

Seafields

a. Campaigns

i. Search - Branded

1. General

- a. Conversion action in GA still shows UA-GA4. Not sure how this is tracking

2. Actual Ads

3. Keywords

- a. Search terms

4. **Analytics** (11.7.23-12.4.23) (10.10.23-11.6.23) - comparing last 28 days vs 28 days before that)

- a. Searches down around about 30%
- b. Clicks down around 15%
- c. Conversions down around 30%

ii. Search - General - Consumer Research (Maximize Clicks)

1. General

2. Keywords

- a. Included a bunch of broad match keywords- this is a research campaign so maybe fine..
- b. "Del webb"
 - i. Most searched for keyword term in this campaign
 - ii. Is Dell webb a competitor? Why is it listed as a keyword in this campaign?

3. Analytics

- a. 16% increase in Google Ads clicks, but CPC was also increased by around 17%
- b. 50% decrease in conversions for this campaign, which makes sense because overall the account did not perform as well for branded search terms. If user is doing research, it will affect conversion rates
- c. Google Ads
 - i. 28% increase in impressions
 - ii. 12% increase in clicks

iii. Search - Competitor

1. General

2. Analytics

- a. 37% increase in Google Ads clicks,
- b. Google Ads
 - i. 60% increase in impressions since last term
 - ii. 42% increase in clicks
 - iii. 4% decrease in conversions

iv. Display - Prospecting

1. Analytics

- a. 46% decrease in impressions
- b. 12% decrease in clicks
- c. 21% decrease in monthly spend, ^which accounts for above metrics
- d. 65% increase in CTR
- e. 360% increase in conversions (from 8→37)

v. Display - Remarketing

1. **Analytics**

- 28% decrease in clicks
- 12% decrease in Google Ads cost
- 28% decrease in conversions
- 41% decrease in impressions
- 29% decrease in clicks
- 21% increase in CTR

b. **All campaign specific keywords** (Comparing last 28 days vs 28 days before that)

- Summary:** people searching for “places to retire” and “senior living” are performing extremely well compared to last term, branded terms are also performing well but some terms aren’t. Focus on the former.
- People looking for “best _____ (cities, states, places, etc.) to retire” has seen a large increase in impressions and clicks compared to last term.
 - Should put more focus in this area to take full advantage of the recent increase
 - Google Search Console shows around a 6k increase in total impressions and 0.1 increase in CTR from this term compared to last term for the keyword “retire”

☐ ● Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Final URL	↓ Impr. < >	Clicks < >
Total: Filtered keywords ②							1,802 (+133.12%)	106 (+120.83%)
☐ ● best place to retire	Broad match	Search - General - Consumer Research (Maximize Clicks)	Life Plan Communit	Eligible	—	—	734 (+172.86%)	33 (+135.71%)
☐ ● senior retirement homes	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	364 (+233.94%)	18 (+50.00%)
☐ ● retirement living homes	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	121 (+49.38%)	16 (+300.00%)
☐ ● "bishop gadsden episcopal retirement community"	Phrase match	Search - Competitor	Competito Terms	Eligible	—	—	89 (+48.33%)	9 (+125.00%)
☐ ● places to retire	Broad match	Search - General - Consumer Research (Maximize Clicks)	Life Plan Communit	Eligible	—	—	74 (+37.04%)	3 (0.00%)
☐ ● best cities to retire in	Broad match	Search - General - Consumer Research (Maximize Clicks)	Life Plan Communit	Eligible	—	—	59 (+321.43%)	1 (0.00%)

Date: Compare Query: +retire

☒ Total impressions
8.89K
 Last 28 days
8.33K
 Previous 28 days

☐ Average CTR
0.5%
 Last 28 days
0.4%
 Previous 28 day

iii. “Senior citizen residences” large % increase in impressions

- Anything related to senior citizen residences such as “active independent senior living” or “luxury senior living” or “senior living”
- Google Search Console shows 6k increase in total impressions for the term “senior”
- Add more keywords or long tail search queries that could fit within “senior citizen residences”

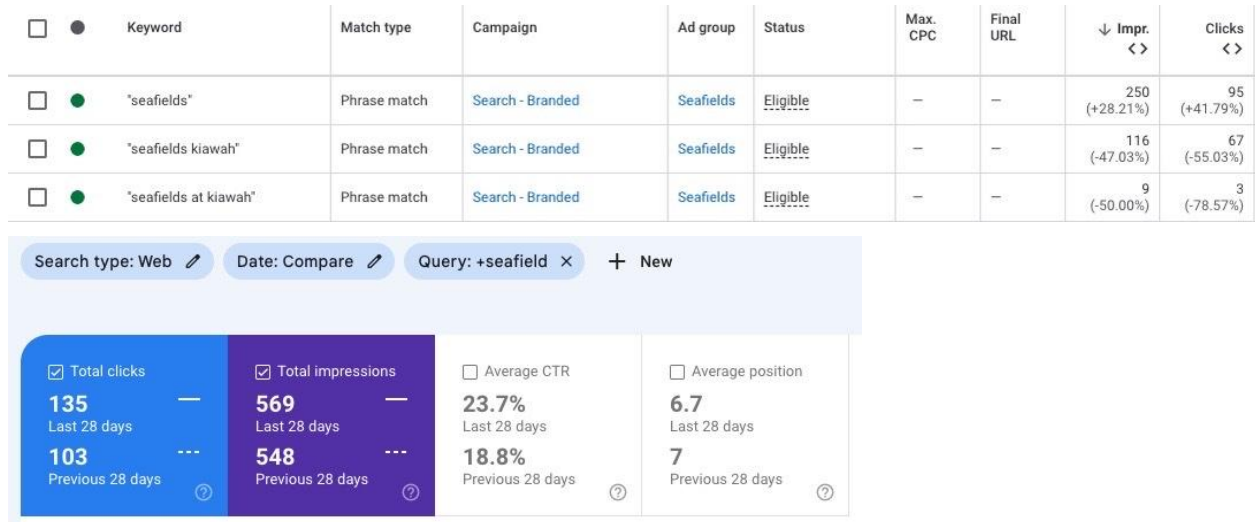
☐ ● Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Final URL	↓ Impr. < >	Clicks < >
☐ ● senior citizen living	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	1,306 (+306.85%)	93 (+520.00%)
☐ ● senior citizen places	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	349 (+3,072.73%)	21 (+∞)
☐ ● senior citizen communities	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	289 (+136.89%)	19 (+216.67%)
☐ ● senior citizen residences	Broad match	Search - General - Consumer Research (Maximize Clicks)	Senior Independe Living	Eligible	—	—	54 (+5,300.00%)	8 (+∞)

☒ Total impressions
5.17K
 Last 28 days
4.46K
 Previous 28 days

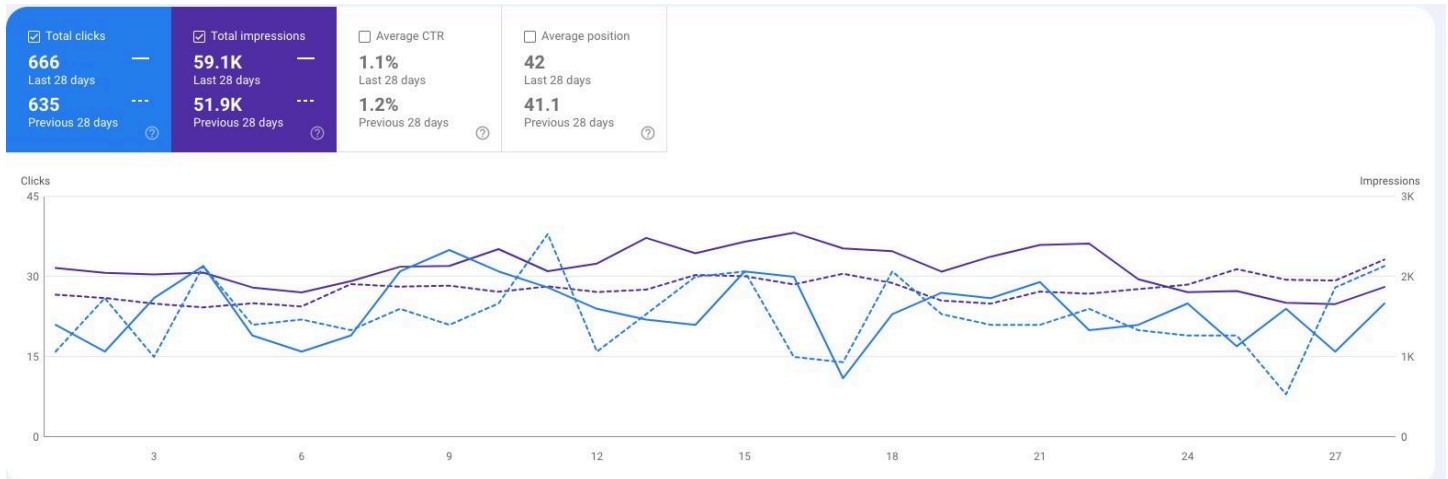
iv. Branded “seafields” term has seen an overall increase in impressions and clicks, but some branded terms are not performing as well as others.

- However there was still an increase in total clicks, impressions and CTR. Average position also had a +0.3 increase as well.
- Could be due to seasonality? Or just not the best month for brand awareness. Either way we should look to focus on other terms related to keywords such as

“senior retirement” or “best places to retire” since that is what most people would likely search up. Not everyone knows about Seafields.



c. Overall trend for last 28 days vs previous 28 days:



Overall, the data is consistent with small increases in certain metrics leading to an overall positive campaign performance for this period. The solid lines represent the past 28 day period while the dotted line represents the previous 28 day period before that. As you can see, the impressions (purple line) for this past period remain steadily above the previous period for the entire duration except for a couple day dip towards the end. The clicks (blue lines) move up and down but remain at a consistent number. Both clicks and impressions rose sharply the days coming into Thanksgiving, but fell a bit after. It rose again towards the end of the period, resulting in an overall campaign positive.

2022 clicks/impressions performance:



Based on the previous year, we can expect to see similar performance for the upcoming December term. The only exception being we can expect a steep drop off in clicks towards the end of the holiday season, as most people will be spending time with family. It may prove useful to increase spend in the early-mid parts of December in order to prepare for this drop off, but it is ultimately up to the client. Similarly, the client could consider the opposite to spend more during the holiday weeks, to test if that could be more beneficial.