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Google Strategy Report for February 2017

Executive Summary

Our goal is to deliver the highest number of qualified site visitors to your website that your budget will allow. We have targeted the Las Vegas / Henderson geographic area because we believe that searches performed within this geographic region are most likely to result in an immediate property tour and lease signing.

The keyword phrase "new apartments in henderson nv" without the comma or quotation marks is a highly competitive search term and is suggested by Google's instant search tool to most people searching for apartments in Henderson.

<u>Our recommendations are available on the final page of this report</u>.

Why are we Targeting Our Ads?

We want to achieve the maximum reach (number of your target audience seeing your ads) and frequency (touch that audience several times with the same message), increasing their likelihood of taking the action that you desire. This strategy is designed to avoid message dilution, which could result if we were less specific in our targeting of your audience. It is also important to target your ads and watch your budget carefully because Google does not take any responsibility for the quality of the traffic that is delivered via clicks on your ads.

Do our ads display Nationally as well as Locally?

Yes, we do have national campaigns running in addition to the local keywords. However, the Las Vegas/Henderson targeted strategy focuses most of your budget on the local region. Your national campaigns are not under-delivering traffic, despite budget constraints.

30 Day Spending and Clicks Report

$930 ad spend over the last 30 days. The majority of the budget is spent on your Local campaign. Google suggests increasing the local budget to drive more traffic. Your ads have received 1483 clicks, at an average of $.63 per click. Your average position for your ads is 2.4, which means you show up usually in the number 2 location on the page. You have a 3.16% click through rate on your local campaign and 13.95% on your national campaign.

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Why Are My Search Results Different? Why Do The Results Change?
It is important to note that Google randomizes ad display results in an attempt to maximize its own revenue. Google attempts to deliver the maximum budget to all advertisers. If advertiser X has a budget of $10,000 in one week, Google is going to try to deliver enough traffic to meet that budget. Google will also simultaneously attempt to deliver all budgeted traffic to a competing advertiser that is spending $500 in one week on the exact same keyword phrases.

Another factor of the pay per click search results delivery algorithm is that Google will look at other keywords in each advertiser's campaign and attempt to deliver traffic on those keywords if it cannot exhaust the budget on the primary keywords of the campaign. If your campaign contains highly competitive keywords and an overall budget that is lower than your competitors, this may result in your ad displaying for your less important or less competitive, aka your lower converting, keywords. Your ads may not show up on the highly coveted general keywords as often as you like because Google is exhausting your budget on your less important keywords. In this scenario, your ad might also show up in positions much lower on the page (below the fold), such as positions four through ten. Another possibility is that your ad will be shown only a few times per day on the primary and most important keywords, but your cost per click will be much higher than you desire, resulting in a drop in frequency.

We have included two screenshots below to show how the results looked when we tested this morning from a computer located within the targeted region. It is important to note that Google will change how its search results display on the same search throughout the day, so when you run the same search, your results could be different. You will most likely see different results if you are searching on a mobile device or a desktop device.

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Search #1 - Website shows at the top of Search Results

Google | apartments in henderson nv

All   Maps   News   Shopping   Images   More   Settings   Tools

About 1,290,000 results (0.56 seconds)

Henderson Apartments - Move-In Specials - theviewathorizonridge.com
Ad www.theviewathorizonridge.com/ ▼
The View at Horizon Ridge 1-3 bedrooms, amazing amenities
📍 S Gibson Rd, Henderson - (702) 906-2454 - Open today · 9:00 AM – 6:00 PM ▼

Luxury Apartments Henderson - Find Sought-After Luxury Apartments
Ad www.apartmentguide.com/Henderson ▼
3.5 ★★★★★ rating for apartmentguide.com
Search by Area, Price, Type, etc.
Try Our Floor Planner · HD Videos/Pictures · Free Search · Property Reviews
Amenities: Pet-Friendly, Pool, Laundry, On-Site Gym
Senior Apartments · Blog · Mobile App · Corporate Apartments · Military Apartments · Search by City

Apartments In Henderson NV - Apartments.com
Ad www.apartments.com/Henderson ▼
3.5 ★★★★★ rating for apartments.com
1 - 3 Bedroom **Apartments** Available From $313. Find Your Place Now!
Ratings: Listing variety 9/10 - Listing quality 9/10 - Website 8.5/10 - Community 8.5/10 - Advice 8.5/10
Gibson Springs Apartments · Seven Hills Apartments · Green Valley North · MacDonald Ranch

Apartments in Henderson - ForRent.com
Ad www.forrent.com/ ▼

Search # 2 - Website in Position 2, Different Competition

What can be done to get more qualified website traffic immediately?

1. Tracking - Implement systems to understand what happens to the traffic post click.
2. Retargeting - Implement display advertising that reminds your website visitors about you. This maximizes the initial investment that you made when that visitor clicked your website at $.63. Ads can be displayed on news, entertainment, and other websites to remind your potential prospects to visit you again.
3. Conversion rate optimization - What happens when a visitor clicks from Google to your website? Do they immediately leave your site because they didn't find what they were looking for? Which pages do they visit? What do they do on those pages? How long do they stay on your website? Do they initiate chat while on your site? Do they leave any information behind such as their email address for you to follow up (this is called "Form Fills").
4. Increase your Google Budget.
5. Increase your Bing Budget.
6. Identify a target audience profile and advertise to that persona via Facebook. Once the target engages with you on Facebook, such as clicking through to your website, you should have Retargeting in place to continue reaching them. You should also encourage them to like your page, which makes future marketing to them easier.