

1. Palmetto Bluff Audit

a. General Notes about client

- i. Residential area where you can rent or you can purchase a place. They care about the surrounding environment and have various activities like hiking, fitness, biking, fitness, hunting etc.

b. Overview Notes

- i. Checked conversion actions through GA for all time(date range)- property_contact_form, check_availability_submission have 0 all time conversions. Check it's tracking properly

ii. Conversions are all messed up for this client account, check bottom of doc for more notes

c. Campaigns

- i. Brand (Non NC/SC): Fix exact/phrase match, clean up ETAs

1. Keywords

a. Search terms

- i. "palmetto bluff" for PB Exact and "Palmetto Bluff" for PB Phrase, but they're both broad matched. I assume "palmetto bluff" should be exact match...

1. Same with "palmetto bluff sc"

- ii. "bluffton sc" "bluffton sc photos" appearing on search terms- I assume client doesn't want to be showing up for a location. Somehow one has 43% conversion rate for 2019_homes_viewed

- iii. "Palmetto bluff map" (negate map)

- iv. PB Real Estate

1. "Zillow" comes up a lot. Not spending a lot of money but should probably negate
2. "why are there so many homes for sale in bluffton sc" (negate why)

2. Actual ads

a. PB Exact Brand (non NC/SC)

- i. Campaign-wide UTM tracking
- ii. Still using ETAs- only have 2 conversions total.

Consider cleaning up account

- iii. First 2 Palmetto Bluff RSAs

1. No display URL

2. Headlines/descriptions good

3. Location targeting

a. Targeting all of US

- ii. Brand (NC/SC)

1. Keywords

a. Search terms

- i. "palmetto commons sun city" -\$26.73 for 1 click, negate underlined term

- ii. “pine forest bluffton sc” - \$23.98 for 1 click
 - iii. “palmetto bluff security”
 - iv. “palmetto bluff farmers market”
 - 2. Actual ads
 - a. Campaign wide UTM tracking
 - b. Still using ETAs- somewhat performing, but only a couple of them are. Consider cleaning up
 - 3. Location targeting
 - a. Targeting North/South Carolina
- iii. Stay (Core States New)
 - 1. Keywords
 - a. Search Terms
 - i. Add “palmetto bluff resort” as keyword- very frequently searched for term
 - ii.
 - 2. Actual ads
 - a. 1 policy violation: contains “montage” in headlines
 - i. The policy violation ad is a top performing headline...?
 - b. No business logo
 - c. Add conversion action: after they input check-out/in date and how many adults. Either make the conversion action once they click the arrowhead, or when they are navigated to the new webpage
 - i. Currently only conversions are phone calls and visiting “homes_viewed”. If they are inputting information about check in/out they’re most likely at later stage of consideration
 - 3. Audiences
 - a. Best performing audiences are people who are looking for luxury traveling, family vacations or outdoor enthusiasts- makes sense now
 - b. Is real estate/looking for housing an audience?- Yes
 - c. Demographics
 - i. Most people converting are 35+, with most frequent being 45-64, which is good
 - 4. Location targeting
 - a. Targeting core states- NC and SC best performers which is good
 - i. Why is cpc in some states more than the other
- iv. Live (Core States New)
 - 1. Keywords- **Big question: does Palmetto Bluff sell container homes? A majority of searches they are showing for are**

container home related, but I didn't find anything on the website about container homes

☐ Search term	Match type	Added/Excluded	Ad group	Keyword	Impr.	↓ Clicks	CTR	Avg. CPC	Cost
☐ shipping container homes for sale	Broad match	None	Custom Home Builder	custom homes	2,596	861	33.17%	\$0.59	\$504.40
☐ container homes for sale	Broad match	None	Custom Home Builder	custom homes	311	144	46.30%	\$0.48	\$68.63
☐ palmetto bluff homes for sale	Broad match	None	Bluffton Real Estate	bluffton sc real estate	79	51	64.56%	\$1.69	\$85.98
☐ palmetto bluff real estate	Broad match	None	Bluffton Real Estate	bluffton sc real estate	120	41	34.17%	\$1.67	\$68.54

2.

a. Notes

- i. Luxury real estate getting searched for the most
- ii. Custom homes highest clicks, almost 3x more than next
- iii. *Do keyword research for “luxury real estate” and “custom homes” for related keywords
- iv. CTR for this campaign is extremely low. We’re getting impressions but most of the clicks are for “(shipping) container homes”
- v. Campaign wide UTM tracking

b. Search terms

- i. “shipping container homes for sale”- most conversions. Shipping container homes are cheap? How does this have the most conv.
 1. Add as a keyword if client serves
- ii. “Real estate, buy a house/home, homes for sale in sc...” all have large # of impressions, but little to no clicks. I assume this is because real estate is a competitive market? How would you get more clicks?

3. Actual ads

- a. 1st RSA has excellent ad strength, 2nd has good
 - i. What makes the first different from the second? 1st RSA is performing way better than the 2nd, but looking through the actual ads, they are essentially the same

4. Audiences

- a. Audiences make sense, but are there more audiences for real estate? Family vacationers/luxury travelers are 2nd highest after the real estate audience segment, but that wouldn’t make sense for people who want to live in Palmetto...

5. Location targeting

- a. Targeting core states- some performing way better than others, but ctr and cpc is relatively good all around

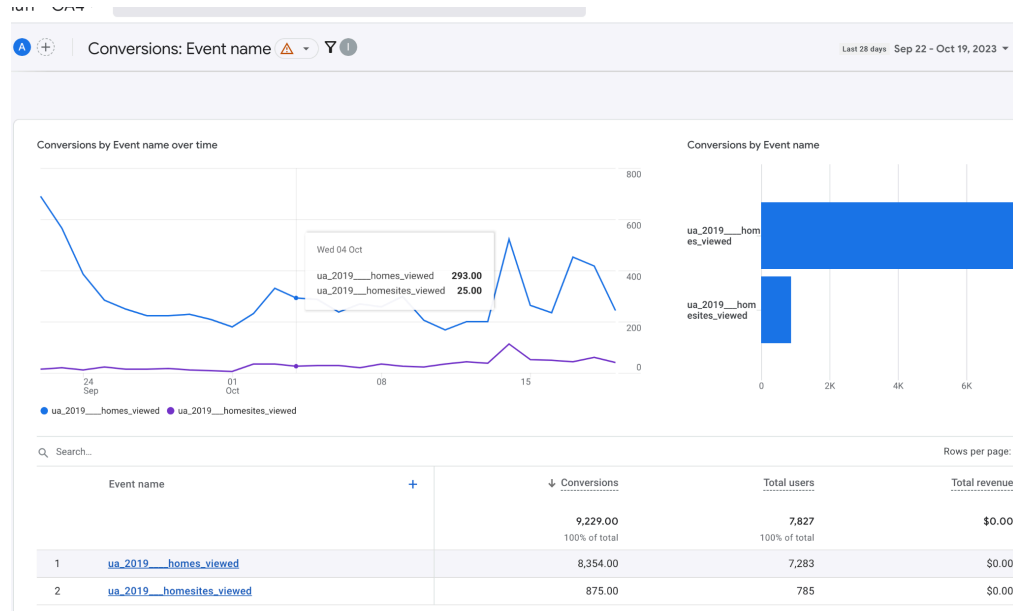
6. Conversion actions

- a. All conversion actions are for homes viewed

- v. The Grove- Remarketing
- vi. PBL- Display
- vii. PBL- Retargeting

1. Not sure how display ads should work. Client is spending close to \$4k/\$12k total budget on display ads with good ctr/decent cpc. Good conversions as well, but they're all page view conversions...would personally need to know more about the client in order to rate effectiveness. Display ads are supposed to perform under search ads, but unsure how effective these are.

d. Analytics



e.

f. ONLY 2 CONVERSION METRICS ARE TRACKING AND THEY'RE BOTH MINIMALLY USEFUL (9k conversions in a month...) TRACK A DIFFERENT METRIC

- i. For example: View Listing for each specific house, or Contact an Agent in the bottom right corner pop up. These buttons are further down the funnel and actually signal interest in these properties. A simple pageview for a SERP of houses shouldn't count as conversions. Understandably, this client is offering extremely expensive properties so not a lot of conversions will happen, but more useful tracking metrics need to be implemented. In the next client meeting, if we bring up we had 9k conversions last month, but the client saw no increase in anything...trying to avoid an awkward situation ← something to bring up with Fergus.
- ii. For the Live campaigns track:
 1. View Listing button for each specific house
 2. Contact an Agent Pop up Button after clicking on a house
- iii. For the Stay campaigns track:
 1. Arrow button after inputting start/end dates and # of adults staying

2. OR url contains "montage-reservations" (since clicking the arrow brings you to a new url

3. OR the reserve buttons on the new page

- g. Google ads transparency center
- 2. Optimizations made after reviewing with Fergus:
 - a.