

Search Marketing Campaign

EET GUD BAKERY

Michael Bucci

Anqi Wang

Joanne Liao

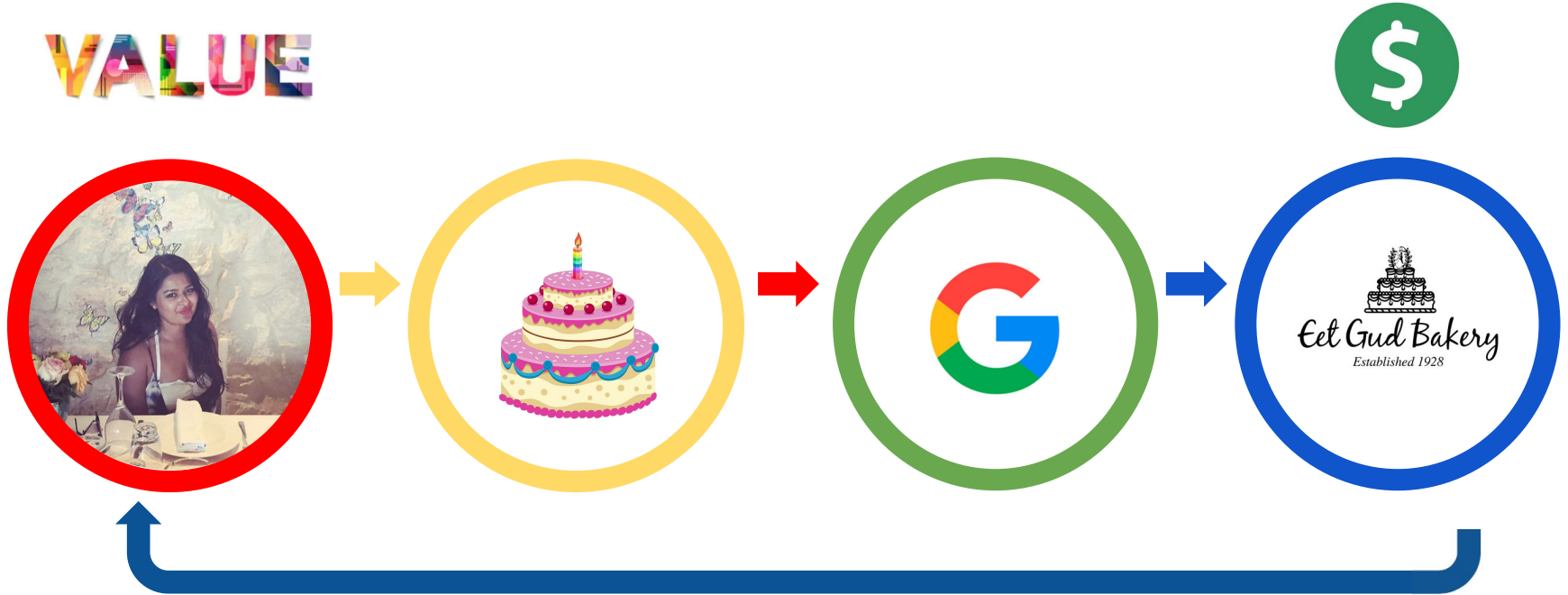
Yuzhou Yang

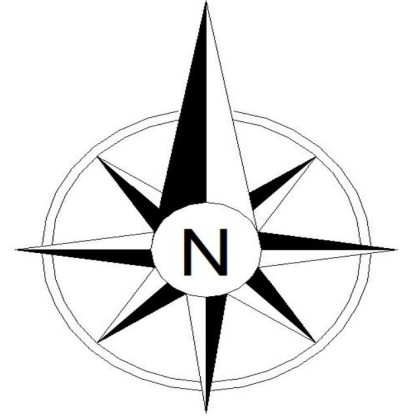
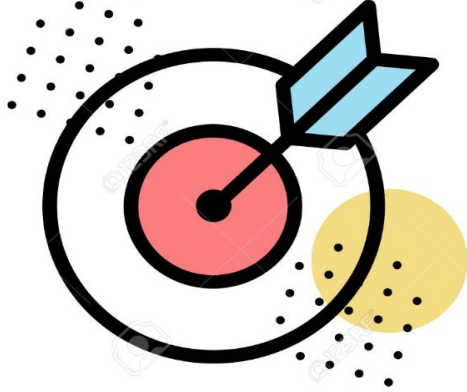
Rohini Tobaccowala



THE WHO AND WHY

VALUE





GOAL

Drive Foot Traffic Into Eet Gud Bakery

Search Campaign Time Period : *March 4th - May 13th*

MEASUREMENT

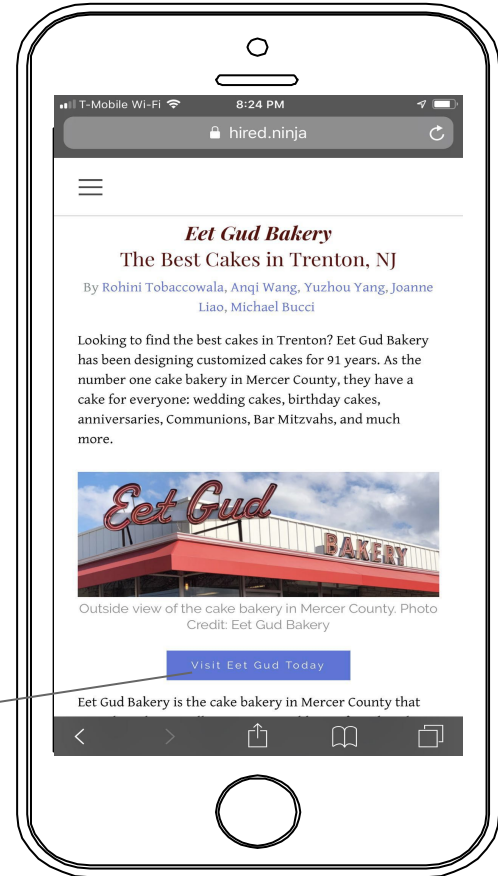
Measure

Intent to visit the bakery by visiting the contact us page.

Goal

1 person to show intent to visit the bakery between 3/4/19 - 5/13/19

Visit Eet Gud Today



KEYWORD RESEARCH

“cakes near me”



cakes near me



cakes near me
cakes near me **now**
cakes near me **open**
cakes near me **cheap**
cakes near me **that deliver**
cakes near me **prices**
cakes near me **open now**
cakes near me **birthday**
cakes near me **custom**
cakes near me **for delivery**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

“cake bakery near me”



cake bakery near me



cake bakery near me
cake bakery near me **now**
cake bakery near me **open now**
cake bakery near me **home delivery**
cake bakery near me **that delivers**
cake bakery near me **that accept ebt**
cake bakery near me **24 hours**
cake bakery near me **cheap**
cake bakery **around me**
cake bakery **close to me**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

CONTENT DEVELOPMENT - “FREE SEARCH”



Link Building



Site Tracking

Contact Us Page

Drop us a line for general questions or inquiries. For pricing or product availability please give us a call at the bakery!

Better yet, see us in person!
We love our customers, so feel free to visit during normal business hours.

Eet Gud Bakery
2115 Hamilton Ave, Trenton, NJ 08619
609-587-0388, 609-587-6935 FAX

Bakery Hours
Open today 6:00 am - 3:00 pm ▾

Name

Email*

Message

SEND

CONTENT DEVELOPMENT

Title

Eet Gud Bakery: The Best Cakes in Trenton, NJ - About Hired Ninja

<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html> ▼

URL

Looking to find the best cakes in Trenton? **Eet Gud** Bakery has been designing customized cakes for 91 years. As the number one cake bakery in Mercer County ...

You've visited this page many times. Last visit: 5/4/19

Page Description

PAID SEARCH ADS



Budget: \$60.00



Original Time Period:

Friday-Sunday April 5-7

Friday-Sunday April 12-14

***Extended Time Period:**

Monday-Thursday April 8-11

Monday-Tuesday April 15-16



Negative keywords

"Bakery Jobs"

"Ninos Bakery"

"dirty"

**"Bakery
recipes"**

"Poor Service"

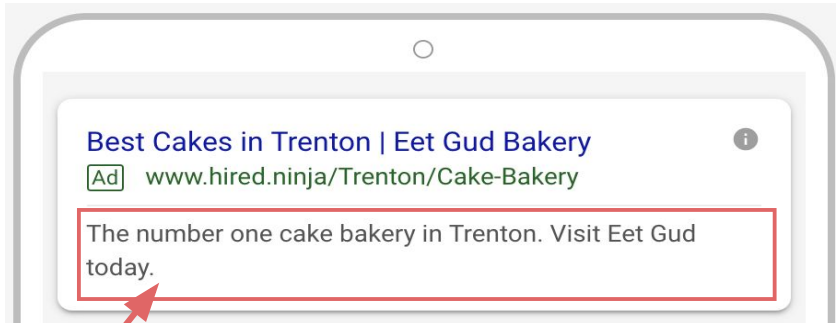
"Worst bakery"

PAID SEARCH ADS

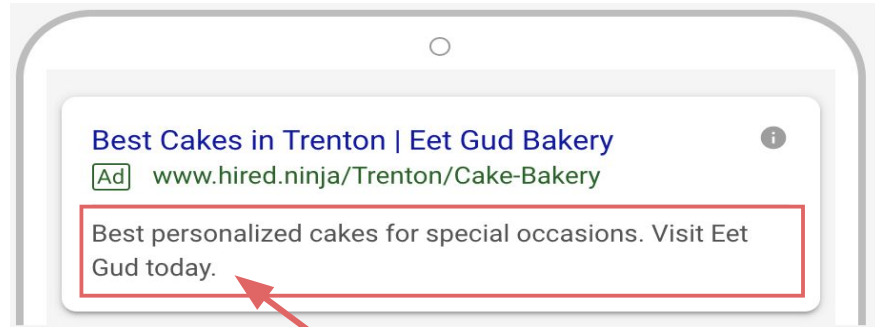
Location: *Mercer County, NJ*

Language: *English*

AD 1 - Top Performer



AD 2



KEY INSIGHTS



3 overall conversions



Interest from non-Mercer County residents



Search terms around specific cakes



September top month for birthday cake searches



RECOMMENDATIONS



Test Multiple Ads...

More insights on messaging & optimizing performance.

Timing is Crucial...

Find best time period to activate campaign.

Be Smart about Bids...

Strategize bids to rise on top of competitors.

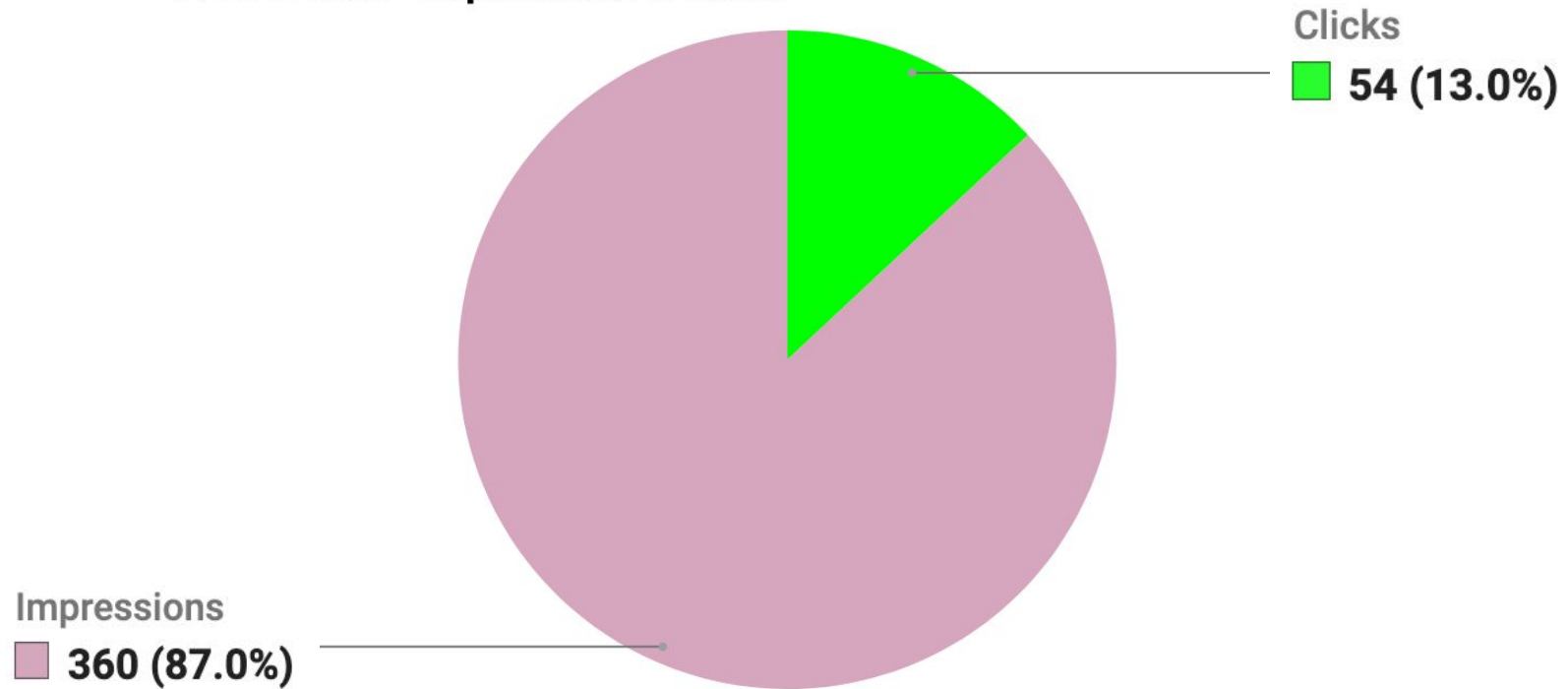
Thanks!

Any questions?



Appendix

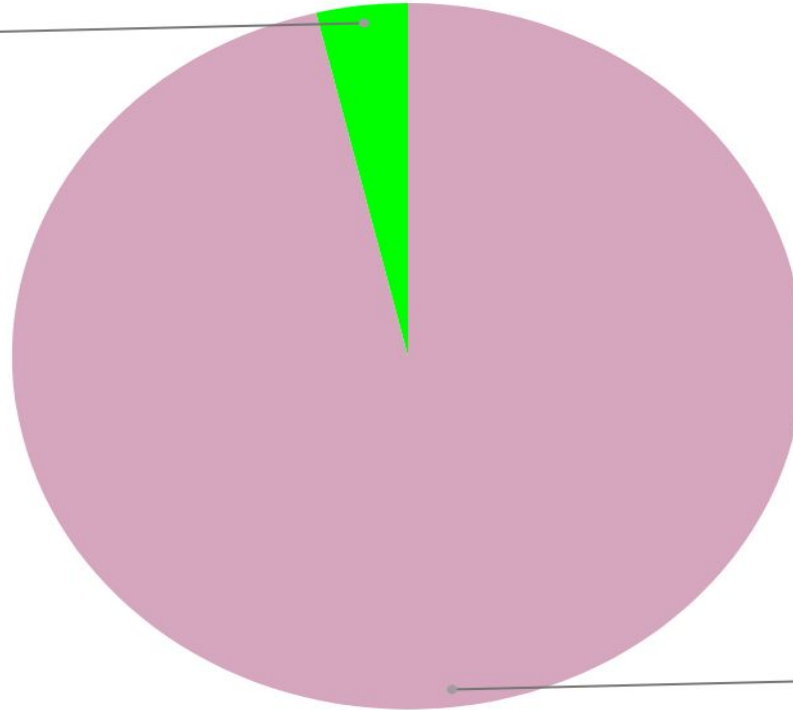
Free Search - Impressions & Clicks



PAID ADS - IMPRESSIONS & CLICKS

CLICKS

■ 22 (3.7%)

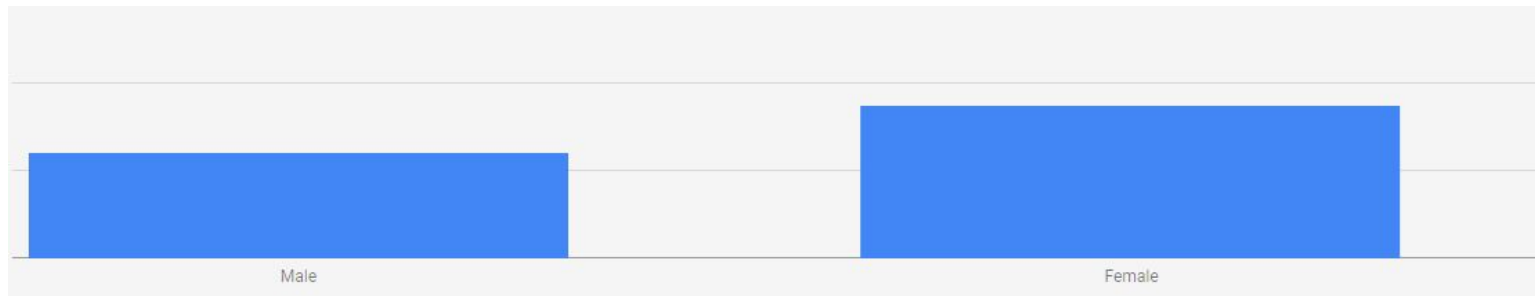


IMPRESSIONS

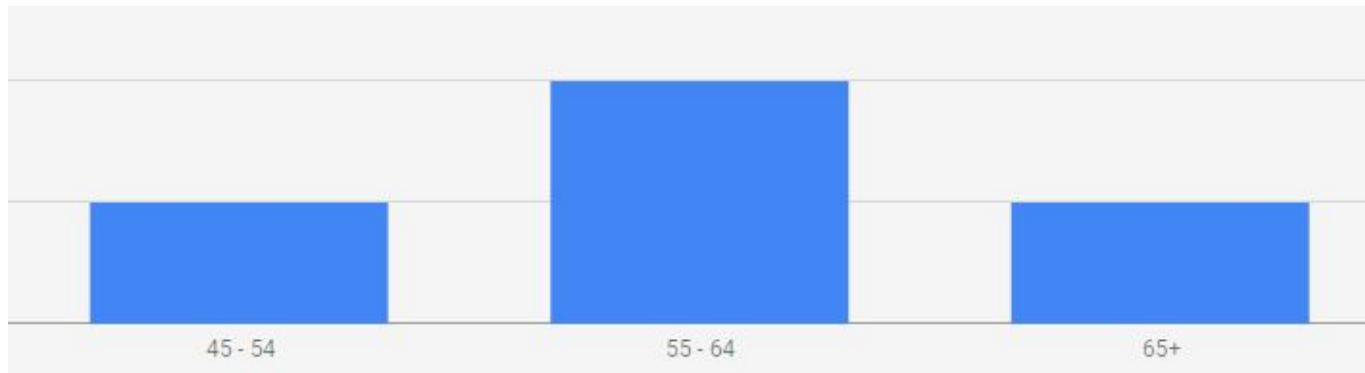
■ 567 (96.3%)

DEMOGRAPHICS

GENDER



AGE



BUDGET & COST

Estimated:

Paid

Budget \$60.00

Expected CPC \$1.11

Actual:

Avg. CPC

\$2.36

Cost ▼

\$63.71

CAMPAIGN PROJECTIONS

Organic

Total Impressions	2,300
Expected CTR	0.93%
Expected Clicks	21
Expected Conversion Rate	1.00%
Expected Conversions	0

Paid

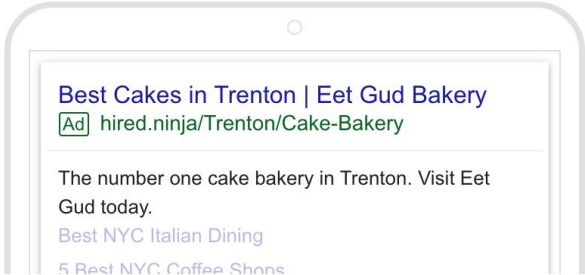
Budget	\$60.00
Expected CPC	\$1.11
Expected Clicks	54
Expected Conversion Rate	1.00%
Expected Conversions	1

Total

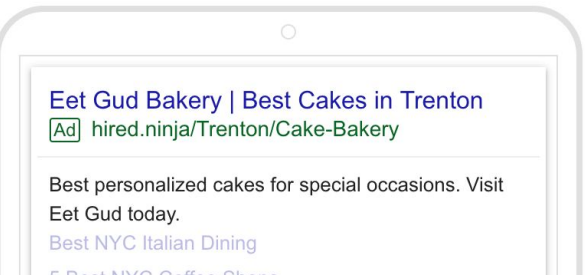
Expected Clicks	54
Expected Conversions	1
Expected Cost	\$60.00

AD PERFORMANCE

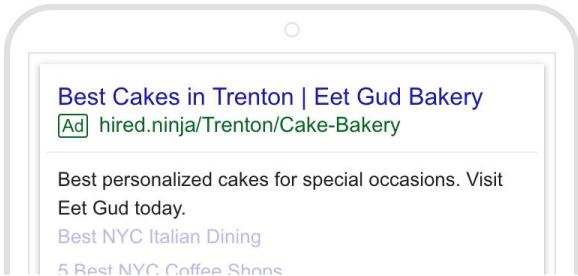
#1

 Best Cakes in Trenton Eet Gud Bakery [Ad] hired.ninja/Trenton/Cake-Bakery The number one cake bakery in Trenton. Visit Eet Gud today. Best NYC Italian Dining 5 Best NYC Coffee Shops			
Ad	Impressions	Clicks ▼	CTR ▼
Paused	214	14	6.54%

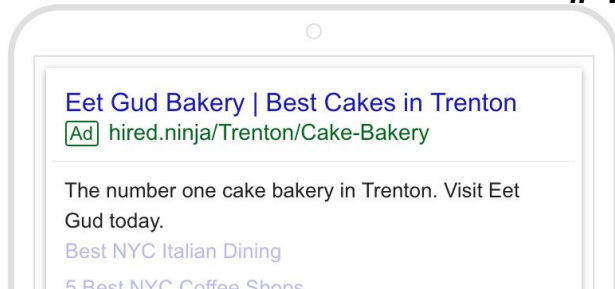
#3

 Eet Gud Bakery Best Cakes in Trenton [Ad] hired.ninja/Trenton/Cake-Bakery Best personalized cakes for special occasions. Visit Eet Gud today. Best NYC Italian Dining 5 Best NYC Coffee Shops			
Ad	Impressions	Clicks ▼	CTR ▼
Paused	74	6	8.11%

#2

 Best Cakes in Trenton Eet Gud Bakery [Ad] hired.ninja/Trenton/Cake-Bakery Best personalized cakes for special occasions. Visit Eet Gud today. Best NYC Italian Dining 5 Best NYC Coffee Shops			
Ad	Impressions	Clicks ▼	CTR ▼
Paused	204	4	1.96%

#4

 Eet Gud Bakery Best Cakes in Trenton [Ad] hired.ninja/Trenton/Cake-Bakery The number one cake bakery in Trenton. Visit Eet Gud today. Best NYC Italian Dining 5 Best NYC Coffee Shops			
Ad	Impressions	Clicks ▼	CTR ▼
Paused	80	3	3.75%

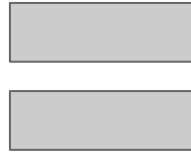
KEYWORD PERFORMANCE

	Cost ▼	Clicks ▼	CTR ▼
● cakes near me	\$54.94	23	5.74%
● cake bakery near me	\$8.77	4	2.34%

ORGANIC PAGE RANKING

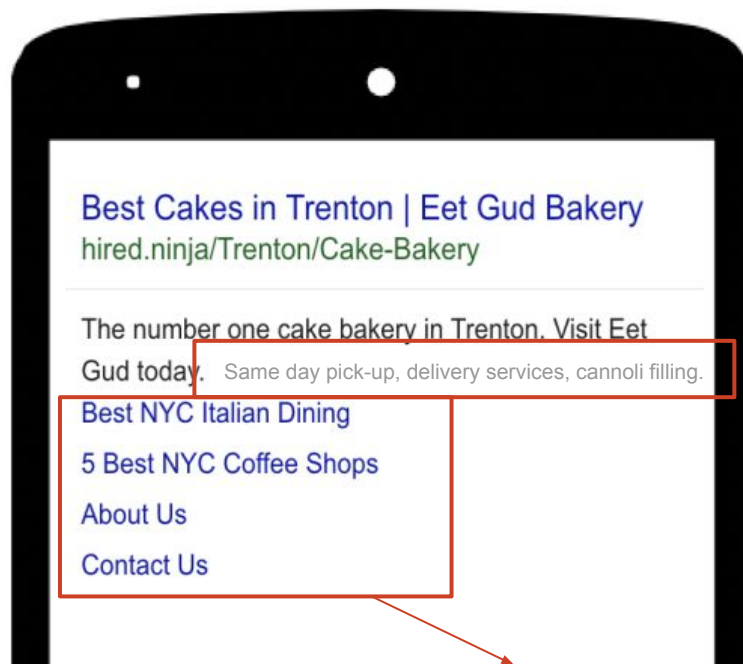
Average position

29



3_{rd}

AD EXTENSIONS



➤ **Ad extension**

ADDITIONAL KEYWORDS

“birthday cake” “wedding cakes” “cake makers near me”

CONTENT WEBPAGE

<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>

Eet Gud Bakery The Best Cakes in Trenton, NJ

By Rohini Tobaccowala, Anqi Wang, Yuzhou Yang, Joanne Liao, Michael Bucci

Looking to find the best cakes in Trenton? Eet Gud Bakery has been designing customized cakes for 91 years. As the number one cake bakery in Mercer County, they have a cake for everyone: wedding cakes, birthday cakes, anniversaries, Communion, Bar Mitzvahs, and much more.



Outside view of the cake bakery in Mercer County. Photo Credit: Eet Gud Bakery

[Visit Eet Gud Today](#)

Eet Gud Bakery is the cake bakery in Mercer County that warmly welcomes all customers as old time friends. When it comes to personalizing a cake for you or a loved one, Eet Gud takes the time to envision exactly how you want it and delivers nothing less. You can read customer reviews on [Yelp here](#).

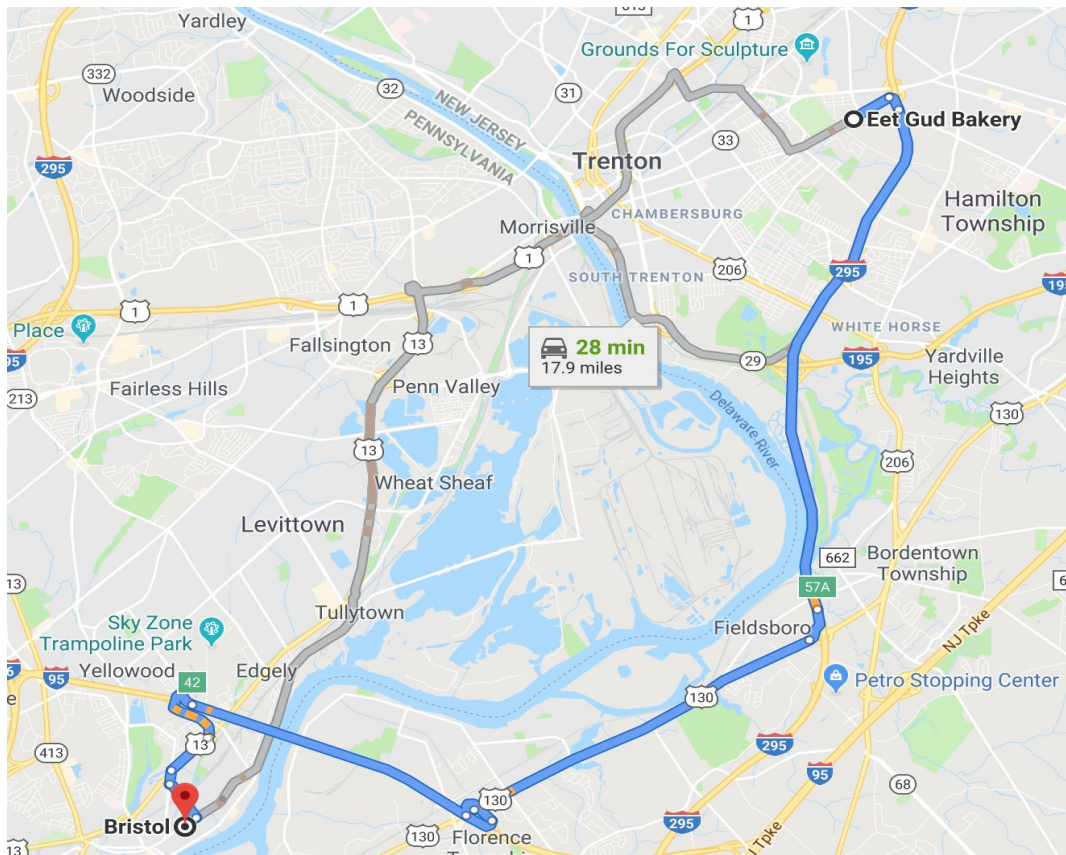
Eet Gud offers cakes in Trenton of all sizes and flavors. Some of its most famous are vanilla, chocolate, marble, red-velvet, carrot and more. Special occasion cakes like wedding cakes and birthday cakes are two of their specialties and you can select from an array of unique fillings such as cannoli filling.

Bristol, PA

30 min Drive

Search Term:

"boxing ring cake near me"

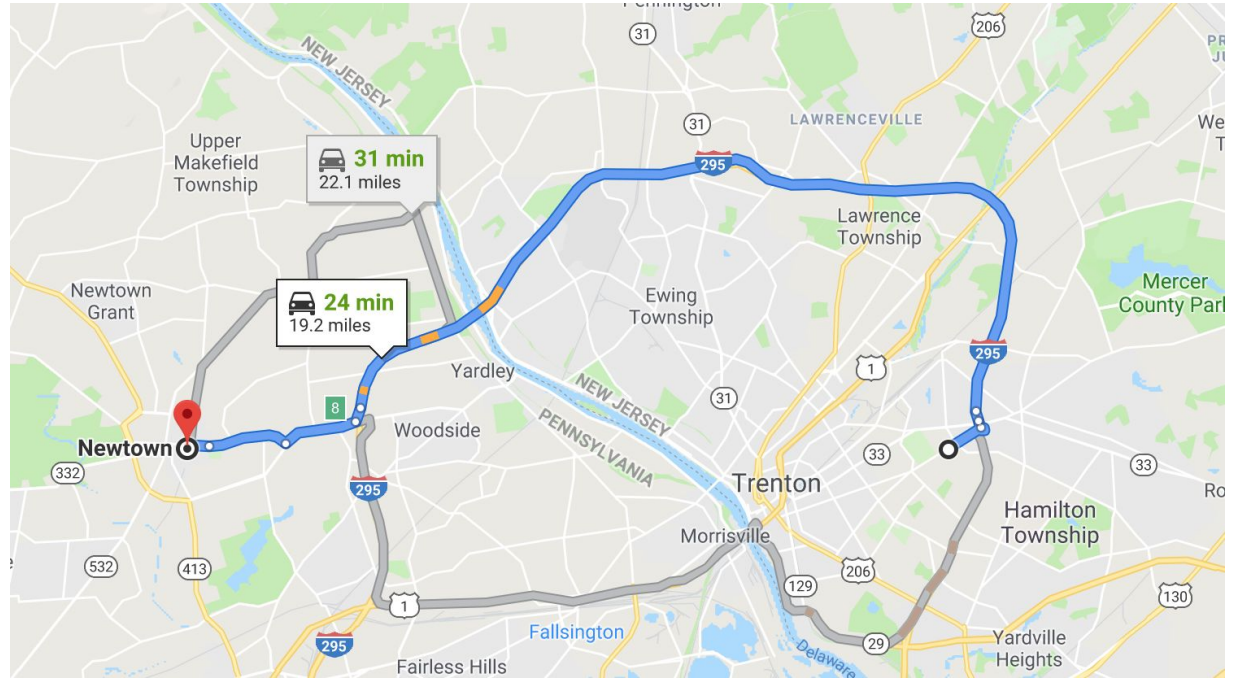


Newtown, PA

25 min Drive

Search Term:

"unicorn cake near me"

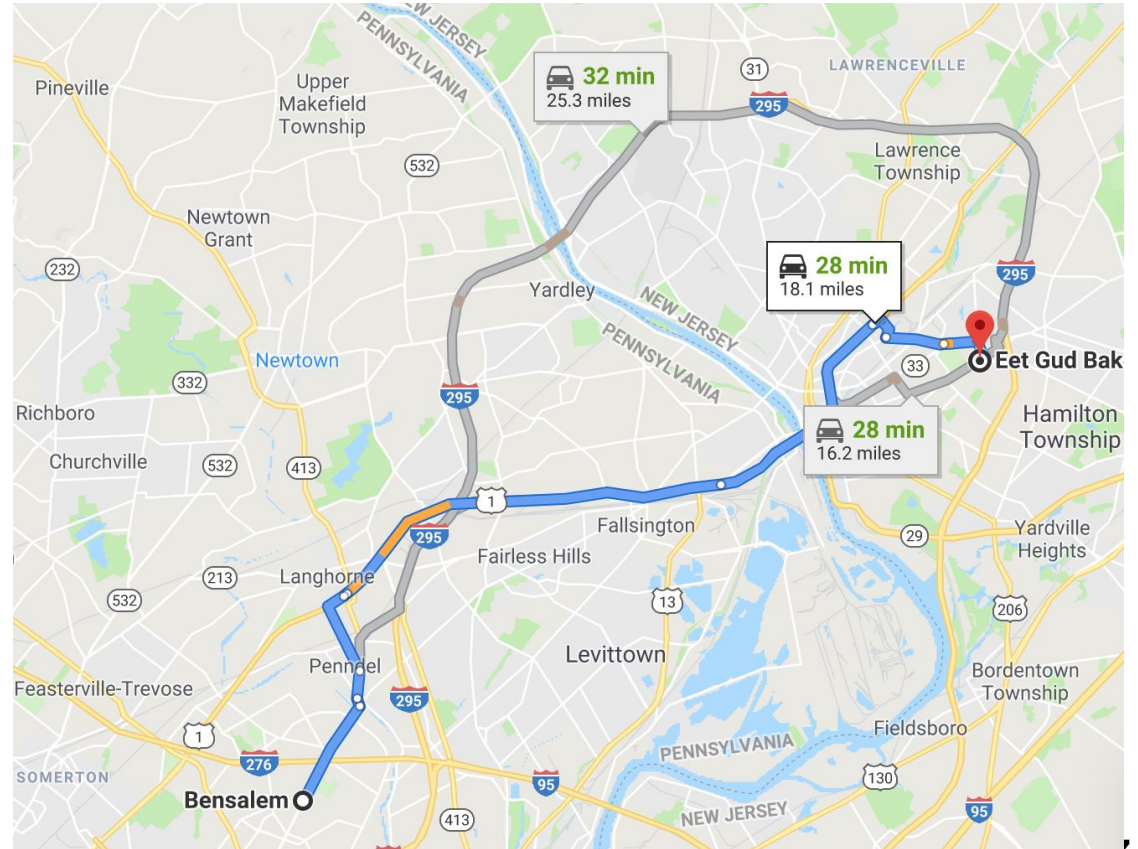


Bensalem, PA

30 min Drive

Search Term:

"coconut cakes near me"

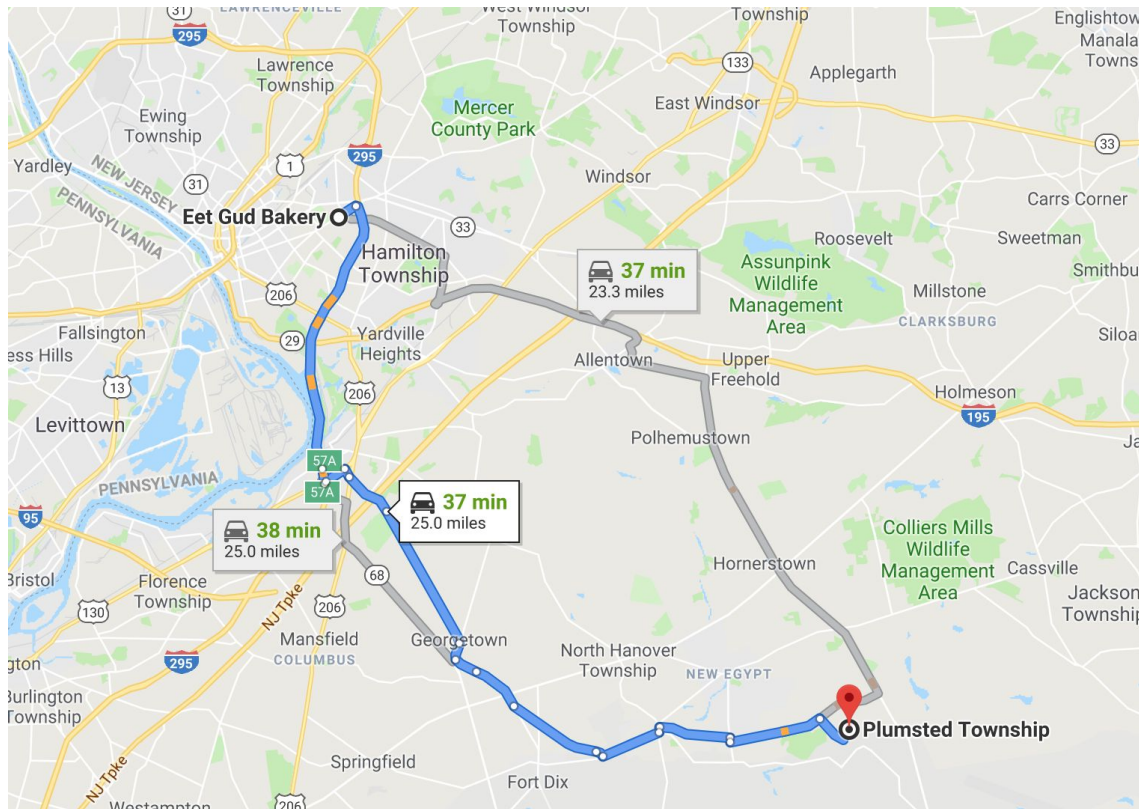


Plumsted, NJ

37 min Drive

Search Term:

"Bakery near me"



20 min Drive

"ewing birthday cakes"



Q & A

- Why did you not use link building?
- How did you measure this success/campaign?
- Can we choose different keywords if we decide to do search in future?
- Why cakes, why not other keywords like bakery?
- Why did you ignore conversions such as “bakery near me” and “ewing cakes”?
- Why did you not use Eet Gud in your keywords?
- How is cost associated with keywords when selecting?
- Can we still use the web page you created?
- Why did you see 0 conversions from organic search?
- How many impressions and clicks did you receive from organic and paid?
- What was your actual cost per click vs estimated?
- What other keywords did you select and which keyword performed better?
- What locations did the conversions come from & what were people searching?
- How well did each ad perform relative to each other?
- Should we do search in the future?
- What Device where people searching?
- What gender & age ?
- Why are we on 3rd page and how do we get to the site
- Why was no one seeing your ads in those first 3 days: not spending enough, messaging, etc.