

SIJI OLOJOLA

SEM PORTFOLIO

My name is Siji.

Search Engine Manager

YEARS OF EXPERIENCE

I have over 5 years of experience with planning and implementing Google paid Ads.

BRIEF DESCRIPTION

As a Google Search expert, I have a proven track record of providing effective solutions to various businesses and organizations. My expertise lies in optimizing websites for search engines, improving online visibility, and driving more organic traffic to websites





My core skills

1

MARKETING FUNNEL

I develop marketing funnels, tailored to various businesses in order to achieve their specific marketing goals with Ads.

2

SEM STRATEGY

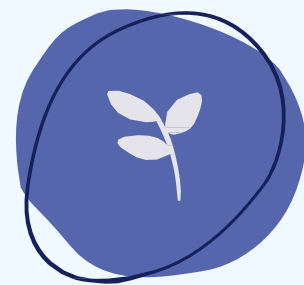
I come up with strategies, both long and short-term, that helps actualize a set of goals.

3

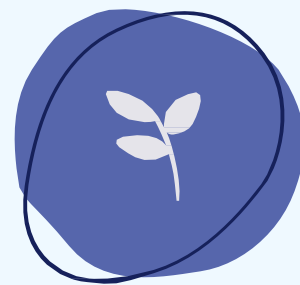
DATA ANALYSIS

I believe that data holds the answers to marketing questions. With tools like Google data studio, Google analytics, and Excel, I am able to dig deep to unravel the insights buried in data.

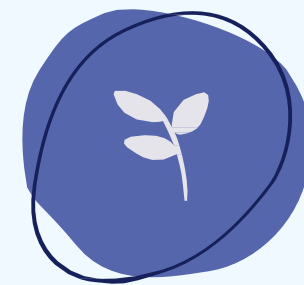
Qualities I'm proud to have



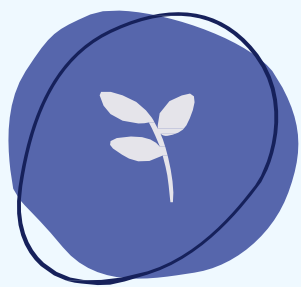
Team player



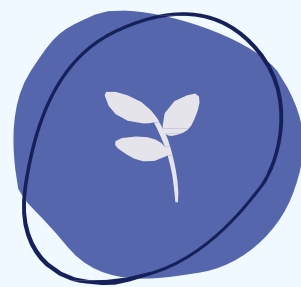
Solution driven



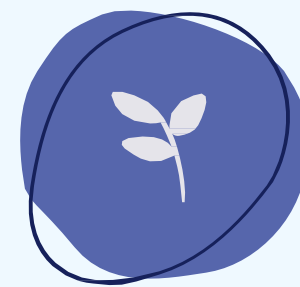
Enterprise thinking



Data Analysis



Communication skills



Creativity



My previous projects

NB: SOME OF MY PROJECTS WERE NOT RECORDED DUE TO THE CLIENT'S REQUEST.

Client name: Roverpass (Search and Display Ads)

Roverpass.com is an online platform that provides a range of tools and services for RV park and campground owners. The platform allows owners to manage their bookings, reservations, and customer interactions more efficiently, while also providing a range of resources and insights to help them grow their businesses.

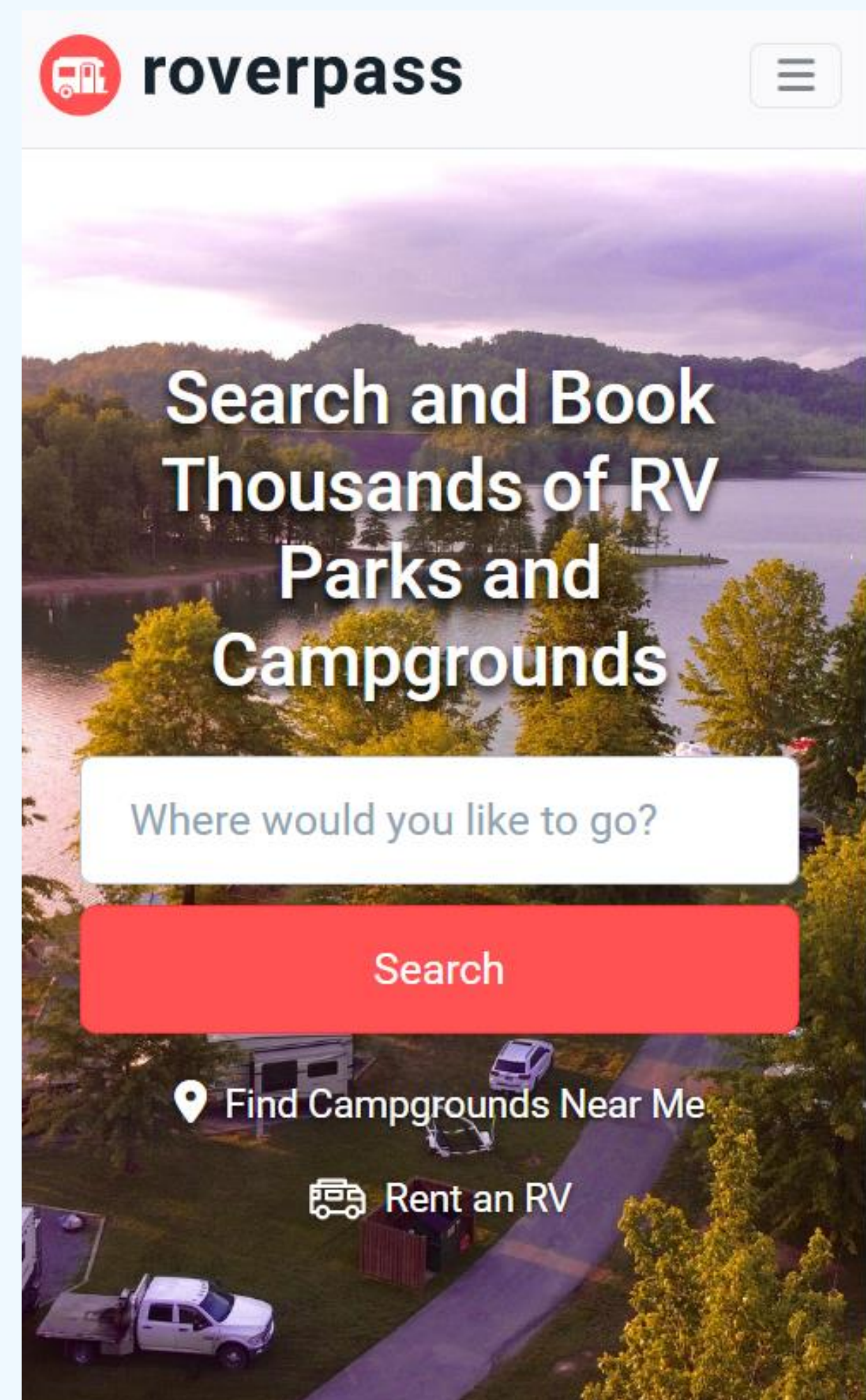
Issues faced and the solutions I provided:

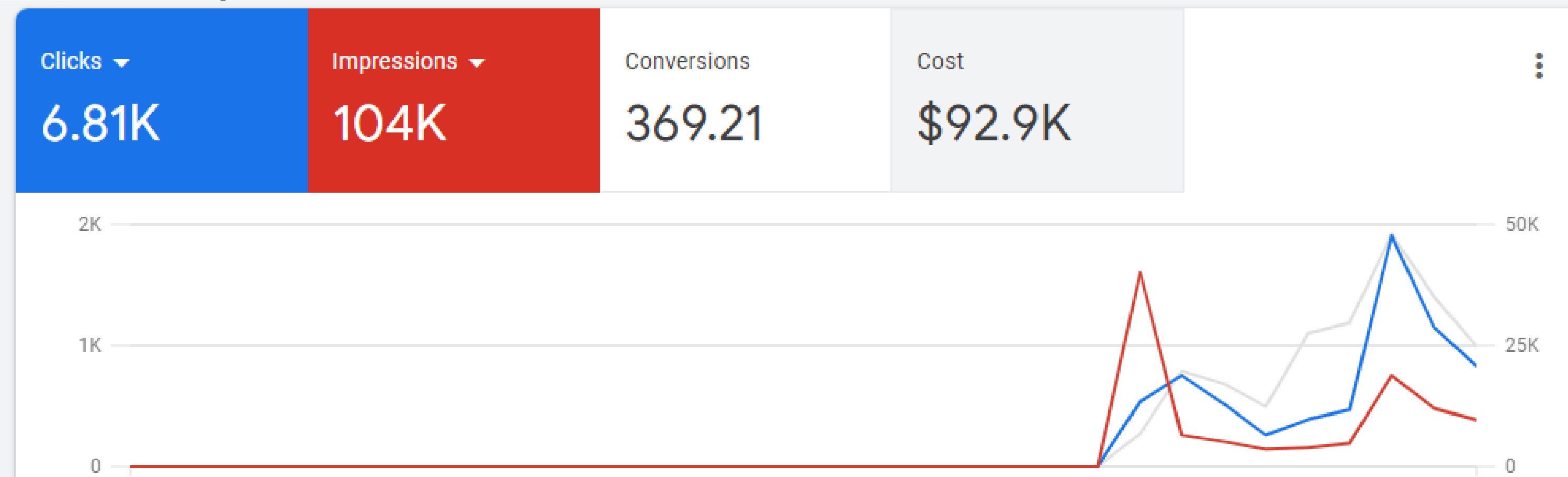
Ad relevance and Quality Score improvement: Client was struggling with low Quality Scores and ad relevance for their Google Ads campaigns. I conducted a thorough analysis of their ad copy, landing pages, and targeting strategies, and made several recommendations for optimization. I also implemented a comprehensive testing plan to continually improve ad relevance and Quality Scores. As a result, the client saw a significant improvement in their click-through rates, conversion rates, and overall campaign performance.

Keyword research and targeting: Client was having difficulty identifying relevant keywords for their Google search campaigns. I conducted extensive research using a variety of tools and techniques to identify high-impact keywords that aligned with their business goals. I also developed a robust targeting strategy to ensure that their ads were reaching the right audiences. The client saw a substantial increase in their click-through rates and conversions after implementing these changes.

Budget optimization and ROI maximization: Client was also struggling to achieve their desired return on investment (ROI) from their Google Ads campaigns. After conducting a detailed review of their account, I identified several areas where budget optimization was possible. I also recommended changes to their bidding strategy and ad targeting to maximize ROI. As a result of these changes, the client saw a significant increase in their overall ROI and was able to achieve their business goals more effectively.

Competitor analysis and strategy development: Clients was facing stiff competition from other businesses in their industry. I conducted a detailed analysis of their competitors' Google Ads campaigns to identify areas of weakness and opportunities for differentiation. Based on this analysis, I developed a comprehensive strategy that leveraged the client's unique value proposition and targeted their most lucrative audience segments. The client saw a substantial increase in their market share and revenue as a result of this strategy.





[Campground Reservation System | RoverPass™ - Official Website...](#)

[Ad] [roverpass.com/Campground/Software](#)

Get Best-in-Class Campground Reservation Software to Maximize Your Bookings. Boost Traffic, Drive Bookings, & Delight Campers with the Best Campground Software!

Talk To A Specialist · Reduce Costs · Save Time

[Website Building](#)[Online General Store](#)

[RoverPass Capital](#)

Ad	Impressions	Clicks	CTR
● Enabled	15,828	1,692	10.69%

[RV Park Booking Software | RoverPass™ - Official Website | #1 B...](#)

[Ad] [www.roverpass.com/RV-Park/Software](#)

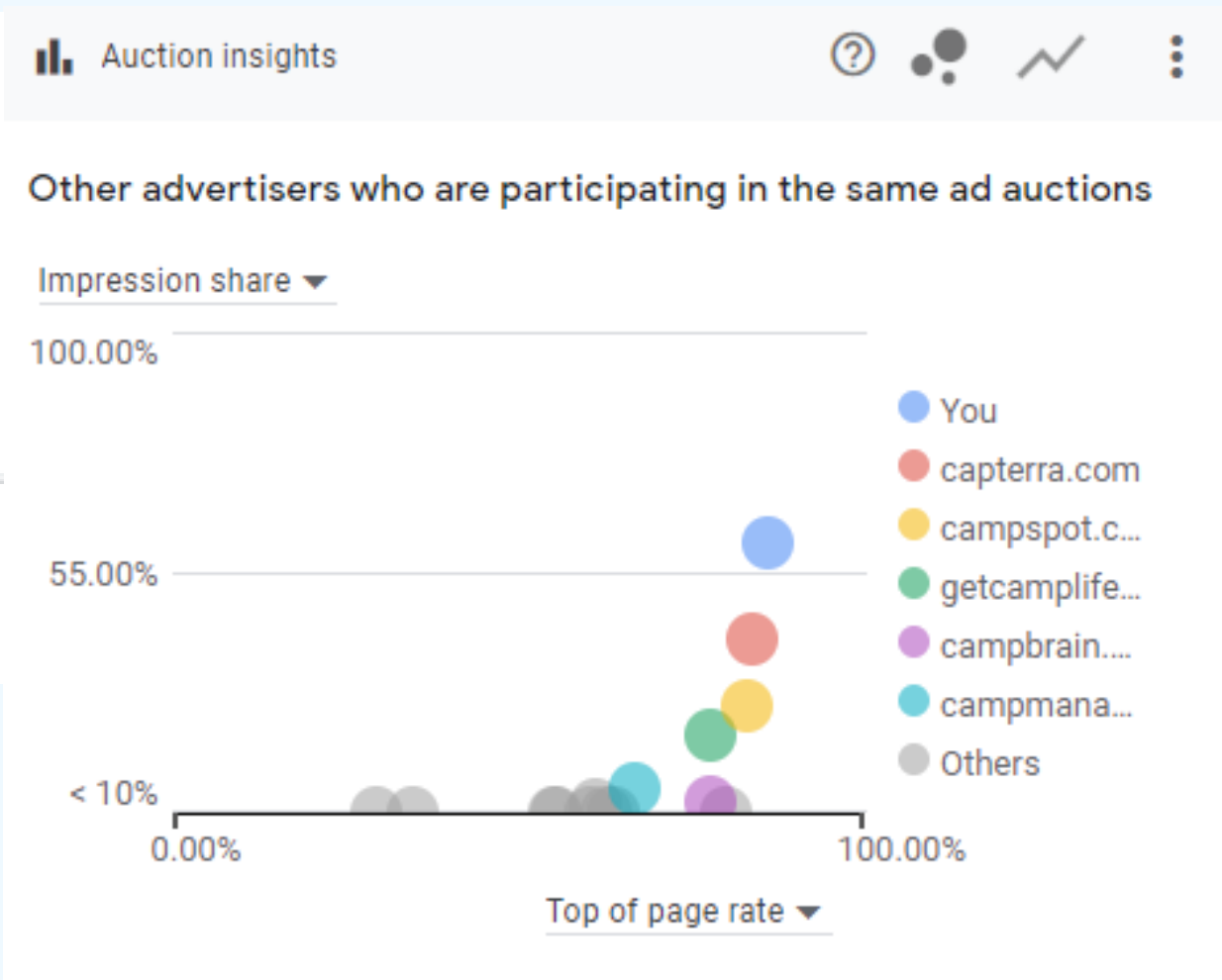
Get Best-in-Class RV Park Booking Software to Maximize Your Occupancy. Get Free Demo Now! Boost Traffic, Drive Reservations & Delight Campers with the Best RV Booking Software!

Reduce Costs · Save Time · Talk To A Specialist

[Download Free eBook](#)[Increase Online Bookings](#)

[Get a Free Demo](#)[Use RoverPass Marketplace](#)

Ad	Impressions	Clicks	CTR
● Enabled	5,967	1,017	17.04%



Client name: House of Coco (Search & Shopping Ads)

House of Coco is a skincare brand that offers a range of products designed to nourish and enhance the natural beauty of skin. The company is dedicated to using only the highest-quality, sustainably sourced ingredients in their formulations, and their products are free from harmful chemicals and preservatives.

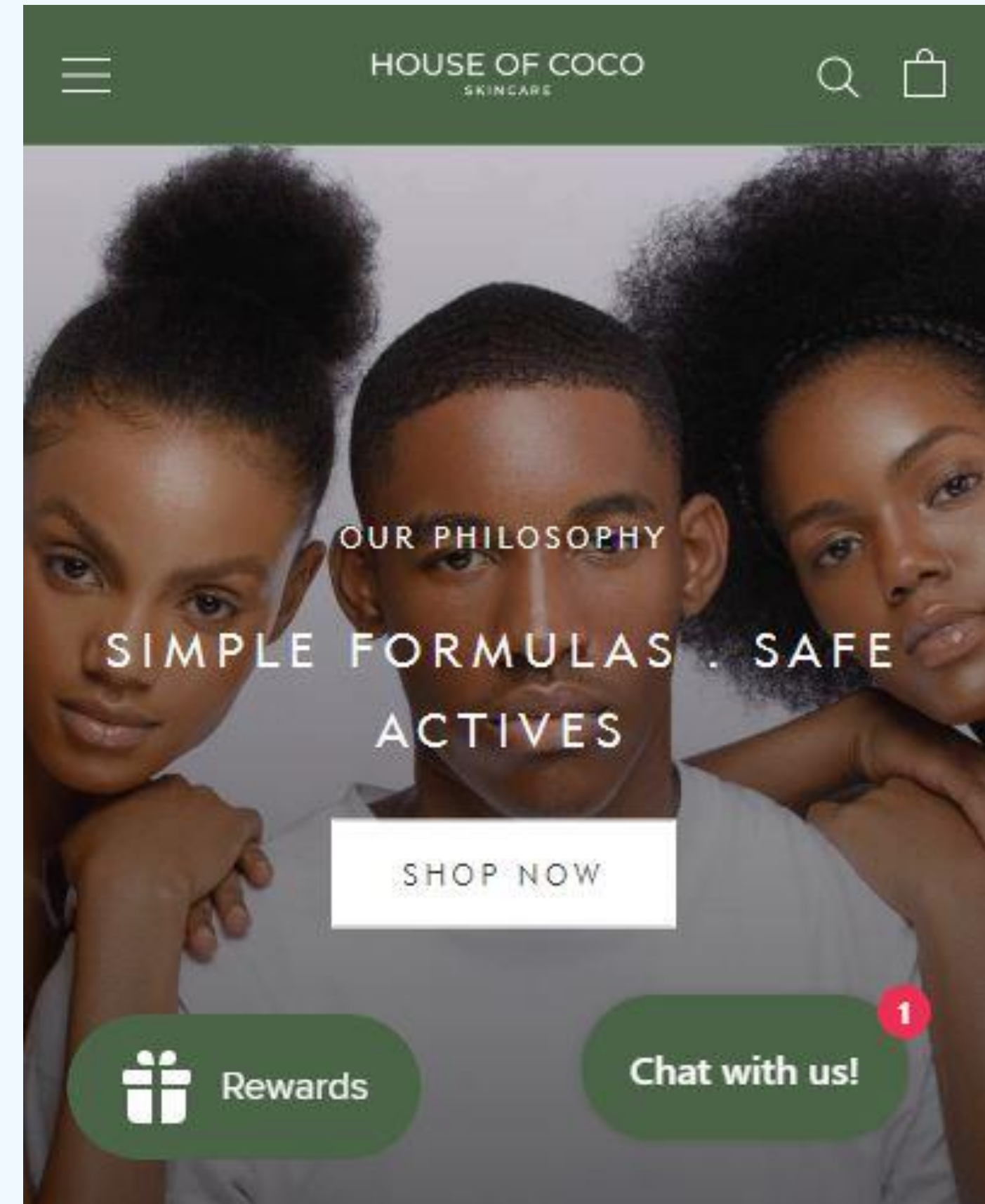
Issues faced and the solutions I provided:

Ad relevance: Client was struggling to get a good click-through rate (CTR) for their Google search ads. After analyzing their ads, I found that the ad copy was not relevant to the search query. I recommended creating new ad copies that were more specific to the keywords being targeted. I also suggested using ad extensions like sitelinks to provide more information to the users. After implementing these changes, we saw a significant increase in the CTR.

Keyword targeting: Client was targeting broad keywords that were not relevant to their business. As a result, their ad was appearing for irrelevant search queries, and they were not getting enough conversions. I recommended focusing on more specific keywords that were relevant to their business. I also suggested using negative keywords to exclude irrelevant search terms. After implementing these changes, we saw a higher conversion rate and a lower cost per acquisition.

Landing page optimization: Client had a high bounce rate on their landing pages. After analyzing their landing pages, I found that the pages were not optimized for conversions. I recommended creating new landing pages that were more focused on the user's needs and provided a clear call-to-action. I also suggested improving the page load speed to reduce the bounce rate. After implementing these changes, we saw a significant decrease in the bounce rate and an increase in conversions.

Ad scheduling: Client was running their ads 24/7, which was resulting in a high cost per click (CPC) during non-peak hours. I recommended scheduling the ads to run only during peak hours when the users were more likely to convert. After implementing this change, we saw a significant decrease in the CPC and a higher conversion rate.





Most-shown search ads

● House Of Coco - Sales Search Ad ▸ ● Ad group 1

Effective Skincare Routine | Safe Active Skincare | Effective Face Care Routine

Ad www.houseofcocong.com

We are Committed to Providing Safe & Effective Skincare Solutions for All Skin Types. Shop the best skin care products in Nigeria. We sell the best face

Ad	Impressions	Clicks ▾	CTR ▾
● Paused	13,463	764	5.67%

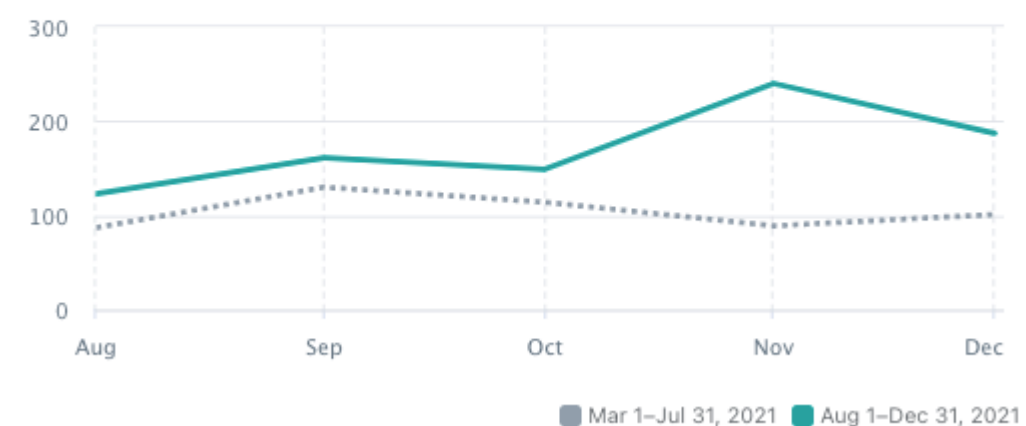
Total orders

860

[View report](#)

↑65%

ORDERS OVER TIME



Online store sessions

30,468

[View report](#)

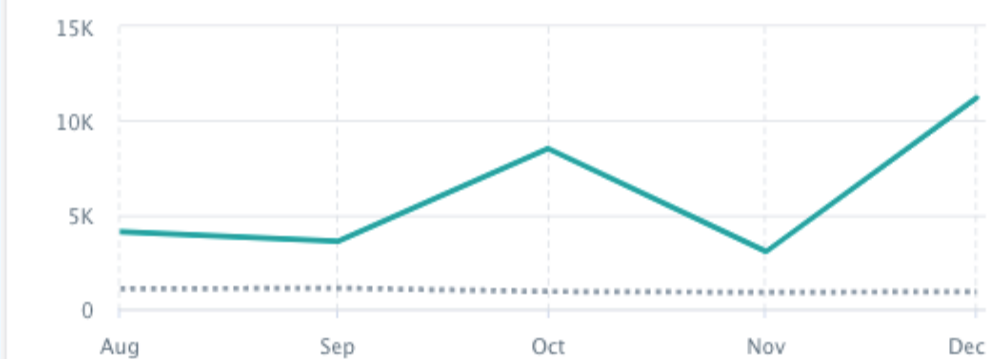
↑520%

Visitors

28,606

↑ 567%

SESSIONS OVER TIME





Let's work together

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