

SMAART SOLUTIONS

Business Location - Mumbai , India
Business Type – Education &
Training

Services offered :

- Stock Market Training
- Smaart EDGE Program
- Medical Transcriptions Training



Overview of the Project

Objective

- Brand Promotion for the business
- Increase the Website Traffic

Our Campaigns

- Brand Awareness
- Drive Website Traffic
- Call Office Campaign

Before Google Ads

*No Online
Brand
Recognition*

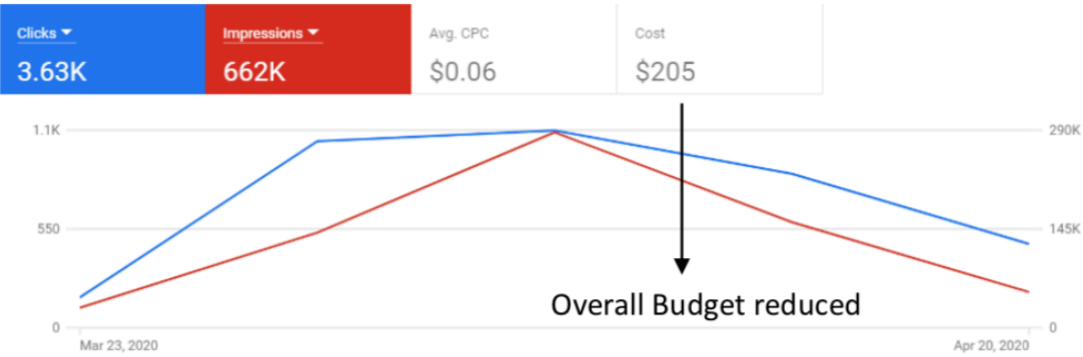
*Low
performing
Website*

Summary of Campaign Performance

Website url of business	Final Advertising goal(s)	Total number of impressions generated on search network	Total number of clicks generated on search network	Total number of impressions generated on display network	Total number of clicks generated on display network	Word stream performance report rating (at end of campaign)	Word stream performance report rating (at midterm)	Budget spent
https://smaartsol.com/	Brand awareness & Drive website traffic	343,823	3,045	317,663	551	87%	82%	\$195.50
	Call only	845	32	Not Used	Not Used	-	-	\$9.50

Impression/Clicks Weekly Report

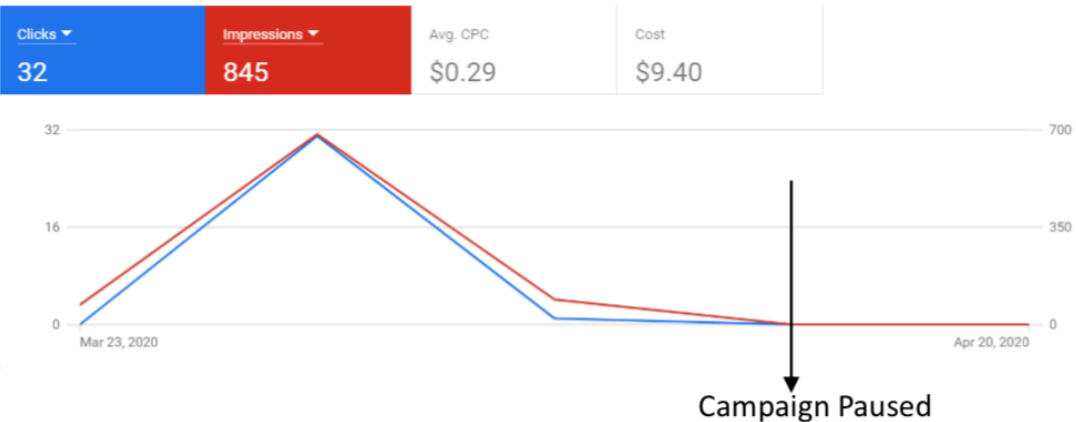
All Campaigns



Search Campaign



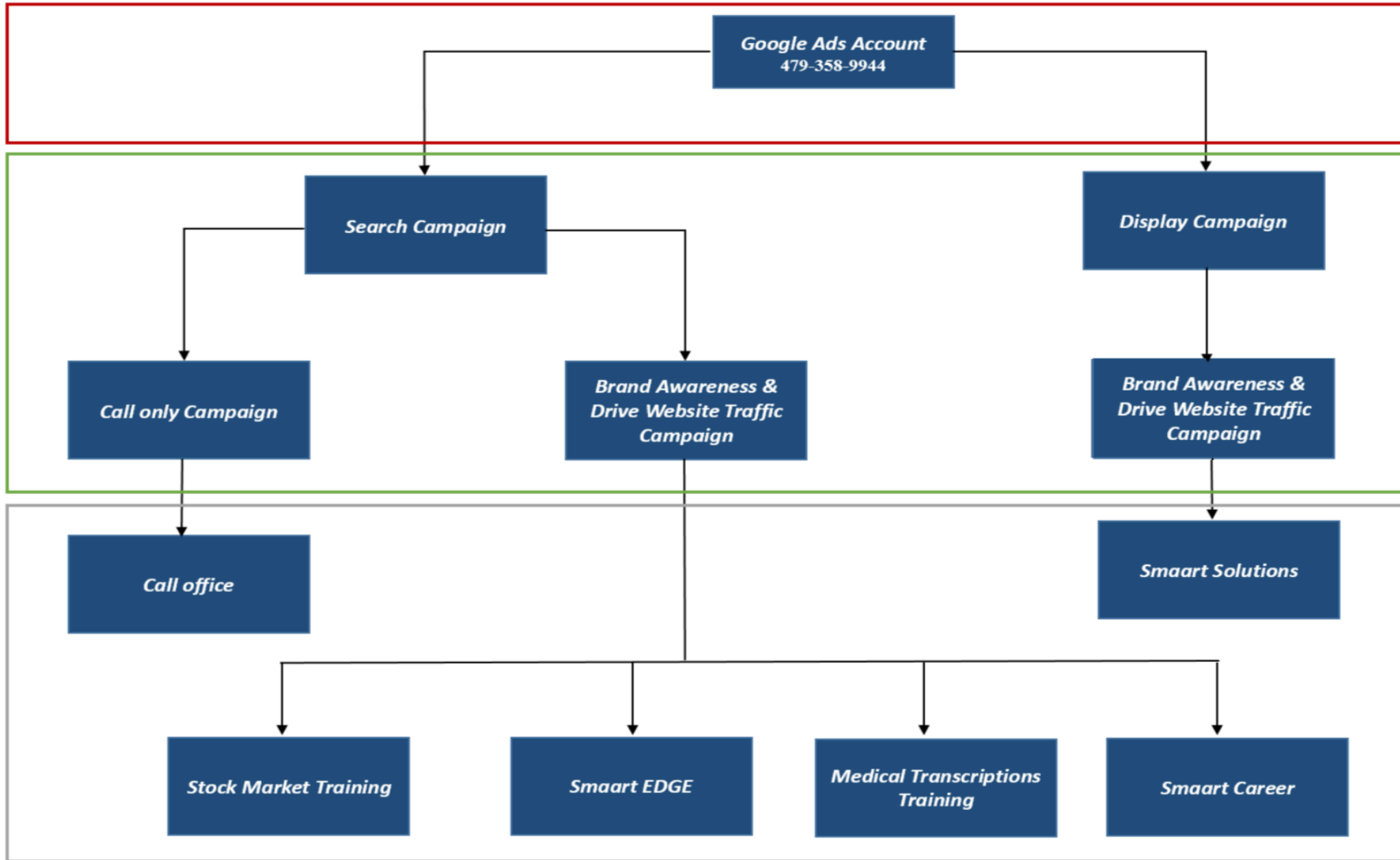
Call Only Campaign



Display Campaign



Google Ads Account Structure



ACCOUNT

CAMPAIGNS

AD GROUPS

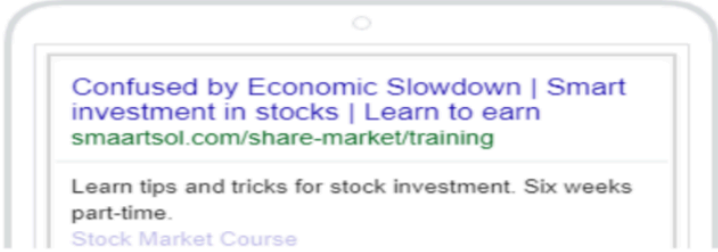
Best Performing Ad Group, Keywords & Ad Copy Brand Awareness & Drive Website Traffic Search Campaign

Ad groups			
	Cost	Clicks	CTR
● Stock Market Training	\$98.31	2,684	0.77%
● Smaart EDGE	\$9.53	486	2.29%
● Medical Transcriptions Training	\$4.54	86	1.74%
● Smaart Careers	\$0.33	7	1.08%

Best
Ad Group

Keywords			
	Cost	Clicks	CTR
● Share Market	\$34.45	317	3.37%
● stock market today	\$6.70	75	3.10%
● what is share market	\$3.20	39	4.49%
● stock share	\$3.05	60	2.11%

Best
Keywords

Most-shown ads			
● Stock Market Training			
			
Ad	Impressions	Clicks	CTR
● Enabled	125,647	1,288	1.03%
ALL ADS >			
< 1 of 10 >			

Best
Ad Copy

CAMPAIGN 1
Search

Best Performing Ad Group, Keywords & Ad Copy Brand Awareness & Drive Website Traffic Display Campaign

Best
Ad Group

Ad group	Clicks	Impr.	CTR
Smaart Solutions	551	317,663	0.17%



Best
Keywords


Keyword	Ad group	↓ Clicks	Impr.	CTR
Share Market	Smaart Solutions	538	305,453	0.18%
Stock Market Training	Smaart Solutions	1	256	0.39%



Display ads

Sort by: Impressions ▼

Smaart Solutions



Smaart Solutions

A new way to empower individuals to challenge conventional thinking

Ad

Enabled

Impressions

170,772

Clicks

253

CTR

0.15%

Best
Ad Copy

**CAMPAIGN 2
Display**

Best Performing Ad Group, Keywords & Ad Copy

Call Only Search Campaign

Best
Ad Group

Ad group	Clicks	↓ Impr.	CTR
Call Office	32	845	3.79%

Best
Keywords

Keywords			
+ ADD KEYWORD			
	Cost	Clicks	CTR
counselors	\$4.36	19	5.12%
stock market	\$2.40	5	1.74%
make money	\$2.20	6	5.31%
stock market investment	\$0.44	2	4.65%



Best
Ad Copy

Most-shown ads

● Call Office

Call: 87790 27226 - Smaart Solutions
www.smaartsol.com/contact-us

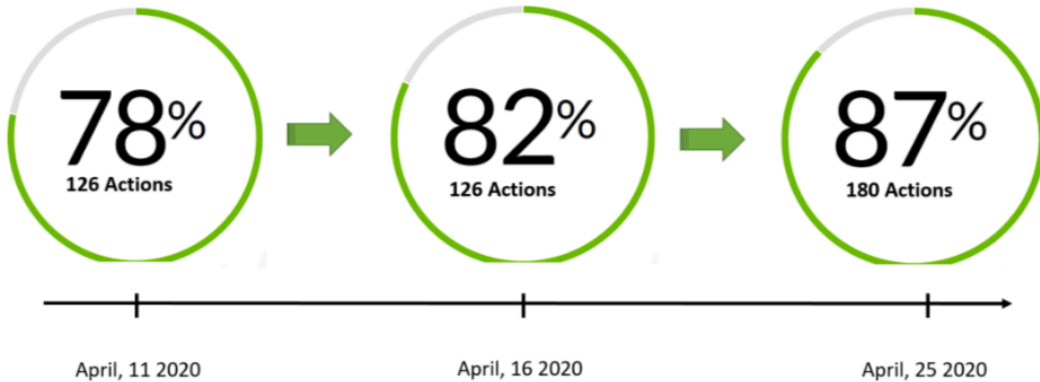
Learn about intraday trading Learn how to make money in short time
[Stock Market Course](#)
[Careers](#)

Ad	Impressions	Clicks	CTR
Paused	336	12	3.57%

CAMPAIGN 3
Call Only

Campaign Optimizations

Word Stream Performance Grade Report



Optimization 1

- ☐ Added negative Keyword: [online free]
- ☐ Halted irrelevant traffic.

Optimization 3

- ☐ Reallocated budget to search from call only and Display Campaigns.
- ☐ Increased impressions and clicks.

Optimization 2

- ☐ Ad copy modification for search campaign - Updating header and description, site link extension.
- ☐ Increased number of clicks.

Conclusion

Created Brand Awareness & Increased Website Traffic

Smaart solutions became one of the best performing sites after the campaign

Key Takeaways

- Learned how to create, manage & optimize Google Ads Campaigns

Recommendations for Business

- Improve Landing Page design of Website
- Implement online signup feature for customers would yield better conversions