

1. Cliffs Audit- Luxury real estate client

a. Notes about client

- i. Glassy- Landrum SC
- ii. Mountain Park- Marietta SC
- iii. Valley- Travelers Rest SC
- iv. Keowee Falls- Salem SC
- v. Keowee Springs- Six Mile SC
- vi. Keowee Vineyards- Sunset SC
- vii. Walnut Cove- Asheville NC

b. General

i. Keywords to add from SEMRush

- 1. "active adult communities near me" 1600(volume) 60%(KD)
- 2. "active adult communities in north carolina" 140 42%
- 3. "active adult communities in south carolina" 140 41%
- 4. "adult living communities" 1000 72%
- 5. \*"luxury 55 and over communities near me" 1300 48%
  - a. Only if client serves 55 and over
- 6. "luxury retirement communities near me" 210 32%
- 7. "Best luxury retirement communities in united states" 140 41%

ii. Negative keywords (found in search terms)

- 1. "Find senior independent living hollywood \$500"
- 2. "Active senior living apts"

iii. Location

- 1. ~~Targeting the whole US when the surrounding states are all specifically targeted?~~ Branded campaign has nice conversion rate, but non-branded real estate campaign spends a lot of money with 0 conversions
- 2. ¾ conversions were from NY?
  - a. All 3 conversions from "the cliffs"

iv. Timing

- 1. Clicks
  - a. Early in the week and weekends(Saturday-Wednesday) seem best
  - b. Afternoon (past 1-2pm) seems best for clicks
  - c. 12 (midnight) Google tries to spend a big chunk
- 2. End of week (Friday-Saturday) have higher conversion rate

v. Notes

- 1. Is the client a 55+ community?
  - a. If they are, add some keywords. If not, there are some negative keywords to add from search terms
- 2. Conversions tracked
  - a. Submit lead form [contact form, form submission, MACRO form submission, request property info- form submission, SSP- the cliffs- ga4 form submission]

- b. Phone call
- c. Download mobile app
- d. Page view [thank you/viewed listings]

### 3. Conversions that could potentially be tracked

- a. Social buttons- footer
- b. Getting here- footer
  - i. Directions- specific address buttons for each office

### c. Campaigns

#### i. Brand

- 1. Performing extremely well, high CTR on each ad group
- 2. Keywords
  - a. All look good
- 3. Time of day reports
  - a. 10,11 am and 1pm (late morning early afternoon) best performers
  - b. Days of week all similar

#### ii. Retirement

- 1. Real estate- search campaign
  - a. "Retirement living" 2nd best performing keyword, \$6cpc. But makes sense since people retiring have a lot of money. Retirement spelled wrong though
  - b. Is this client a 55+ community?
    - i. Lots of users looking for 55 and older communities in the search terms
  - c. Keyword ideas
    - i. Keyword planner
      - 1. "Luxury senior living" L 880
      - 2. "Senior living near me" M 74k
      - 3. "Retirement homes" L 40.5k
    - ii. SEMRush\*\*\*\*(added same suggestion for retirement campaign)
      - 1. "Senior retirement communities" 1000 77%
      - 2. "retirement homes near me" 14800 73%

#### 2. General

- a. Keyword ideas
  - i. SEMRush
    - 1. "best places to retire in north carolina" 1600 41%
    - 2. "best places to retire in south carolina" 1300 50%

#### iii. Golf

- 1. Search terms have low volume
  - a. Bid higher during start of golf season
- 2. Keywords to add

- a. "Best golf courses near me" 6.6k low (may not work if you need to live at cliffs to play golf there)
- iv. Retirement- General
  - 1. Add some keywords- Keyword Planner
    - a. "best places to retire north carolina" 1.6k low
    - b. "best places to live in north carolina for retirees" 390 +50% YoY L
    - c. "Best retirement communities in asheville nc" 110 M
    - d. "good places to retire in north carolina" 1.6k L
    - e. "retirement communities in south carolina" 2.4k M
    - f. "best places to retire south carolina" 1.3k L
    - g. "best places to live in south carolina for retirees" 70 +367% YoY M
    - h. "retirement south carolina" 2.4k L
- v. Real Estate - Brand Awareness
  - 1. Properties/lots
    - a. For lakefront properties, keyword planner trends show a sharp increase in summer and peak August. Bid up during early summer months and lower during winter months
  - 2. Mountain Real Estate
    - a. Good CTR with all keywords- consider adding a couple more?
  - 3. Lake Real Estate
    - a. Performing well- add
      - i. "lake homes for sale" 5400 58%
      - ii. "lake front homes for sale" 2900 58%
- vi. Display ads
  - 1. Seems good- getting a lot of impressions. Unsure of the final goal with display ads; some performing a lot better than others.
- vii. Actual Ads
  - 1. Search
    - a. Why are we still running ETAs- switch to RSAs? ETAs are performing so there's no need to get rid of them, but something to keep in mind
    - b. Ad group: Cliff Communities- Brand
      - i. ~~URL not UTMD~~
      - ii. Add business logo
      - iii. Headlines/descriptions great
    - c. Ad group: Lake Real Estate
      - i. Add more headlines
    - d. Ad group: General- RLSA
      - i. ~~URL not UTMD~~
    - e. Ad group: NC Golf Terms- Golf
      - i. ~~URL not UTMD~~

- ii. Add more headlines
  - f. Ad Group: General- Golf
    - i. ~~URL not UTMd~~
    - ii. Add more headlines
  - g. Some of the campaigns have campaign wide UTMs in place but others don't. Look to keep consistent.
- d. Optimizations made with Fergus
  - i. Added a couple negative keywords to list
  - ii. For Brand-prospecting, changed time range from 6am-10pm EST
  - iii.