

Report

Keyword & Search Query Analysis

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Campaign	Ad group	Status	Final URL	↓ Imp	Interact
<input type="checkbox"/>	<input checked="" type="radio"/>	event management company	Broad match	BB Lead Cam Mar 2026	BB Ad grp 01 Mar 10	Eligible (Limited) Rarely shown (low Quality Score)	—	2,811	130 clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	event companies near me	Broad match	BB Lead Cam Dec 19_2025	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	—	1,373	87 clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	event management companies in bangalore	Broad match	BB Lead Cam Mar 2026	BB Ad grp 01 Mar 10	Eligible (Limited) Rarely shown (low Quality Score)	—	155	8 clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	event agency	Broad match	BB Lead Cam Mar 2026	BB Ad grp 01 Mar 10	Eligible	—	127	6 clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	"corporate events"	Phrase match	BB Lead Cam Dec 19_2025	BB Ad grp 01 Dec 19	Eligible	—	124	8 clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	event management companies near me	Broad match	BB Lead Cam Dec 19_2025	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	—	90	8 clicks

The following keywords are currently being used in the advertising campaigns. However, several of these keywords exhibit a **low Quality Score**, which may be negatively impacting ad performance, including ad rank, CPC efficiency, and impression share.

Additionally, the images below highlight the **top search queries from Google Search Console over the past 3 months**. These queries represent high user intent and actual search behavior but are **not currently incorporated into the existing ad keyword strategy or ad copy**.

This indicates a **gap between paid keyword targeting and organic search demand**, presenting an opportunity to:




- Expand keyword coverage
- Improve Quality Scores through better relevance
- Align ad messaging with real user queries
- Capture additional high-intent traffic

bigbee experience management pvt ltd	119	654	1.7
corporate event planners in bangalore	3	642	23.5
event management companies in bangalore	13	557	28.1
corporate event organisers in bangalore	1	461	28.5
bigbee experience	109	454	1.9
corporate event	0	408	37.5
corporate event management	2	356	24.3
event management companies bangalore	5	354	28.4
corporate event planner in bangalore	0	325	23.1
bigbee experience management	67	321	2.0
corporate event organisers bangalore	0	316	22.0

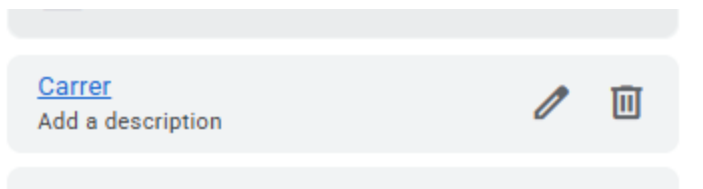
Ad Quality & Asset Optimization Assessment

Key Observations

- **Ad Quality Level**
 - Current ads are performing at an acceptable level; however, they are not fully optimized to achieve higher efficiency or maximum visibility. **Use all assets to maximum like Price & Promotion.**

		event companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)
		event management companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)

- **Sitelink Extensions**
 - Existing sitelinks are not strategically aligned with campaign objectives.
 - For example, using **“Career”** as a sitelink is not relevant to user intent in most cases and does not contribute to conversions.



- Sitelinks should instead focus on **high-intent, conversion-driven pages** such as services, pricing, case studies, or contact pages.
- **Ad Copy (Headlines & Descriptions)**
 - The current headlines and descriptions are **not effectively incorporating primary and secondary keywords**.
 - As a result:
 - Ads are **not fully aligned with targeted search queries**
 - Keyword coverage within ad copy is limited
 - This may be contributing to **lower ad relevance and Quality Score**

Impact

- **Reduced Ad Relevance Score**
- Missed opportunities to match **high-intent search queries**
- Lower **CTR and conversion potential**
- Inefficient utilization of targeted keywords

Optimization Opportunity

To improve ad performance:

- Revise sitelinks to align with **user intent and conversion goals**
- Integrate **high-performing and missing keywords** into headlines and descriptions
- Ensure stronger alignment between **keywords → ad copy → landing pages**

Location Targeting Gap (Bangalore)

Analysis of **Google Search Console data** over the past 3 months shows a consistent presence of **Bangalore-specific search queries**, indicating clear local intent from users. However, this demand is not adequately captured within the current campaigns.

At present:

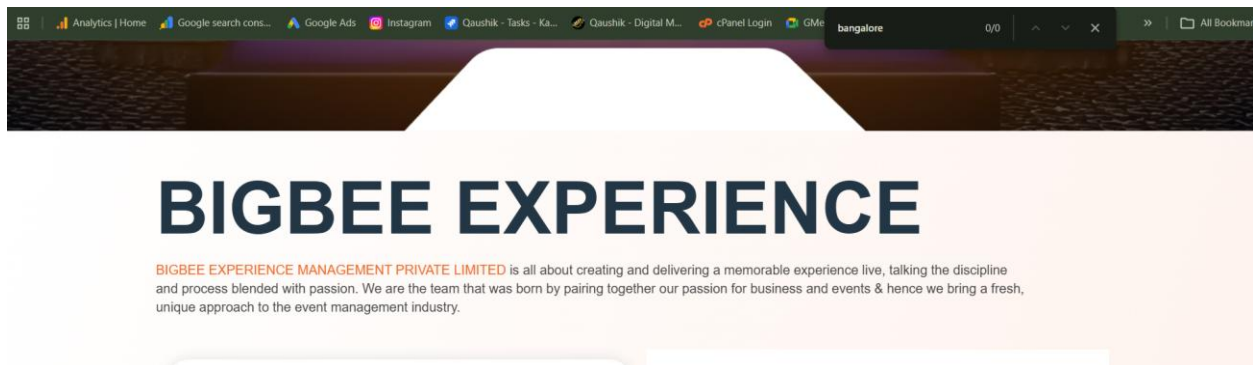
- **Location-specific keywords (Bangalore)** are minimally used in keyword targeting
- **Ad copies lack geo-modifiers**, reducing relevance for local searches
- **Landing pages do not mention Bangalore**, leading to weak location alignment
- There is no dedicated **location-specific landing page** to support these queries

This gap results in reduced ad relevance, lower Quality Scores, and missed opportunities to capture **high-intent local traffic**.

To address this, it is recommended to:

- Incorporate **Bangalore-focused keywords** across campaigns
- Add **location modifiers in headlines and descriptions**
- Develop or optimize **Bangalore-specific landing page content**
- Align ads, keywords, and landing pages with **local user intent**

On Website:



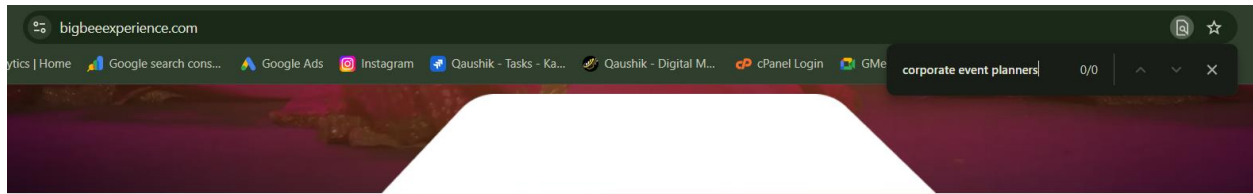
Keyword–Landing Page Alignment Issue

A significant issue identified in the current campaigns is that **many of the keywords targeted in ads are not properly reflected on the corresponding landing pages**. This creates a disconnect between user intent, ad messaging, and on-page content.

Impact on Performance

- **Lower Quality Score (Landing Page Experience)**

- Platforms like Google Ads evaluate how well the landing page matches the keyword and ad.
- Poor alignment reduces the **Landing Page Experience score**, directly impacting overall Quality Score.
- **Higher Cost Per Click (CPC)**
 - Lower Quality Score leads to **higher CPCs**, as you pay more to compete for the same positions.
- **Reduced Ad Rank**
 - Even with competitive bids, ads may rank lower due to weak relevance signals.
- **Lower Conversion Rate**
 - Users do not find the expected content after clicking the ad, leading to:
 - Higher bounce rates
 - Lower engagement
 - Reduced trust
- **Missed Intent Matching**
 - High-intent queries are not effectively converted because the landing page does not address the exact need expressed in the search.



BIGBEE EXPERIENCE

BIGBEE EXPERIENCE MANAGEMENT PRIVATE LIMITED is all about creating and delivering a memorable experience live, talking the discipline and process blended with passion. We are the team that was born by pairing together our passion for business and events & hence we bring a fresh, unique approach to the event management industry.



CERTIFIED TEAM

We take pride in our team with their expertise and extensive knowledge in the corporate event field, our team is dedicated to delivering exceptional event experiences for our clients.



What Needs to Be Done

1. Keyword Integration on Landing Pages

- Include primary and secondary keywords in:
 - H1, H2 headings
 - Above-the-fold content
 - Service descriptions
 - FAQs and supporting sections

2. Align Ad Groups with Dedicated Pages

- Each ad group should map to a **highly relevant landing page**
- Avoid sending multiple keyword intents to a generic page

3. Content Optimization

- Expand landing page content to:
 - Match **search intent (informational / commercial / transactional)**
 - Include variations of keywords (LSI / semantic keywords)

4. Improve Message Match

- Ensure consistency between:
 - Keyword → Ad Copy → Landing Page Headline
- The user should see **the same language and promise** across all three stages

5. Create New Pages (If Needed)

- If existing pages cannot support certain keywords:
 - Develop **dedicated landing pages** for high-value keyword clusters

Service–Keyword Utilization Gap in Ads

Based on the current website structure, the business offers multiple core services including:

- Employee Engagement
- MICE & Experiential
- Special Events
- Corporate Gifts

However, except for limited usage of “MICE”, these service-specific keywords are **not being actively targeted or incorporated in the ad campaigns.**

Issue Identified

There is a clear **misalignment between service offerings and keyword targeting in ads.** High-value service keywords such as:

- *Employee Engagement Services*
- *Corporate Event Management / Special Events*
- *Corporate Gifting Solutions*

are **missing from ad keywords, headlines, and descriptions.**

Keyword	Match type	Ad group	Status	Convers.	Cost / conv.	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Total: Keywords in your ...				9.00	₹673.39		127	1,861	6.82%	₹47.72	₹6,060.47
"event management company"	Phrase match	BB Ad grp 01 Dec 19	Eligible	0.00	₹0.00	-	7	75	9.33%	₹45.22	₹316.53
"corporate event planners"	Phrase match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	0.00	₹0.00	-	1	7	14.29%	₹0.34	₹0.34
"event planning companies"	Phrase match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	0.00	₹0.00	-	0	9	0.00%	-	₹0.00

Impact on Campaign Performance

- **Loss of High-Intent Traffic**
 - Users searching for specific services (e.g., “employee engagement company” or “corporate gifting solutions”) are not being captured.
- **Reduced Ad Relevance**
 - Ads are not fully aligned with business offerings, leading to weaker **ad relevance scores**.
- **Lower Quality Score**
 - Since ads are not tightly mapped to actual services, keyword–ad–landing page alignment is compromised.
- **Missed Conversion Opportunities**
 - Service-driven searches typically have **higher commercial intent**, which is currently underutilized.
- **Limited Campaign Coverage**
 - Ads are overly dependent on a narrow keyword set (e.g., MICE), restricting reach and scalability.

Recommended Actions

1. Expand Keyword Strategy by Service

Create **dedicated keyword clusters** for each service:

- Employee Engagement → *employee engagement activities, corporate engagement programs*
- Special Events → *corporate event planners, event management company*
- Corporate Gifts → *bulk corporate gifting, employee gifting solutions*
- MICE → Expand further with location + intent modifiers

2. Ad Group Segmentation

- Separate campaigns/ad groups for each service
- Ensure **tight keyword grouping** for better Quality Score

3. Update Ad Copy

- Include service-specific keywords in:
 - Headlines
 - Descriptions
- Example: Instead of generic messaging, use:
 - “Employee Engagement Programs for Corporates”
 - “Corporate Gifting Solutions for Businesses”

4. Align with Landing Pages

- Each service keyword should direct to a **relevant service page**
- Avoid sending all traffic to a generic homepage

Keyword Match Type Optimization Issue

Currently, the campaigns are primarily using **broad match keywords**, which is resulting in ads being triggered for a wide range of **irrelevant or loosely related search queries**.

Issue Identified

Broad match allows ads to appear for variations, synonyms, and related searches. While this increases reach, it is currently leading to:

- **Irrelevant search term matching**
- Poor alignment with actual services
- Wasted ad spend on low-intent traffic

<input type="checkbox"/>	<input checked="" type="radio"/>	event companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	6.00	₹744.17	—	87	1,373	6.34%
<input type="checkbox"/>	<input checked="" type="radio"/>	event management companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	2.00	₹186.32	—	8	90	8.89%

Impact on Campaign Performance

- **Low Quality Traffic**
 - Ads are being shown to users whose intent does not match the services offered.
- **Increased Cost Without Returns**
 - Budget is being consumed by clicks that are unlikely to convert.
- **Lower CTR and Conversion Rate**
 - Irrelevant impressions reduce engagement and overall campaign efficiency.
- **Poor Quality Score Signals**
 - Mismatch between search query → ad → landing page affects relevance metrics.

Recommended Action

1. Shift to Phrase Match and Exact Match

- Replace or reduce broad match usage with:
 - **Phrase Match (" ")** → Better control while still allowing some variation
 - **Exact Match []** → High precision targeting for core keywords

2. Controlled Expansion Strategy

- Use phrase match for discovery
- Use exact match for:
 - High-performing keywords
 - High-intent commercial queries

3. Continuous Search Term Monitoring

- Regularly review search term reports
- Add irrelevant queries as **negative keywords** – **event management company in patna, event management company in Chennai, event management company in mangalore.**

<input type="checkbox"/>	event management company in patna	Phrase match (close variant)	None	BB Ad grp 01 Dec 19
<input type="checkbox"/>	event management for corporate events	Phrase match (close variant)	None	BB Ad grp 01 Dec 19
<input type="checkbox"/>	event management in chennai	Phrase match (close variant)	None	BB Ad grp 01 Dec 19
<input type="checkbox"/>	event management mangalore	Phrase match (close variant)	None	BB Ad grp 01 Dec 19

Low Quality Score Keywords – Current Performance

The keywords currently being used in the campaigns are exhibiting **very low Quality Scores**, which is negatively affecting ad delivery and overall campaign efficiency.

Example from Current Campaign

- **Keyword:** *event companies near me* as ad quality is 1
- **Keyword Type:** Broad Match
- **Status:** Eligible (Limited) – *Rarely shown due to low Quality Score*
- **Keyword:** *event management companies near me*

- **Keyword Type:** Broad Match
- **Status:** Eligible (Limited) – *Rarely shown due to low Quality Score*

<input type="checkbox"/>	<input checked="" type="radio"/>	event companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	6.00	₹744.17	–		87	1,373	6.34%	₹51.32	₹4,465.03	1/10
<input type="checkbox"/>	<input checked="" type="radio"/>	event management companies near me	Broad match	BB Ad grp 01 Dec 19	Eligible (Limited) Rarely shown (low Quality Score)	2.00	₹186.32	–		8	90	8.89%	₹46.58	₹372.63	1/10

Key Observations

- Both keywords are **high-intent commercial queries**, but:
 - They are **rarely triggering ads**
 - Google is restricting impressions due to **low Quality Score**
- Despite reasonable impressions and clicks:
 - Ads are not competing effectively in auctions
 - Cost efficiency is reduced

Impact

- **Limited Ad Visibility**
 - Ads are not shown frequently, even for relevant searches
- **Higher CPC**
 - Low Quality Score increases the cost required to compete
- **Missed Conversions**
 - High-intent users are not being captured consistently

Number of Ad Copies

1. 3 Ad copies are allowed in each Ad group.
2. Create multiple Ad groups and 3 Ad copies in each.

Dynamic search ad groups

- Use dynamic search Ad group to tackle all keyword combinations that might be missed in keywords.

Broken landing page

- Landing page is not rendering properly. Fix its CSS and alignment issue shown on call.

Wrong conversion tracking

- Do not keep Page view, or Direction as Primary Conversion action. Make them secondary.
- Keep only form fill, call etc. as Primary Conversion actions.

Competitive landscape – Few competitors

- There are only few competitors running Ads in the domain, so it holds a big opportunity for BigBee to capture leads through Ads.