BROAD | 5 | 2730 | 61 | 2.23% | $7.85 | $159.58 |
| Financial Advisor | financial management advisory | BROAD | 0 | 4906 | 91 | 1.85% | $5.23 | $238.09 |
| Brand Only | wiseradvisor reviews | EXACT | 5 | 144 | 25 | 17.36% | $16.81 | $0.00 |
| Financial Advisor | financial advisor ratings | BROAD | 5 | 2179 | 88 | 4.04% | $4.44 | $390.38 |
| Retirement Advisor Phrase | retirement financial advisors | BROAD | 0 | 2046 | 45 | 2.20% | $7.69 | $173.07 |
| Retirement Advisor Phrase | federal retirement advisors | BROAD | 3 | 1483 | 61 | 4.11% | $5.54 | $112.57 |
| Financial Advisor | best financial advisor | BROAD | 5 | 1988 | 50 | 2.52% | $6.46 | $80.81 |
| Financial Advisor | need a financial advisor | BROAD | 0 | 3135 | 53 | 1.69% | $6.09 | $161.48 |
| Financial Advisor | finding a financial advisor | BROAD | 1 | 2374 | 41 | 1.73% | $7.83 | $80.29 |
| Financial Advisor | financial advisory fees | BROAD | 5 | 1906 | 68 | 3.57% | $4.18 | $142.14 |
| Financial Advisor | financial advisor local | BROAD | 0 | 1759 | 42 | 2.39% | $5.87 | $41.09 |
| Financial Advisor | the best financial advisors | BROAD | 8 | 1371 | 41 | 2.99% | $5.92 | $121.32 |
| Retirement Advisor Phrase | retirement advisory | BROAD | 3 | 1178 | 29 | 2.46% | $8.20 | $0.00 |
| Retirement Advisor Phrase | retirement financial advisors near me | BROAD | 0 | 1518 | 34 | 2.24% | $6.95 | $236.28 |
| Retirement Advisor Phrase | retirement planning financial advisor | BROAD | 0 | 1947 | 36 | 1.85% | $6.25 | $112.58 |
| Financial Advisor - Generic | local financial advisor | BROAD | 2 | 937 | 27 | 2.88% | $7.35 | $198.57 |
| Financial Advisor | wealth advisor services | BROAD | 0 | 1011 | 28 | 2.77% | $6.85 | $95.95 |
| Retirement Advisor Phrase | retirement income financial planner | BROAD | 0 | 1168 | 28 | 2.40% | $6.32 | $88.52 |
| Retirement Advisor Phrase | retirement financial advisor near me | BROAD | 0 | 810 | 26 | 3.21% | $6.71 | $174.43 |
| Financial Advisor | how to choose a financial advisor for retirement | BROAD | 0 | 1283 | 23 | 1.79% | $7.47 | $85.93 |
| Financial Advisor | reputable financial advisors | BROAD | 7 | 1227 | 24 | 1.96% | $7.07 | $169.67 |
| Financial Advisor | compare financial advisor fees | BROAD | 0 | 1156 | 42 | 3.63% | $3.94 | $165.61 |
| Retirement Advisor Phrase | retirement planning advisor | BROAD | 0 | 907 | 20 | 2.21% | $7.00 | $0.00 |
| Financial Advisor | best financial advisor | BROAD | 0 | 540 | 19 | 3.52% | $7.27 | $46.02 |
| Retirement Advisor Phrase | retirement financial advisor near me | BROAD | 3 | 1212 | 20 | 1.65% | $6.85 | $0.00 |
| Financial Advisor | fidelity independent advisor | BROAD | 3 | 818 | 26 | 3.18% | $4.92 | $0.00 |
| Retirement Advisor Phrase | retirement investment advisors | BROAD | 3 | 1254 | 22 | 1.75% | $5.69 | $0.00 |
| Retirement Advisor Phrase | financial advisor for retirees | BROAD | 7 | 993 | 25 | 2.52% | $4.98 | $41.53 |
| Retirement Advisor Phrase | retirement advisors near me | BROAD | 0 | 887 | 22 | 2.48% | $5.42 | $0.00 |
| Financial Advisor | wealth planning advisors | BROAD | 0 | 1123 | 15 | 1.34% | $6.72 | $100.87 |
| Retirement Advisor Phrase | best retirement financial advisors near me | BROAD | 0 | 767 | 11 | 1.43% | $8.98 | $98.75 |
| Financial Advisor | private wealth consultants | BROAD | 1 | 659 | 19 | 2.88% | $4.69 | $89.16 |
| Financial Advisor | finding a financial advisor | BROAD | 0 | 313 | 9 | 2.88% | $9.78 | $87.98 |
| Financial Advisor | global financial advisor | BROAD | 3 | 504 | 15 | 2.98% | $5.83 | $87.44 |
| Retirement Advisor Phrase | retirement advisor near me | BROAD | 3 | 458 | 16 | 3.49% | $5.38 | $86.02 |
| Retirement Advisor Phrase | retirement advisors in my area | BROAD | 3 | 434 | 16 | 3.69% | $5.30 | $0.00 |
| Nearby Financial Advisor | good financial advisor near me | BROAD | 0 | 670 | 8 | 1.19% | $10.15 | $0.00 |
| Retirement Advisor Phrase | retirement advisor | BROAD | 0 | 1084 | 12 | 1.11% | $6.76 | $0.00 |
| Financial Advisor | no fee financial advisor | BROAD | 0 | 607 | 13 | 2.14% | $6.20 | $40.32 |
| Financial Advisor | private wealth adviser | BROAD | 0 | 981 | 12 | 1.22% | $6.53 | $78.41 |
| Retirement Advisor Phrase | best retirement financial advisors | BROAD | 0 | 863 | 12 | 1.39% | $6.09 | $0.00 |
| Retirement Advisor Phrase | retirement advisors near me | BROAD | 3 | 657 | 13 | 1.98% | $5.46 | $70.99 |
| Retirement Advisor Phrase | federal retirement advisors | BROAD | 3 | 327 | 10 | 3.06% | $6.71 | $67.07 |
| Retirement Advisor Phrase | retirement financial advisor | BROAD | 7 | 278 | 7 | 2.52% | $8.97 | $62.81 |

# Keyword Insights

# Keyword Insights

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| Characteristic | Insight | Recommendation |
| Brand Keyword Performance | Brand exact match keywords like 'wiseradvisor' and 'wiser advisor' exhibit exceptional efficiency, with 'wiseradvisor' achieving a $67.00 CPA and 0.136 CVR from $1,674.96 spend, and 'wiser advisor' a $101.76 CPA and 0.100 CVR from $847.99 spend. In contrast, 'wiseradvisor reviews' (Exact) spent $420.24 but yielded 0 conversions, despite a 0.174 CTR. | Increase bids and consider reallocating budget towards the high-performing brand exact match keywords ('wiseradvisor', 'wiser advisor') to maximize conversion volume. Immediately pause the 'wiseradvisor reviews' keyword, as it is consuming significant budget without generating any conversions. Evaluate if a separate ad or landing page strategy is needed for review-focused queries, or if it should be added as a negative keyword if not directly leading to desired conversions. |
| Core Broad Match Keywords Inefficiency | The top-spending broad match keyword 'financial advisor' has generated $4,582.71 in cost for 34 conversions at a CPA of $134.79. However, several other broad match keywords in the 'Financial Advisor' ad group demonstrate high inefficiency, such as 'financial management advisory' with a CPA of $238.09 and 0.022 CVR, and 'financial advisor ratings' with a CPA of $390.38 and 0.011 CVR. | Conduct a thorough Search Term Report analysis for the high-spend 'financial advisor' broad match keywords to identify high-converting exact match queries to add to the account, and irrelevant terms to add as negative keywords. Consider pausing or significantly lowering bids on highly inefficient broad terms like 'financial management advisory' and 'financial advisor ratings' to reallocate budget towards more profitable keywords. |
| Low Quality Score, High Conversion Efficiency | Despite having a Quality Score of 0, keywords such as 'financial advisor local' ($41.09 CPA, 0.143 CVR), 'best financial advisor' (second entry - $46.02 CPA, 0.158 CVR), and 'how to choose a financial advisor for retirement' ($85.93 CPA, 0.087 CVR) are performing exceptionally well in terms of conversion efficiency. | Create dedicated ad groups with exact match versions for these specific, high-converting low-QS keywords. Develop hyper-relevant ad copy and ensure landing page content is perfectly aligned with the user intent behind these phrases. This strategic refinement should improve Quality Scores, potentially reduce CPCs, and allow for scaling conversion volume more efficiently. |
| Underperforming 'Retirement Advisor' Broad Keywords | Several broad match keywords within the 'Retirement Advisor Phrase' ad group are highly inefficient. 'retirement advisory' spent $237.79 and 'retirement planning advisor' spent $139.91, both yielding 0 conversions. Other terms like 'retirement financial advisors near me' have a high CPA of $236.28 for only 1 conversion. | Immediately pause 'retirement advisory' and 'retirement planning advisor' due to zero conversions and significant spend. For the remaining high-CPA keywords, review their search term reports to identify specific relevant queries to move to exact or phrase match, and aggressively add irrelevant terms as negative keywords. Consider leveraging location extensions or geo-targeting more effectively for 'near me' queries rather than relying on broad match, or pausing such broad terms if local intent is not converting well. |
| High-Intent Keyword Opportunity | Keywords signaling strong user intent, such as 'best financial advisor' (specifically the entry with $46.02 CPA and 0.158 CVR) and 'finding a financial advisor' ($80.29 CPA, 0.098 CVR), are consistently delivering highly cost-effective conversions. | Isolate these high-intent broad match keywords into their own, tightly focused ad groups. Craft highly compelling ad copy that directly addresses the user's intent to find the 'best' or 'find' an advisor, highlighting unique selling propositions or a clear value proposition. Monitor their search terms closely to identify and promote exact match variations, capitalizing on this proven efficiency. |

# Wasted Spend Insights

# Wasted Spend Insights

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| Characteristic | Insight | Recommendation |
| High Cost & Zero Conversions with Research Intent | The keyword 'wiseradvisor reviews' incurred the highest cost at $420.24 with zero conversions, despite a relatively strong CTR of 17.36%. The high Avg CPC of $16.81, combined with a Quality Score of 5, suggests potential for efficiency improvements, but the core issue is likely user intent for a 'reviews' query not aligning with a direct conversion goal. | Re-evaluate the intent behind 'wiseradvisor reviews'. Consider pausing this keyword if it consistently fails to convert. Alternatively, test dedicated landing pages tailored for research-phase users, offering content like detailed comparisons or case studies, and define micro-conversions (e.g., guide download, video view) for tracking. Ensure negative keywords like 'scam', 'complaints', etc., are in place. |
| Poor Quality Score & Low CTR on Broad Term | The keyword 'retirement advisory' spent $237.79 with zero conversions, exhibiting a low Quality Score of 3 and a poor CTR of 2.46%. This indicates a significant relevance issue between the keyword, ad copy, and landing page, leading to wasted spend. | This keyword is too broad. Consider pausing 'retirement advisory' or switching to a more precise match type (e.g., exact match [retirement advisory]). Focus on expanding your negative keyword list to block irrelevant searches, and re-evaluate ad copy and landing page content to ensure higher relevance and better alignment with user intent. Aim to improve Quality Score by addressing ad relevance and landing page experience. |
| Critical Quality Score & Extremely Low Performance | The keyword 'retirement planning advisor' spent $139.91 with zero conversions and a critical Quality Score of 0, coupled with an abysmal CTR of 2.21%. A Quality Score of 0 typically means the keyword is disapproved, or has accumulated very little data and is performing extremely poorly in every aspect (expected CTR, ad relevance, landing page experience). | Immediately pause 'retirement planning advisor'. Investigate why the Quality Score is 0 (check account for disapprovals or extremely low volume/performance). This keyword is not viable in its current form and is wasting budget. If the intent is valuable, rebuild from scratch with improved ad copy, landing page, and potentially different match types. |
| Underperforming Local Intent Keyword | The keyword 'retirement financial advisor near me' incurred $137.03 in cost with zero conversions, showing a very low CTR of 1.65% and a Quality Score of 3. For a high-intent local query, this performance is highly concerning and indicates a significant disconnect with the user's local needs. | Review the ad copy for 'retirement financial advisor near me' to ensure it explicitly addresses local intent and includes geo-specific messaging (e.g., 'Find an advisor in your area'). Optimize the landing page for local users, perhaps by including location-specific contact information or a local office finder. Ensure proper location targeting is set up, and consider using location extensions to improve relevance. |
| Ineffective Competitor Branded Term Targeting | The keyword 'fidelity independent advisor' spent $127.81 without any conversions, exhibiting a low CTR of 3.18% and a Quality Score of 3. Bidding on this competitor branded term often results in lower relevance and higher costs if users are strongly aligned with the competitor. | Re-evaluate the strategy for 'fidelity independent advisor'. If it is a competitor term, ensure ad copy clearly differentiates your service and offers compelling reasons to switch. Consider pausing this keyword if it doesn't align with lead generation goals, or only use it with highly persuasive ad copy and a dedicated landing page addressing the specific needs of users searching for 'Fidelity independent advisor'. Monitor closely and be prepared to pause if performance doesn't improve. |
| Poor Performance on Broad Investment Keyword | The keyword 'retirement investment advisors' consumed $125.10 without generating any conversions, suffering from a very low CTR of 1.75% and a low Quality Score of 3. This indicates poor targeting and relevance for a somewhat broad phrase. | Refine the targeting for 'retirement investment advisors'. This keyword appears to be too broad. Consider pausing or switching to more precise match types (e.g., phrase or exact match). Prioritize building out more specific long-tail keywords related to retirement investment advisors and continuously expand negative keywords to improve relevance and reduce wasted spend. |
| Critical Quality Score for Local Intent Keyword | The keyword 'retirement advisors near me' spent $119.21 with zero conversions, exhibiting a critical Quality Score of 0 and a low CTR of 2.48%. A Quality Score of 0 is highly problematic and suggests severe issues with ad relevance, landing page experience, or disapproval for this locally-focused query. | Immediately pause 'retirement advisors near me'. Investigate the root cause of the Quality Score of 0 (e.g., disapproval, extremely poor performance). This keyword is a significant budget drain. Once the issue is identified and fixed, consider re-enabling it with highly optimized local ad copy, location extensions, and a local-centric landing page that clearly facilitates a local conversion. |
| Suboptimal Local Intent Performance | The keyword 'retirement advisors in my area' spent $84.85 with zero conversions, a low Quality Score of 3, and a CTR of 3.69%. Despite clear local intent, the lack of conversions points to issues beyond mere relevance, possibly with the ad-to-landing page experience or conversion pathway. | For 'retirement advisors in my area', ensure ad copy and landing page are highly localized and provide a clear call to action (e.g., 'Find an advisor near you,' 'Schedule a local consultation'). Review the landing page experience for clarity, mobile-friendliness, and ease of conversion (e.g., prominently displayed forms, click-to-call phone numbers). Ensure location extensions are active and accurate. |
| Critical Underperformance & High CPC for Local Query | The keyword 'good financial advisor near me' has a critical Quality Score of 0, an extremely low CTR of 1.19%, and a high Avg CPC of $10.15, leading to $81.24 spent with no conversions. This indicates a complete failure in all aspects of performance for a potentially valuable local search. | Immediately pause 'good financial advisor near me'. A Quality Score of 0, combined with such poor CTR and high CPC, means this keyword is a severe drain on budget and offers no value. Do not attempt to optimize this specific keyword; instead, focus on broader strategies for local financial advisor searches, possibly using different keyword variations and ad groups after identifying and fixing the underlying QS issues. |
| Critical Quality Score & Extremely Low CTR for Broad Term | The broad keyword 'retirement advisor' spent $81.07 with zero conversions, exhibiting a critical Quality Score of 0 and an extremely low CTR of 1.11%. This indicates the keyword is too generic and completely irrelevant to the current ad/landing page setup, attracting unqualified traffic. | Immediately pause 'retirement advisor'. A Quality Score of 0 for such a broad term signifies that it's attracting irrelevant traffic and is not generating any value. Revisit your keyword strategy to focus on more specific and high-intent long-tail keywords related to retirement advisory services, rather than attempting to optimize such a broad and underperforming term. Consider rebuilding ad groups with more granular targeting. |
| Critical Quality Score for Research-Oriented Keyword | The keyword 'best retirement financial advisors' spent $73.09 with zero conversions, exhibiting a critical Quality Score of 0 and an extremely low CTR of 1.39%. This suggests that even for a potentially high-intent 'best' query, there's a severe fundamental issue with ad relevance, landing page experience, or it's attracting purely research-phase users without a conversion path. | Immediately pause 'best retirement financial advisors'. A Quality Score of 0 indicates a fundamental problem that cannot be easily fixed by minor optimizations. If 'best' queries are part of the strategy, ensure the landing page directly addresses the 'best' aspect (e.g., provides comparisons, testimonials, awards). However, given the QS 0, it's safer to pause and reconsider the approach for this type of query altogether if the root cause cannot be quickly identified and fixed. |

# 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 & Performance | A 0.0% conversion rate from 25 clicks with a 3.02% CTR is a critical failure. This indicates that while the ads are attracting clicks, the landing page completely fails to convert visitors into sign-ups, effectively wasting all ad spend. The CPA of $189.14 highlights the severe financial impact of zero conversions. | Immediately pause all ad campaigns directing traffic to this specific URL. The current page is not suitable for paid traffic. A complete overhaul is required before any further budget is allocated to avoid continued financial loss. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Page Focus & Ad-Page Congruence | The page's primary navigation and content (e.g., 'Find a Financial Advisor', 'Retirement', 'Investing' guides, 'Cities') are overwhelmingly geared towards consumers looking for advisors, not advisors looking to sign up. This creates a severe mismatch with the presumed ad intent (advisor sign-up), confusing the target audience and diluting the page's purpose. | Design a dedicated landing page specifically for financial advisors. Ensure the headline, hero section, and all content directly address the advisor's needs and clearly state the purpose: joining WiserAdvisor. Remove all consumer-facing content and navigation to maintain focus. |
| https://www.wiseradvisor.com/advisor\_signup.asp | User Experience & Cognitive Load | The page is visually cluttered with an excessive number of navigation links and irrelevant information, making it look more like a general website homepage than a focused landing page. This high cognitive load forces visitors to sift through irrelevant content, obscuring the advisor sign-up option and leading to immediate disengagement. | Drastically simplify the page layout. A high-converting landing page should have minimal distractions. Remove all extraneous navigation links (e.g., footer links, sidebars, internal site maps) that lead off the conversion path. Focus on a clean, linear flow guiding advisors directly to the sign-up process. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Value Proposition Clarity for Advisors | The provided content chunk lacks a clear and compelling value proposition explaining 'Why' a financial advisor should sign up. There are no immediate benefits highlighted (e.g., client leads, increased visibility, unique tools, networking opportunities) to motivate an advisor to complete the sign-up process. | Above the fold, clearly articulate the core benefits for advisors joining WiserAdvisor. Use benefit-oriented headlines and concise bullet points (e.g., 'Grow Your Practice', 'Access Exclusive Leads', 'Expand Your Reach') to answer the advisor's question: 'What's in it for me?' |
| https://www.wiseradvisor.com/advisor\_signup.asp | Call to Action (CTA) Effectiveness | The 'Sign Up' CTA for advisors is generic and visually overwhelmed by numerous other links and navigation elements. It's not prominent, unique, or action-oriented enough to stand out as the primary objective for the intended audience, leading to low engagement. | Implement a single, prominent, and benefit-driven CTA button (e.g., 'Start Getting Clients', 'Join Our Network Today') that stands out visually (color, size). Place it strategically above the fold and repeat it at logical points down the page, ensuring it's the undisputed primary action. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Trust Signals & Credibility | The provided content does not include any trust signals specific to financial advisors (e.g., testimonials from other advisors, success stories, partnership logos, security badges, clear 'How It Works' steps). This absence can create skepticism and hesitation for professionals considering joining a new platform. | Integrate strong trust elements such as quotes or short video testimonials from successful advisors who use the platform, logos of relevant industry associations or partners, and possibly a brief 'How It Works' section to demonstrate transparency and reliability. |
| https://www.wiseradvisor.com/advisor\_signup.asp | Competitor Benchmark | Leading platforms designed to attract financial advisors (e.g., Advisor Websites, SmartAsset's advisor pages, Wealthfront for Advisors) typically feature minimalist, highly focused landing pages. They prioritize clear, benefit-driven messaging, concise value propositions, prominent CTAs, and social proof, avoiding the 'sitemap' approach seen on WiserAdvisor's current page. This page deviates significantly from these best practices. | Conduct a competitive analysis of successful advisor sign-up pages in the financial industry. Identify key elements they use to build trust and drive conversions (e.g., concise forms, clear steps, client success metrics) and adapt these strategies while highlighting WiserAdvisor's unique differentiators. |

## 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 & User Friction | The multi-step form has a significant number of qualification questions (at least 11 distinct steps before contact information). While this aims to pre-qualify leads, it creates high perceived effort and could lead to abandonment, especially if users are early in their decision-making process. The high CTR suggests strong initial interest, but the conversion rate could be hindered by form length. | Analyze user drop-off rates at each step of the form. Consider reducing the initial number of required questions to capture interest more quickly (e.g., zip code, primary financial goal, portfolio size) and move more detailed qualification to a later stage, perhaps through a follow-up email or call. Test a shorter initial form. |
| https://www.wiseradvisor.com/match\_advisors.asp | Final Step Clarity & Cognitive Load | The 'FINAL STEP: Select additional firms to be considered...' section is vague and confusing. It implies another selection process after completing the extensive form, which could add unexpected cognitive load and frustration right at the point of conversion. This instruction might not be clearly represented by an on-page UI, or it might be an extra hurdle. | Clarify the purpose and mechanism of the 'Final Step'. If it's a required on-page selection, ensure the UI is intuitive. If it's just a recommendation for an offline process, rephrase it to reduce friction and not suggest additional user action, e.g., 'Our specialists will consider additional firms based on your criteria to ensure the best match.' |
| https://www.wiseradvisor.com/match\_advisors.asp | Call to Action (CTA) Weakness | The primary CTAs within the form are 'Press an option below' and the final submission button is likely a generic 'Next'. Generic CTAs lack persuasion and don't effectively communicate the value proposition or what the user will gain by completing the form. | Replace generic 'Next' buttons, especially the final one, with benefit-oriented CTAs. For example, 'Get My Advisor Matches,' 'Find My Best Advisor,' or 'Connect with Vetted Advisors.' This reinforces the value being offered. |
| https://www.wiseradvisor.com/match\_advisors.asp | Trust Signals & Legal Disclosure | The repetition of 'YOUR INFORMATION IS SECURE & CONFIDENTIAL' (twice) can be visually clunky. More importantly, the lengthy legal consent text outlining contact methods ('via text, marketing calls, and emails from WiserAdvisor and up to 3 financial advisors') just before the final submission might be a significant trust hurdle or source of friction. | Optimize trust signals by using a single, clear security badge or privacy statement link near the form instead of repetitive text. For the consent clause, consider using progressive disclosure (e.g., a 'Learn More' link for full details) or rephrase to be more reassuring, emphasizing the user's control over communication preferences if possible, while remaining compliant. |
| https://www.wiseradvisor.com/match\_advisors.asp | Competitor Benchmark | Many competitors in the financial advisor matching space (e.g., SmartAsset, Facet Wealth) often optimize for lower initial friction, focusing on capturing essential information (like zip code and asset range) upfront. Their strategy is often to qualify leads through follow-up interactions rather than requiring extensive on-page form completion. | Benchmark the current multi-step funnel against industry leaders. Evaluate if a simplified initial capture process followed by a robust backend qualification process (phone, email) could improve conversion rates without significantly sacrificing lead quality. This might involve optimizing for a 'micro-conversion' first. |
| https://www.wiseradvisor.com/match\_advisors.asp | Conversion Rate & CPA Context | A 13.2% conversion rate from a high 14.97% CTR suggests users are highly interested in the offer, but the page itself might be shedding potential conversions. A CPA of $77.75 could be acceptable for high-value financial advisor leads, but without LTV data, it's hard to definitively say if it's optimal. The stated 'Cost: 0.00' is contradictory to the CPA and likely an input error. | Conduct A/B tests on key form elements (e.g., number of steps, question reordering, question wording, CTA variations) to optimize the conversion rate. Continuously monitor CPA against actual client acquisition costs and lifetime value to ensure profitability. Clarify actual ad spend data to get a true picture of CPA. |

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

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

# Landing Page Insights

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| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Conversion Rate (Overall) | With 0 conversions from 9 clicks, the landing page is completely failing to convert paid traffic. This indicates a fundamental issue with the page's design, messaging, or user experience, rendering any ad spend ineffective. | Pause all ad campaigns directing traffic to this specific landing page immediately. A 0% conversion rate signifies a critical funnel breakdown that needs urgent attention before any further ad budget is spent. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | User Experience - Navigation Overload | The extensive and highly detailed header navigation, as evidenced by the sheer volume of links in the provided HTML chunk, creates significant cognitive load and offers too many exit points for a user focused on finding an advisor. This distracts from the core call to action. | For paid landing pages, remove or drastically simplify the global navigation. Keep only essential links directly related to the conversion funnel (e.g., privacy policy, terms). All other content (guides, blogs, other service types) should be accessed after conversion or from non-landing pages. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Call to Action (CTA) Clarity & Prominence | Based on the header content, the primary CTAs 'Get Matched to a Vetted Advisor' and 'Search Our Advisor Directory' are present but are buried within a massive navigation structure. Their visual prominence and immediate availability upon page load are likely diminished, especially given the low conversion rate. | The main CTA should be immediately visible above the fold, clearly stating the value proposition (e.g., 'Find Your Fee-Only Advisor Now,' 'Get Matched Free'). It should be a distinct button, not just a text link, contrasting visually with the page background. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Ad-Page Message Match | The page title 'Find the Best Fee-Only Financial Advisors Near You' strongly matches a 'fee-only financial advisors' keyword. However, if the ad creative promised a quick match or specific benefit, the overwhelming information architecture on the page might contradict that expectation, leading to immediate bounces or user confusion. | Ensure the ad copy (even if not provided, assume a generic 'find fee-only advisor' ad) aligns perfectly with the immediate value proposition presented on the page, which should ideally be a clear, simple path to getting matched or searching. Reduce friction points presented by the content. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Trust Signals & Credibility | While 'WiserAdvisor.com' implies expertise and 'Vetted Advisor' suggests quality, the provided HTML chunk doesn't show explicit trust signals like testimonials, third-party ratings (e.g., BBB, industry awards), or clear explanations of the vetting process. For a high-consideration service like financial advice, trust is paramount. | Integrate prominent trust signals above the fold and near the CTA. This could include logos of professional associations, the number of advisors/clients served, star ratings, or short, impactful client testimonials. Clearly explain how advisors are vetted. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | User Journey Friction | The sheer amount of information and navigation options presents significant friction. Users arriving from an ad are typically looking for a quick solution, not an educational portal or a directory to browse extensively. The journey from 'click' to 'conversion' is not streamlined. | Simplify the user journey. Guide the user directly to the desired action (e.g., a short form for matching, or a simplified search interface). Defer discovery of other services or educational content until after the primary conversion goal is addressed. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Competitor Benchmark | Industry benchmarks for financial services landing page conversion rates can vary, but generally range from 5-15% for lead generation. A 0% conversion rate indicates severe underperformance compared to any reasonable benchmark for paid traffic. | Study leading competitors in the 'fee-only financial advisor' matching space. Analyze their landing page design, CTA prominence, trust signals, and funnel steps to identify best practices and common patterns that lead to higher conversion rates. Adapt successful elements to WiserAdvisor's page. |
| https://www.wiseradvisor.com/financial-advisors/fee-only-financial-advisors | Click-Through Rate (CTR) | A CTR of 2.37% for a search ad, while not catastrophic for 9 clicks, is on the lower end. This could suggest the ads themselves might not be perfectly resonating or qualifying users effectively, or the keyword targeting is too broad. | While the page is the primary issue, review ad copy and keyword targeting for improved relevance. Ensure ads clearly convey what users will find on the landing page, aiming to attract more qualified clicks once the page conversion issues are resolved. |

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

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

# Landing Page Insights

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Characteristic | Insight | Recommendation |
| https://www.wiseradvisor.com/investing | Ad Relevance & CTR | The extremely low CTR (0.27%) combined with only 1 click indicates a severe disconnect between the ad creative/targeting and user intent, or simply minimal ad impressions. If traffic is reaching this page, the user intent suggested by the low CTR is likely not for a content guide, or the ad itself is poorly targeted/written. | Immediately review Google Ads campaign settings, including keywords (match types), ad copy, and negative keywords. Ensure ads are highly specific to user intent that can be fulfilled by finding an advisor, rather than just seeking information. Consider pausing this ad group/campaign until a more suitable landing page is implemented. |
| https://www.wiseradvisor.com/investing | Conversion Path Clarity | The page title 'Investing Guide and Free Investment Calculators' sets an expectation for content consumption, not for finding an advisor. The primary conversion goal (connecting users with an advisor) is buried within extensive site navigation and content links, creating an overwhelming experience with no clear, dominant conversion path. | Redesign this page or create a new, dedicated landing page for paid traffic focused solely on connecting users with advisors. Remove extraneous navigation and content links. The page should immediately guide the user towards the advisor matching service with minimal distractions. |
| https://www.wiseradvisor.com/investing | Value Proposition & Messaging | The page's focus on an 'Investing Guide' and 'Calculators' dilutes the core value proposition of Wiseradvisor – matching users with 'vetted advisors'. The unique benefits of this service (e.g., free matching, personalized recommendations, pre-screening) are not immediately evident or compellingly presented above the fold. | Revise the headline and hero section to clearly articulate Wiseradvisor's unique value proposition for finding an investment advisor. Use benefit-driven language such as 'Find Your Ideal Investment Advisor', 'Get Matched with Vetted Experts', or 'Personalized Advisor Matches for Your Investing Goals'. |
| https://www.wiseradvisor.com/investing | User Experience (UX) & Navigation | This page functions as a navigational hub for the entire 'Investing' section of the website, rather than a focused landing page. The sheer volume of internal links and options (e.g., 'Retirement', 'Calculators', 'Blog', multiple advisor search options) creates significant cognitive load and encourages users to browse away from the intended conversion goal. | Implement a 'single purpose' landing page for paid traffic. This means stripping away most of the site-wide navigation (leaving only essential elements like logo/home link if absolutely necessary), focusing on a singular conversion goal (e.g., form submission), and guiding the user through a simple, linear journey. |
| https://www.wiseradvisor.com/investing | Call-to-Action (CTA) Effectiveness | The implied CTA 'Free Match to Vetted Advisors' is merely a text link within a list of many other links. It lacks visual prominence, urgency, and compelling action-oriented language. It is easily overlooked and does not stand out as the primary next step for a user. | Design a highly visible, action-oriented primary CTA button (e.g., 'Get Your Free Match Now', 'Find an Advisor') placed prominently above the fold and repeated strategically below. Use contrasting colors and clear, concise text that emphasizes the immediate benefit of clicking. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Leading competitor landing pages for 'find a financial advisor' typically feature a clear lead capture form above the fold, concise value propositions, strong trust signals (e.g., client testimonials, media mentions), and minimal navigation to keep the user focused on conversion. This page's content-heavy, exploratory design is not aligned with these high-conversion best practices. | Analyze successful competitor landing pages in the financial advisor matching space. Identify common elements such as immediate form visibility, prominent trust badges, concise bullet points highlighting benefits, and a clear, singular call to action. Incorporate these elements into a redesigned, conversion-focused landing page for Wiseradvisor. |
| https://www.wiseradvisor.com/investing | Ad-Page Content Mismatch & User Intent | The extremely low CTR (0.27%) from Google Ads indicates a significant disconnect between the ad creative/keyword targeting and user expectations. The landing page content, being primarily educational articles (e.g., 'Portfolio Managers vs. Investment Advisors', 'Value Stocks vs. Growth Stocks'), suggests the page is targeting informational searches, while the implicit goal (given CPA data and a 'find advisor' CTA) is transactional. | Conduct a thorough audit of Google Ads keywords and ad copy to ensure precise alignment with user intent. If the ads target users looking to 'find an advisor,' the landing page should be a direct, streamlined advisor matching service with minimal educational content. If the ads target informational queries, the conversion goal needs to be softer (e.g., email signup for guides) or the CTA needs to be contextually integrated. |
| https://www.wiseradvisor.com/investing | Call to Action (CTA) Placement & Prominence | The primary conversion CTA, 'I Want to Take Charge. HELP ME FIND AND COMPARE TOP VETTED FINANCIAL ADVISORS IN MY AREA.', is buried at the very bottom of a long page filled with multiple 'Read more' article links. This requires extensive scrolling, significantly reducing its visibility and the likelihood of users engaging with it, especially for users with transactional intent. | Implement a clear, prominent, and compelling CTA above the fold (visible without scrolling). This could be a dedicated hero section with a brief value proposition and a lead form or a highly visible button. Consider a sticky CTA or repeating it strategically if the educational content is retained. |
| https://www.wiseradvisor.com/investing | Immediate Value Proposition & Clarity | Upon landing, the page immediately presents a series of educational articles without clearly articulating WiserAdvisor's core service (finding financial advisors) or its unique value proposition to the user. This lack of immediate clarity can lead to confusion, high bounce rates, and quick exits, as users may not immediately understand how the page helps them. | Redesign the top section of the page (hero section) to clearly state WiserAdvisor's main service and benefits (e.g., 'Find Your Perfect Financial Advisor,' 'Connect with Top Vetted Professionals'). This section should immediately answer 'What's in it for me?' and guide the user towards the primary conversion action. |
| https://www.wiseradvisor.com/investing | Trust Signals & Credibility | While important trust signals like 'FINRA/SEC Registered Advisors' and 'Your Information is Safe and Secure' are present, they are placed after the main CTA and at the very end of the page. This positioning diminishes their impact, as users needing reassurance or social proof will likely have already scrolled past or left the page before encountering them. | Elevate key trust signals to a more prominent position, ideally above the fold or in close proximity to the primary CTA. Integrate elements like security badges, explicit mentions of advisor vetting processes, or client testimonials higher on the page to build immediate credibility and reduce user hesitation. |
| https://www.wiseradvisor.com/investing | Conversion Path Focus | The page attempts to serve dual purposes: providing extensive educational content and facilitating advisor matching. For a paid traffic landing page, this diluted focus can overwhelm users, prolong the decision-making process, and distract them from the primary conversion goal of connecting with an advisor. | Streamline the landing page content to be highly focused on the conversion goal. If the ad intent is to find an advisor, either remove the long-form articles entirely from this landing page or move them to a separate 'Resources' section, ensuring the primary page is concise, action-oriented, and directly leads to the advisor matching process. |
| https://www.wiseradvisor.com/investing | Competitor Benchmark | Successful financial advisor matching services typically utilize highly focused landing pages for paid traffic. These pages often feature a prominent value proposition, a clear (often multi-step) lead generation form or quiz immediately above the fold, strong trust signals, and minimal distracting content, prioritizing direct conversion over extensive education. | Research and analyze leading competitors' landing page strategies for 'find an advisor' type queries. Adopt best practices such such as a clear, concise headline, an immediate call-to-action (e.g., 'Get Matched Today'), a user-friendly form to collect initial requirements, and prominently displayed social proof or accreditation. |

## 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 | Conversion Rate | The page has 0 conversions from 5 clicks, indicating a complete failure to convert traffic into leads. This is the most critical issue, suggesting fundamental blockers in the user journey. | Prioritize a complete overhaul of the page's conversion path. Immediately identify and eliminate all friction points, starting with the very first interaction on the page, to guide users directly to the desired action. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | User Experience - Navigation Overload | The provided HTML content reveals an extremely extensive header navigation with numerous links (e.g., Sign In, Advisor Sign Up, various directories, cities, content articles, calculators, investment guides). This creates significant distraction and dilutes the primary conversion path, pulling users away from the goal of finding an advisor. | Remove all non-essential navigation elements from the landing page. The header should be streamlined, ideally containing only the logo and a very clear, focused primary CTA button, or no navigation at all if the goal is a singular conversion. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Clarity & Prominence | While CTAs like 'Get Matched to a Vetted Advisor' are present, they are embedded within a busy navigation structure rather than functioning as a dominant, singular, and irresistible call to action above the fold. Their effectiveness is severely undermined by numerous competing links. | Redesign the page to feature a single, prominent, and distinct primary Call to Action (e.g., 'Get Matched to Advisors Now' or 'Find Your Ideal Advisor') above the fold. Use a contrasting color and clear, action-oriented language to make it stand out. Minimize or remove competing secondary CTAs. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Value Proposition & Immediate Benefit | While the headline 'Find the Best Fee-Based Financial Advisors Near You' is relevant, the immediate content provided doesn't clearly articulate the unique value proposition of WiserAdvisor (e.g., how the matching process works, what makes advisors vetted, time savings) or create a compelling reason for the user to proceed immediately. | Directly below the headline, add a concise, benefit-driven value proposition that clearly explains WiserAdvisor's unique selling points and solves the user's problem. Highlight benefits like 'pre-vetted advisors,' 'personalized matches,' and 'time-saving process' in a scannable format. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust and Credibility Signals | The term 'vetted advisor' is mentioned, which is a good starting point for trust. However, no immediate prominent trust signals (e.g., 'X people matched,' star ratings, client testimonials, media mentions, security badges) are visible in this content chunk to build instant credibility with a new visitor. | Integrate prominent trust signals above the fold and throughout the conversion path. This could include clear explanations of the 'vetting' process, displaying security certifications, adding short client testimonials, or showcasing badges from reputable financial publications or industry associations. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Ad to Page Relevancy (CTR & Conversion Impact) | A low CTR (1.36%) combined with 0 conversions suggests a significant disconnect between the user's initial search intent (via the ad) and the landing page experience. While the headline aligns, the overwhelming navigational options may confuse users who expected a direct, immediate solution to finding an advisor. | Conduct a thorough review of ad copy and keyword targeting to ensure absolute alignment with the landing page's primary conversion goal. The page experience must immediately fulfill the promise of the ad, providing a focused path rather than a broad directory or content hub. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth) typically employ extremely clean landing pages with minimal navigation, a single prominent CTA, clear value propositions, trust badges, and often a simplified multi-step form to guide users through the conversion process, rather than overwhelming them with a wide directory or content options upfront. | Study best-in-class competitor landing pages in the financial advisor matching space. Adopt a minimalist design approach, focusing solely on guiding the user through a streamlined conversion funnel. Prioritize a clear, step-by-step user journey that minimizes choices and distractions. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Ad-Page Congruence | The extremely low conversion rate (0%) coupled with a low CTR (1.36%) for the given clicks suggests a significant mismatch between the user's intent (implied by the ad/keyword, likely 'fee-based financial advisors') and the landing page experience. The page, while topically relevant, appears to function more as a broad informational resource hub rather than a targeted conversion page for this specific search intent. | Review the precise ad copy and target keywords used. The landing page should immediately affirm the user's specific intent (e.g., 'Searching for a Fee-Based Financial Advisor?'), clearly articulate the value proposition unique to fee-based advice, and guide them directly into the matching process, eliminating distractions. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Landing Page Focus & Clarity | The provided content snippet reveals an overwhelming number of navigational links and internal resources (Blogs, Guides, Calculators, other advisor types like 'Fee-Only', 'Athletes', 'Doctors'). This information overload can dilute the primary conversion goal ('Get Matched to a Vetted Advisor') and lead to choice paralysis or premature bounces, preventing users from taking the desired action. | Drastically simplify the landing page navigation. Remove or significantly de-emphasize all non-essential links that do not directly support the immediate conversion goal. The page should act as a focused conversion funnel, guiding the user directly to the 'Get Matched' process, not as a full website directory. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Call to Action (CTA) Effectiveness | With zero conversions, it's highly probable that the primary CTA, 'Get Matched to a Vetted Advisor,' is not sufficiently prominent, compelling, or clearly positioned. Its presence within a heavy navigational block suggests it might be overlooked or its value proposition isn't immediately clear to a user specifically seeking fee-based advice. | Ensure the main 'Get Matched to a Vetted Advisor' CTA is highly visible, above the fold, and compelling. Consider making the CTA copy more specific, such as 'Get Matched with a Qualified Fee-Based Financial Advisor,' and ensure it stands out visually through color, size, and placement. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Content Relevance & Depth for Intent | While the page is titled 'Fee-Based Financial Advisors,' the content snippet primarily shows it as a gateway to other general financial resources. It lacks a concise, prominent explanation of what 'fee-based' truly means, its specific advantages for the user, and how WiserAdvisor specifically helps in finding \*this type\* of advisor. This omission prevents building immediate context and confidence for the specific search query. | Dedicate a prominent section, ideally above the fold, to clearly define 'fee-based financial advisors,' differentiate them from other models (e.g., fee-only), explain the unique benefits for the user, and articulate WiserAdvisor's specific value in connecting users with \*qualified fee-based\* advisors. This targeted content will resonate better with specific user intent. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Trust and Credibility Signals | The provided content snippet offers no immediate trust signals such as testimonials, security badges, third-party endorsements, or clear details about WiserAdvisor's advisor vetting process. For a high-consideration decision like choosing a financial advisor, trust and credibility are paramount, and their absence can significantly hinder conversion. | Integrate prominent trust signals above the fold and near CTAs. This could include client testimonials, security certifications, a brief explanation of the advisor vetting process (e.g., 'Vetted Advisors'), logos of financial publications where WiserAdvisor has been featured, or statistics on successful matches. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Conversion Path Optimization | The zero conversion rate indicates a complete breakdown in the user's journey from landing on the page to completing the desired action. The current page structure, with its extensive navigation and informational links, appears designed for exploration rather than a focused, streamlined conversion path. | Re-design the page as a linear conversion funnel. Guide the user through understanding fee-based advisors, understanding WiserAdvisor's solution, and then directly into the matching process (e.g., a simple form or clear wizard initiation button) without unnecessary distractions or detours. Minimize clicks to conversion. |
| https://www.wiseradvisor.com/financial-advisors/fee-based-financial-advisors | Competitor Benchmark | Leading financial advisor matching services (e.g., SmartAsset, Facet Wealth) typically utilize highly focused landing pages for specific advisor types (e.g., 'fee-based,' 'retirement planning'). These pages prioritize a clear, singular value proposition, prominent and action-oriented CTAs above the fold, simplified navigation, and strong trust signals, directly addressing the user's specific intent. The current WiserAdvisor page, conversely, functions more as a general informational hub, which is suboptimal for direct response advertising. | Conduct a competitive analysis of landing pages for 'fee-based financial advisor' keywords. Adopt best practices for direct-response landing page design, focusing on immediate value delivery, streamlined user flow, and prominent conversion elements, rather than acting as a mirror of the main website. |

# Geographical Performance

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| City | Region | Country | Type | Impressions | Clicks | Conversions | Cost ($) | CVR | CPA ($) |
| United States |  |  | Country | 135794 | 3460 | 184.333334 | $22669.40 | 0.05327553005780347 | $122.98 |

# Geographical Insights

# Geographical Insights

|  |  |  |
| --- | --- | --- |
| Characteristic/ Location | Insight | Recommendation |
| United States (Overall Country Performance) | The campaign has allocated a significant budget of $22669.39 to the United States, generating 184.33 conversions. This results in an average Cost Per Acquisition (CPA) of $122.98 and a Conversion Rate (CVR) of 5.33%. This level of spend indicates the country is a primary target, but performance is currently averaged without insight into underlying regional variations. | To enhance efficiency of the $22669.39 spend, access Google Ads "User Location Report" to break down performance by state or DMA. Implement positive bid adjustments (e.g., +15% to +25%) for sub-regions showing higher conversion rates (e.g., CVR > 6%) and lower CPAs (e.g., CPA < $110). Conversely, apply negative bid adjustments (e.g., -20% to -50%) or consider exclusions for locations exhibiting lower CVR (e.g., CVR < 4%) and higher CPAs (e.g., CPA > $150) to optimize the current $122.98 CPA. This tactical approach will ensure budget is focused on the most profitable areas within the U.S. |

# 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 |  |  |  |  | 0.50 | 0.20 | 0.42 |  | 0.13 | 0.07 | 0.17 | 0.06 | 0.04 |  | 0.28 | 0.07 | 0.14 | 0.08 | 0.17 |  | 0.24 | 0.23 | 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 | 0.20 | 1.00 | 2.00 | 0.50 |  | 0.50 |  | 0.14 | 0.17 |  | 0.08 | 0.11 |  | 0.24 | 0.11 |  |  |  | 0.31 | 0.05 |  | 0.48 |  |
| 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 |  |  |  |  | 1.00 | 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 | 2.00 | 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 | 2.00 | 1.00 |  | 1.00 |  | 1.00 | 1.00 |  | 1.00 | 1.00 |  | 2.00 | 1.00 |  |  |  | 2.00 | 1.00 |  | 2.00 |  |
| Sunday |  |  | 1.00 | 1.00 |  |  | 2.00 | 1.00 |  |  | 1.00 | 3.00 |  |  |  |  | 1.00 | 1.00 |  |  |  |  | 3.00 |

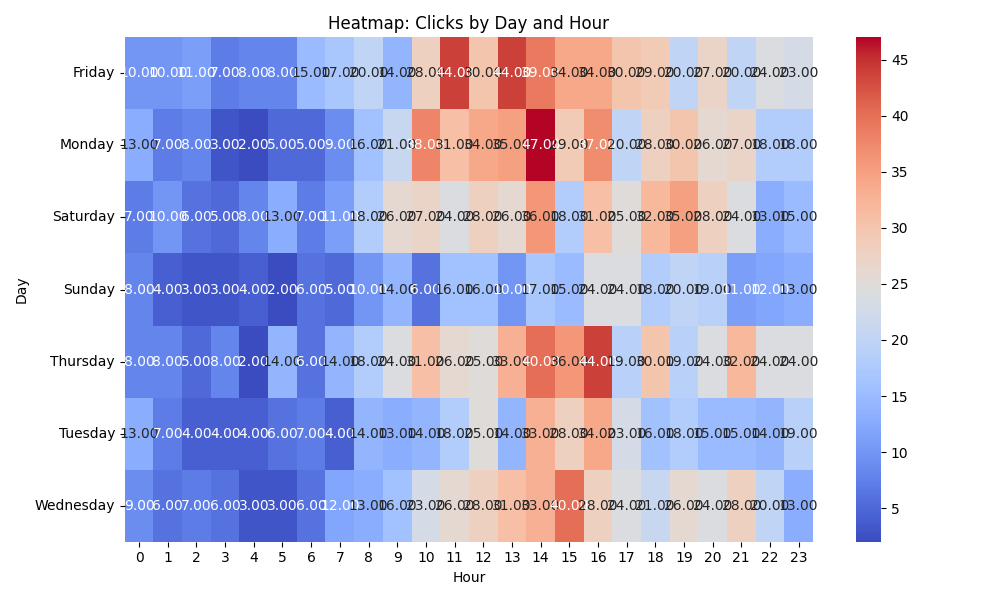
Cost ($)

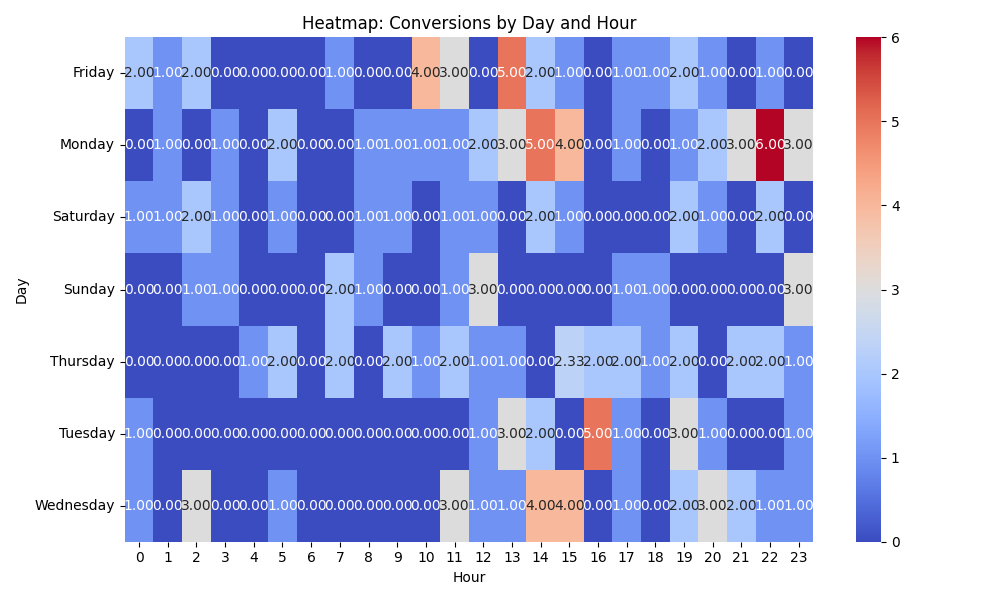
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day/Hour | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Monday | 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 | 42.50 | 59.76 | 27.46 | 58.05 | 31.26 | 77.92 | 49.20 | 82.29 | 81.54 | 166.87 | 234.49 | 208.05 | 141.16 | 253.05 | 260.34 | 248.69 | 330.53 | 96.02 | 187.72 | 106.05 | 209.71 | 192.45 | 146.72 | 129.00 |
| 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 | 55.90 | 96.53 | 40.91 | 30.65 | 72.14 | 138.33 | 35.35 | 81.65 | 109.79 | 243.94 | 195.55 | 163.18 | 151.98 | 149.30 | 221.75 | 119.59 | 191.73 | 124.07 | 240.03 | 254.56 | 133.73 | 156.19 | 113.70 | 89.42 |
| 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 |

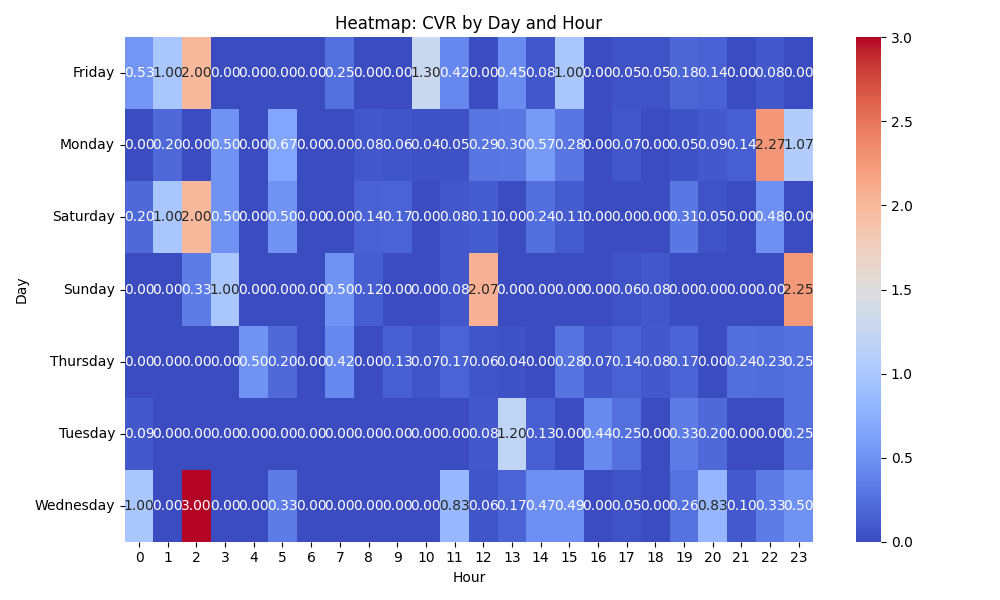
# Hourly Patterns Insights

# Hourly Patterns Insights

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| Characteristic | Insight | Recommendation |
| Consistent High CVR & Efficient CPA in Early Morning Hours (0-7 AM) | Specific deep night and early morning hours across most days consistently exhibit strong Conversion Rates (CVR) and relatively efficient Cost Per Acquisition (CPA). This suggests a highly motivated audience or lower competition during these times. | Apply positive bid adjustments (+20% to +50%) for Sunday 2-3 AM, 7 AM; Monday 3 AM, 5 AM; Tuesday 0 AM; Wednesday 5 AM; Thursday 4-5 AM, 7 AM; Friday 0 AM, 2 AM; and Saturday 0-3 AM to maximize visibility and conversions during these profitable periods. |
| High Inefficiency During Weekday Daytime (Monday-Thursday, 8 AM - 5 PM) | A significant portion of ad spend during typical weekday business hours from Monday to Thursday (8 AM to 5 PM) results in very low or zero conversions, indicating poor traffic quality or intense competition. | Implement substantial negative bid adjustments (-50% to -80%) for Monday through Thursday from 8 AM to 5 PM. Consider pausing ads entirely for specific hours within this range that consistently show zero conversions with high costs. |
| Poor Conversion Performance During Weekend Daytime (Saturday & Sunday, 8 AM - 5 PM) | Saturday and Sunday daytime hours, specifically from 8 AM to 5 PM, show predominantly very low to zero conversions despite attracting clicks and incurring costs. This indicates a period of low buyer intent or unideal audience targeting. | Apply strong negative bid adjustments (-60% to -90%) for Saturday and Sunday from 8 AM to 5 PM. For hours with consistently zero conversions and high cost (e.g., Sunday 9-10 AM, 13-16 PM; Saturday 10 AM, 13 AM, 16-18 PM), consider pausing ad delivery entirely. |
| Identified Conversion Pockets in Weekday Evenings (Monday-Friday, 5 PM - Midnight) | While overall evening performance is mixed, several specific hours during weekday evenings show good conversion rates and reasonable CPAs, presenting valuable conversion opportunities. | Apply positive bid adjustments for Monday 21-23 PM, 14-15 PM; Tuesday 13 PM, 19 PM; Wednesday 11 AM, 14-15 PM, 20-21 PM; Thursday 17 PM, 19 PM; and Friday 10 AM, 13 PM, 19 PM. Review remaining evening hours individually for targeted bid adjustments. |







# Competitor Intelligence

# Top Competitor Insights

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| Competitor | Strengths | Recommendations |
|  | Leverages informational search intent by explicitly including 'People also ask' which suggests targeting specific user questions or common queries directly within the ad creative. This can build authority and relevance for users seeking answers, potentially improving click-through rates for informational or research-oriented searches. Without specific ad creative content beyond the structural indicators, it is not possible to assess unique messaging or positioning. Generally, strong competitor creatives excel at clear value proposition communication, urgent calls to action, and directly addressing user pain points or aspirations. Due to the absence of specific competitor ad copy and our landing page content, a direct comparison of messaging congruence and positioning cannot be performed. Typically, competitors with strong digital strategies ensure seamless message alignment from ad creative to landing page, providing a consistent and persuasive user journey. | Investigate high-volume 'people also ask' queries relevant to our industry or services. Develop dedicated ad groups and landing page content specifically designed to answer these questions directly. Consider using Google's structured snippets or FAQ schema on our landing pages to reinforce our authority and capture these informational search opportunities. Upon obtaining specific competitor ad creative content (headlines, descriptions, etc.), conduct a thorough analysis of their unique selling propositions, emotional triggers, and calls to action. Ensure our ad copy is equally, if not more, compelling, concise, and aligned with the search intent of our target audience. Once competitor ad creatives and our landing page content are available, prioritize an audit of the ad-to-landing page experience. Verify that our landing page immediately fulfills the promise made in the ad, reinforces our unique selling proposition, and provides clear, friction-free conversion paths. Identify any disconnects where competitor messaging might be more cohesive or persuasive. |
| tiaa.org › wealth-management › perspectives | ❌ Parse Error: 'list' object has no attribute 'strip' | N/A |
| wiseradvisor.com | The ad creative 'Find a Top Financial Advisor with Wiseradvisor.com' is highly effective in its brevity and clarity. It immediately communicates a core value proposition: facilitating the connection to high-quality financial professionals. The use of 'Top' directly addresses a common user pain point – the challenge of finding trustworthy and skilled advisors – and implies a vetting process or curated selection. This builds initial confidence and positions Wiseradvisor as a solution to a critical need. It's action-oriented ('Find') and clearly links the solution to their brand. | To provide a comprehensive and accurate comparison, the content for 'our landing page' is essential. Without it, a direct comparison of messaging alignment, competitive differentiation, and specific optimization opportunities for our page cannot be fully assessed. However, based on the competitor's ad, we should ensure our ad creatives and landing page content also lead with a very strong, clear, and concise value proposition. We must clearly articulate what problem we solve for the user, highlight our unique selling points, and if applicable, use strong qualifiers like 'Top,' 'Best,' or 'Vetted' that resonate with the user's desire for quality and trust. Focus on the \*outcome\* for the user, not just the features of our service. Ensure a consistent message match from ad to landing page to reduce bounce rates and improve conversion. |
| 980+ followers | Leverages strong brand recognition directly. The ad copy 'WiserAdvisor | LinkedIn · WiserAdvisor' is extremely concise, ideal for users searching for their specific brand or LinkedIn presence. The implied social proof of '980+ followers' (likely from their LinkedIn profile) suggests a well-established and trusted presence within their professional network. Directs traffic to a professional social media platform (LinkedIn), which can be effective for networking, thought leadership, and building trust within that specific professional community. This approach is strong for re-engagement or for audiences already familiar with or seeking them on LinkedIn. The simplicity of their ad creative reduces cognitive load for the user, making it easy to identify and click for those who know the brand or are specifically looking for their LinkedIn presence. | Our landing page content must clearly articulate our unique value proposition and benefits immediately, as WiserAdvisor's ad relies solely on brand recall and platform direction. We should use a compelling headline and benefit-oriented subheadings to capture attention and answer 'What's in it for me?' for the visitor. Since their ad doesn't convey service details, our landing page is an opportunity to provide specific solutions, showcase our expertise, and differentiate based on our unique approach or results. While WiserAdvisor directs to LinkedIn, our landing page should aim to convert visitors directly on our owned property. We need to ensure our landing page includes strong, relevant calls-to-action (CTAs) that guide users toward our desired conversion goals (e.g., scheduling a consultation, downloading a resource, signing up for a service). We should highlight our own social proof (testimonials, case studies, client logos) that are directly tied to our service offerings, rather than just social media follower counts, to build credibility for our specific value. Our landing page should offer more substantive content than WiserAdvisor's ad, explaining how we solve our target audience's problems and the tangible outcomes they can expect. We should incorporate clear navigation and an intuitive user experience to guide visitors through our offerings. Consider showcasing specific problem/solution scenarios or client success stories that resonate with our ideal customer profile, going beyond a simple brand presence to demonstrate value and expertise. |

# ⚠️ Risks

# Risks

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| Characteristic | Insight | Recommendation |
| Highest CPA and lowest CTR on a long-running, high-budget campaign (Search - Retirement Advisor - Phrase - USA - 250K+ (tCPA) - ID 77950089). | This campaign is highly inefficient, consuming significant budget ($1500/day) while delivering conversions at the highest cost ($168.40 CPA) and low engagement (2.14% CTR). Its prolonged underperformance indicates deep-seated issues. | Conduct an immediate and thorough audit of keywords, negative keywords, ad copy, and landing page experience. Consider pausing or drastically reducing its budget if performance cannot be quickly improved, and reallocate funds to more efficient campaigns. |
| New 'Retirement Advisor' test campaign (MayankNewForm02 - ID 22895148214) showing very low conversions (3) and high CPA ($154.07) despite a high budget ($1500/day). | This new campaign is struggling significantly, failing to generate meaningful conversion volume or efficient spend. Its low activity relative to budget suggests fundamental setup or targeting issues that prevent it from scaling. | Urgently review campaign settings, conversion tracking, keyword relevance, and bid strategy to identify and rectify the underlying problems. If immediate improvements are not feasible, consider pausing to prevent further inefficient spend. |
| Overall high CPA and lower efficiency for all 'Retirement Advisor' campaigns compared to 'Financial Advisor' campaigns. | The 'Retirement Advisor' segment appears to be structurally less profitable or more competitive, leading to higher conversion costs across both old and new campaigns in this category. | Re-evaluate the strategic approach and profitability targets for 'Retirement Advisor' keywords. This may involve exploring more niche targeting, revising ad creatives, or potentially reallocating a significant portion of budget to the more efficient 'Financial Advisor' segments. |

# ✅ Opportunities

# Opportunities

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| Characteristic | Insight | Recommendation |
| Exceptional performance of the Brand campaign (Search - Brand - (USA) - 2025 - ID 22262639231) with the lowest CPA ($88.83) and highest CTR (25.72%). | This campaign efficiently captures highly qualified, low-cost branded traffic, demonstrating strong intent and excellent ROI. Its current budget ($100/day) appears to be limiting its full potential. | Significantly increase the daily budget for the brand campaign to ensure maximum coverage of branded searches. Monitor performance to maintain its high efficiency and maximize conversion volume at a low CPA. |
| Promising initial performance of the new 'Financial Advisor' test campaign (MayankNewForm - ID 22890991583) with a better CPA ($109.02) than the older version. | This newer campaign for the 'Financial Advisor' segment demonstrates improved efficiency and engagement, indicating successful optimization or targeting strategies that are yielding better results compared to its predecessor. | Prioritize scaling this 'Financial Advisor' campaign by increasing its budget. Analyze the specific differences in its setup (e.g., keywords, ad copy, landing pages) compared to the older version and apply these learnings to further optimize and expand the entire 'Financial Advisor' segment. |
| Consistent strong performance and highest conversion volume from 'Financial Advisor' campaigns (IDs 768543760 and 22890991583). | The 'Financial Advisor' segment is the primary driver of conversions at a competitive CPA, indicating a robust market and effective campaign execution within this area. | Continue to heavily invest in and optimize 'Financial Advisor' campaigns. Explore opportunities for further growth such as keyword expansion, testing new ad formats, and refining audience targeting, potentially reallocating budget from underperforming 'Retirement Advisor' campaigns to this highly successful segment. |