

A coastal landscape at dusk. In the foreground, a wooden boardwalk leads through dunes covered in green grass. In the background, several houses are visible on a hill, and the ocean is in the distance under a dark, cloudy sky.

South Street Partners

2025 July Report

Paid media inflation & efficiency drift

CPCs are rising and CTR softening **where budgets scaled**—e.g., PBL Jan→Jun CPC and CPA climbed while CTR fell (p.10), and CLF YoY CPC ↑ with clicks ↓ (pp.25–26). KIRE is the exception with improving CPA through June (p.15).

Report Needed: CPC, CTR, CPA by **campaign type** and the marginal return of added spend.

Display's expanding role (mixed impact)

Display is broader this year and typically lowers CTR but can still convert: PBL display CTRs are “extremely high” (pp.7–8); KIRE got **60 of ~183** conversions from display (p.17); Salamander added display and CTR dropped as expected (p.31).

Report Needed: display share of spend/clicks/conversions + a **creative leaderboard** by CTR/conv.

Organic visibility up; CTR under pressure

Impressions and rankings are trending up while CTR dips as reach widens—PBL (p.7), KIRE (p.17), CLF (p.26). Also, **AI Overviews** and new SERP features are an opportunity.

Report Needed: impressions, clicks, CTR, avg position by **topic/landing page**, plus **AIO session share**.

Fewer leads, bigger deals, sales rebound

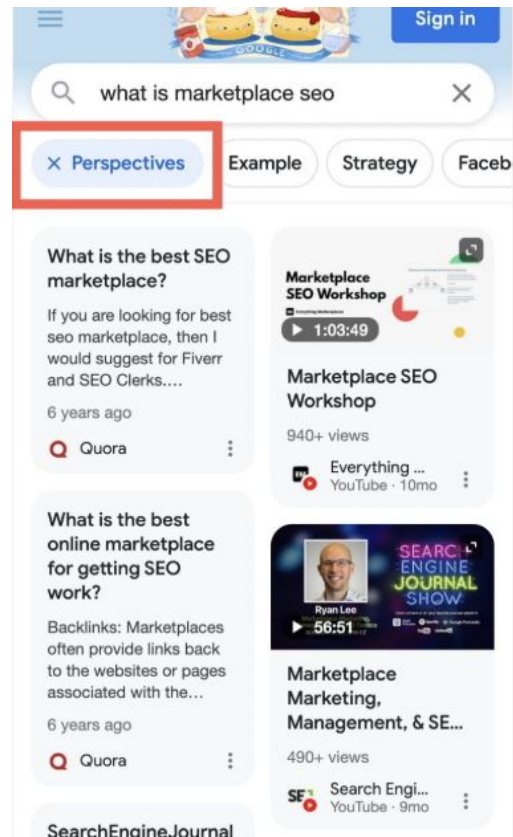
Lead and transaction counts are softer, but closed volume is up: PBL YTD closed price **+17%** with fewer leads/txns (pp.5–6); CLF closed price **+53%** YTD with leads down and **74% of sales from digital** (pp.21–22).

Report Needed: Average sale price by channel and lead→sale conversion.

Social Media Strategy Changes

Social Media is becoming more integrated with search:

- Google crawls social media platforms, treating them like websites, to find and index content based on keywords, themes, and user intent.
- When a user searches for something, *Google may display relevant social media content alongside traditional website results.*
- Google has introduced a "Perspectives" filter in search results, which can include social media content, especially for queries where users are looking for personal experiences and opinions.
- While Google doesn't explicitly state that social signals are a direct ranking factor, *social media engagement can indirectly influence SEO performance* by indicating content relevance and driving traffic.



Palmetto Bluff

July Report

PBL Sales Activity

July 1 - 31, 2025

Digital-only [Paid/SEO] Leads: Previous Month

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price
108	1	107	0	0	-
YoY 112 ↓ 3%	YoY 3 -	YoY 106 ↑	YoY 3 -	YoY 3 -	YoY \$2,579,500

Digital-only [Paid/SEO] Leads: YTD Comparison

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price
819	11	776	0	12	\$26,994,000
YoY 888 ↓ 7%	YoY 18 ↓ 38%	YoY 842 ↓ 8%	YoY 5 ↓	YoY 14 -	YoY \$26,315,970 ↑ 17%

Digital Leads by Channel

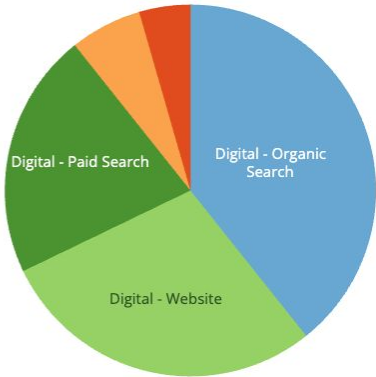
Previous Month

Digital - Paid Search	57
Digital - Organic Search	29
Digital - Website	21



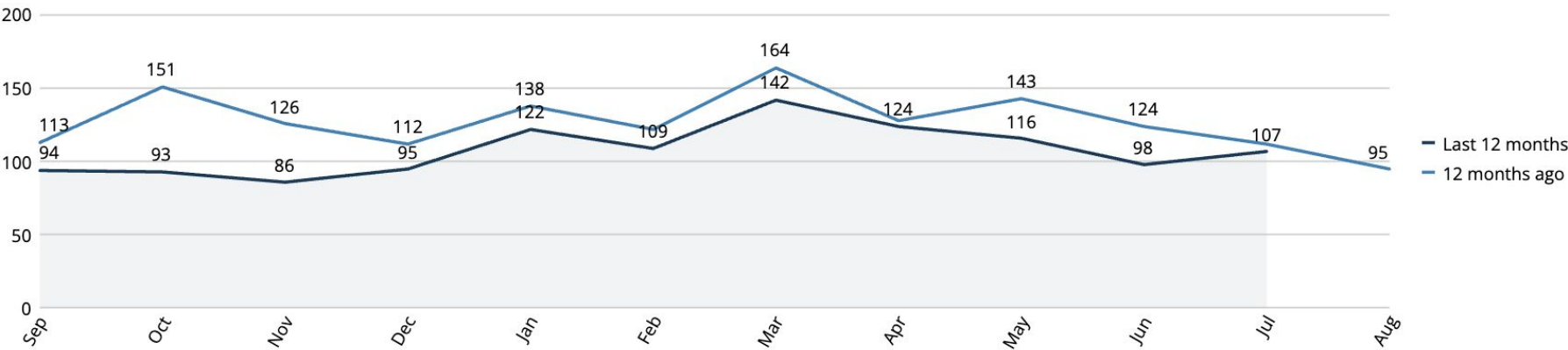
2024

Digital - Organic Search	44
Digital - Website	32
Digital - Paid Search	24
Digital - Programmatic	7
Digital - Retargeting	5



PBL Digitally-driven Leads & Sales

July 1 - 31, 2025



\$26,994,000 Volume

Marketing Campaign.Campaign	Property	Developer Homesite	Close Price	Resale Home	Close Price	Resale Homesite	Close Price	CLOSE PRICE TOTAL
PBL: Digital_Organic Search_Google			699,500.00					699,500.00
PBL: Digital_Website_palmettobluff.com			1,699,500.00		12,292,500.00		650,000.00	14,642,000.00
PBL: Digital_Paid Search_Google					3,087,500.00			3,087,500.00
PBL: Digital_Paid Search_Google_Brand					8,565,000.00			8,565,000.00
GRAND TOTAL			2,399,000.00		23,945,000.00		650,000.00	26,994,000.00

Paid Overview

July 1 - 31, 2025

Clicks	Avg. CPC	CTR	Conversions
17.9K	\$1.45	9.26%	63.97
↑ 6.91K	↓ \$0.89	↑ 3.68%	↓ 0.89

Summary:

- The Broad Match campaign continues to lead in conversions within the account, holding 31/63.97 total conversions
 - Search term audits are continually being done to ensure that all clicks are relevant
- Overall, the restructure continues to show improvements within the ad account. Metrics have increased, with most notably the avg CPC remaining low since the restructure. It may prove useful to attempt the same strategy with the Cliffs account
- The recently added display ads show extremely high CTRs in terms of industry benchmarks

Key Takeaways:

- Overall, metrics are continuing to perform well for paid
- Clicks saw a notable increase, with avg CPC decreasing and conversions remaining stable
- CTR continues to see a large increase YoY since the restructure

Organic Overview

Past 3 Months vs Previous 3 Months

✓ Total clicks	✓ Total impressions	✓ Average CTR	✓ Average position
40.3K 5/1/25 - 7/31/25	1.29M 5/1/25 - 7/31/25	3.1% 5/1/25 - 7/31/25	18.2 5/1/25 - 7/31/25
44.3K 2/1/25 - 4/30/25	1.13M 2/1/25 - 4/30/25	3.9% 2/1/25 - 4/30/25	16.5 2/1/25 - 4/30/25

Top pages

Top Clicked Landing Pages

Clicks
5/1/25 - 7/31/25

https://www.palmettobluff.com/	6,080
https://www.palmettobluff.com/experience/golf/	5,946
https://www.palmettobluff.com/experience/food-wine/	3,617

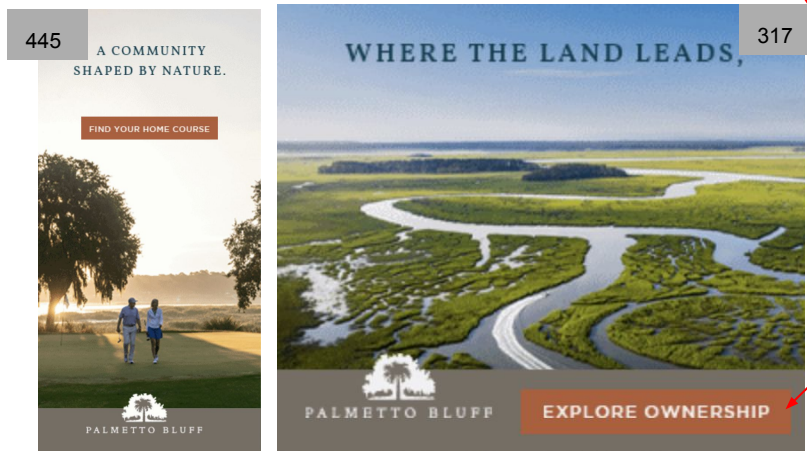
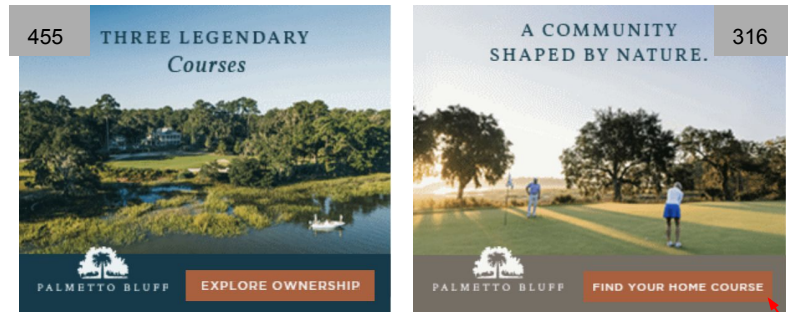
Key Takeaways:

- Overall, organic saw small dips in performance over a 3 month period
- Clicks saw a slight decrease, with impressions seeing a notable increase, leading to a sharp drop in CTR
- Average position saw a slight increase over the 3 month period

PBL Display Performance Update (client request)

July 1 - 31, 2025

Top Performing Creative (by clicks)



	Impr. <>	Clicks <>	CTR <>	Avg. CPC <>	Conversions <>
Campaign ↓					
▼ Drafts in progress: 3					
Display - Lifestyle - May 25 - Remarketing	4,824 (-21.56%)	388 (+83.89%)	8.04% (+134.43%)	\$1.57 (+17.54%)	0.00 (0.00%)
Display - Lifestyle - May 25	27,756 (-8.16%)	911 (-37.52%)	3.28% (-31.96%)	\$0.67 (+2.90%)	0.00 (-100.00%)
Display - Golf - May 25 - Remarketing	2,705 (+4.12%)	281 (+124.80%)	10.39% (+115.91%)	\$2.17 (-3.13%)	0.00 (0.00%)
Display - Golf - May 25	21,890 (-12.29%)	1,444 (+0.14%)	6.60% (+14.17%)	\$0.76 (+6.22%)	0.00 (0.00%)
Total: All enabled campaigns in your current ...	57,175 (-10.56%)	3,024 (-6.55%)	5.29% (+4.49%)	\$0.97 (+23.22%)	0.00 (-100.00%)

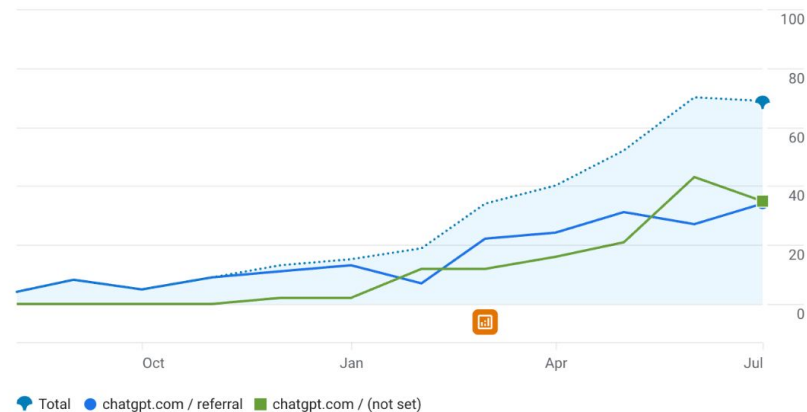
Summary:

- Overall, engagement metrics for display ads have increased in July. Though impressions and clicks have both dropped, CTR showed notable increases across 2 of the campaigns, with CTR overall for these campaigns remaining high in terms of typical display benchmarks
- The top performing creative all have engaging design with clear contrast CTA buttons
 - It will prove useful to continue this trend with all future creative
- All of the top performing creative were part of the General display campaigns. The remarketing still performed well, but the top 8 clicked pieces of creative were part of the General campaign

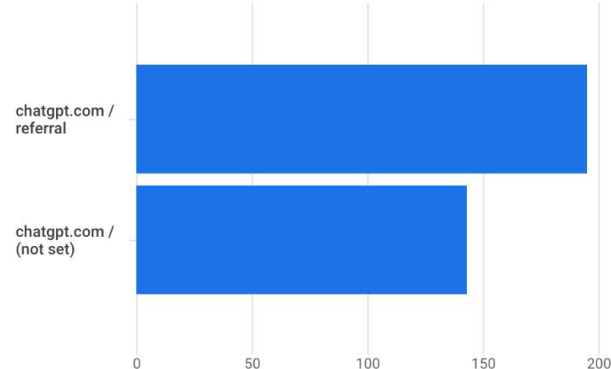
PBL AI Performance

July 1 - 31, 2025

Sessions by Session source / medium over time



Sessions by Session source / medium



Plot rows

Search...

Rows per page: 10 ▼ 1-2 of 2

Session source / medium ▼		↓ Sessions	Active users	Engaged sessions	Engagement rate	Average session duration	Key events All events ▼
Total		337 100% of total	248 100% of total	248 100% of total	73.59% Avg 0%	4m 40s Avg 0%	7.00 100% of total
1	chatgpt.com / referral	195 (57.86%)	144 (58.06%)	152 (61.29%)	77.95%	5m 26s	2.00 (28.57%)
2	chatgpt.com / (not set) ⚠	143 (42.43%)	108 (43.55%)	97 (39.11%)	67.83%	3m 36s	5.00 (71.43%)

PBL July Overview (YoY Comparison)

July 1 - 31, 2025

Website

		Acquisition		Behavior		Conversion
		Sessions	Engaged sessions	Average session duration	Engagement rate	Key events
		49,661	33,163	00:03:24	66.78%	496
	Percentage Change	📈 9.5%	📈 9.1%	📈 4.6%	📉 -0.4%	📉 -20.5%
	Absolute Change	📈 4,329	📈 2,773	📈 00:00:08	📉 -0.26%	📉 -128

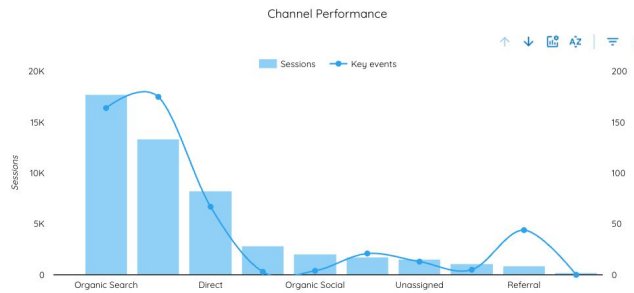
Ads

	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. rate
	17,890	193,227	9.26%	\$25,926	\$1.45	0.36%
	Percentage Change	📈 62.9%	📉 -1.8%	📈 66.0%	📉 -38.1%	📉 -39.5%
	Absolute Change	📈 6,908	📉 -3,618	📈 3.68%	📉 \$-0.89	📉 -0.23%

Organic

	Search Traffic	Search Volume	Search CTR
	13,710	456,041	3.01%
	Percentage Change	📈 43.4%	📉 -41.1%
	Absolute Change	📈 138,072	📉 -2.09%

Channel Performance



1

In May 2024, display ads generated 474,590 total impressions. In 2025, display ads garnered 144,818 total impressions, resulting in a sharp decrease YoY.

PBL: Mid-Year Ads Performance Summary

January 1 - June 30, 2025

Day	Clicks	Impressions	Cost	Conversions	CTR	CPC	CPA	Sessions/\$
January	12,935	98,219	\$15,865.51	42.81	13.17%	\$1.58	\$142.47	1.23
February	11,004	83,168	\$14,177.28	37.24	13.23%	\$1.90	\$144.83	1.29
March	13,293	97,728	\$20,317.49	62.48	13.60%	\$1.93	\$161.64	1.53
April	13,720	102,902	\$21,941.13	79.22	13.33%	\$2.08	\$198.86	1.60
May	14,491	136,887	\$25,122.37	59.59	10.59%	\$2.49	\$237.00	1.73
June	16,400	183,529	\$25,461.27	60.27	8.94%	\$2.70	\$261.26	1.55

Impressions and Clicks: Increases in clicks and impressions directly correlate with seasonal budget increases. Notably, impressions surged dramatically between April (102,902) and June (183,529), reflecting higher budgets but also potentially broader exposure.

Cost & CPC: CPC rose steadily (\$1.58 in January → \$2.70 in June), indicating *increased competition* and reduced efficiency as spend scaled up.

Click-Through Rate (CTR): CTR gradually declined from a high of around 13% (Jan-April) to 8.94% in June. *Lifestyle & Display campaigns* the primary culprits here.

Conversions & CPA: Conversions *peaked sharply in April (79.22) but did not maintain momentum* despite ongoing budget increases. CPA rose significantly from January (\$142.47) to June (\$261.26), signaling diminishing conversion returns despite higher investment.

PBL Action Items

For Client

For PHI

- Create report audit for CIDs, UTMS, phone numbers, & URLs

Kiawah Island

July Report

KIRE Sales Activity

July 1 - 31, 2025

Digital-only [Paid/SEO] Leads: Previous Month

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price
154	33	119	1	4	\$18,315,170
YoY 80 ↑ 92%	YoY 14 ↑ 136%	YoY 66 ↑ 80%	YoY 1	YoY 5 -	YoY \$7,230,000 ↑ 153%

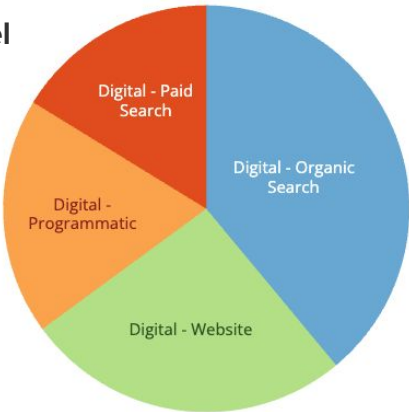
Digital-only [Paid/SEO] Leads: YTD Comparison

Digital Leads	Phone Leads	Form Leads	Walk-ins	Transactions	Sum of Closed Price
682	100	592	3	16	\$59,415,170
YoY 662 ↑ 30%	YoY 83 ↑ 30%	YoY 572 ↑ 30%	YoY 3 -	YoY 19 -	YoY \$64,775,170 ↓ 8%

Digital Leads by Channel

Previous Month

Digital - Organic Search	60
Digital - Website	40
Digital - Programmatic	29
Digital - Paid Search	25



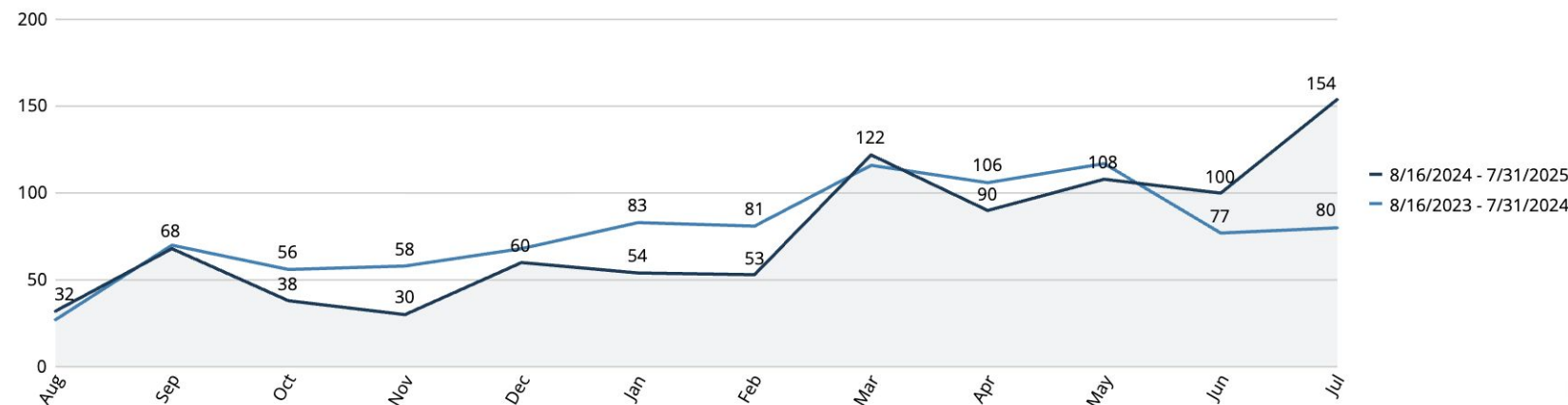
2024

Digital - Organic Search	44
Digital - Website	26
Digital - Paid Search	10



KIRE Digitally-driven Leads & Sales

July 1 - 31, 2025



\$18,315,170 Volume

—	Purchase Type	— Company	COMPANY TOTAL		— Brokerage	BROKERAGE TOTAL		
	Property Type		Private Home			Private Home		
New Lead Campaign Source		Closed Price		Closed Price	Closed Price		Closed Price	CLOSED PRICE TOTAL
KWH: Digital_Organic Search_Google		\$4,215,170		\$4,215,170				\$4,215,170
KWH: Digital_Paid Search_Google_Brand					\$14,100,000		\$14,100,000	\$14,100,000
GRAND TOTAL		\$4,215,170		\$4,215,170	\$14,100,000		\$14,100,000	\$18,315,170

KIRE: Monthly Ads Performance Summary

January 1 - June 30, 2025

Day	Clicks	Impressions	Cost	Conversions	CTR	CPC	CPA	Sessions/\$
January	3,546	33,537	\$7,778.59	75	10.57%	\$1.63	\$99.07	2.19
February	4,241	38,715	\$9,649.47	86	10.95%	\$1.85	\$136.40	2.28
March	5,990	48,035	\$13,033.90	138	12.47%	\$1.81	\$135.25	2.18
April	4,844	48,085	\$14,833.76	121	10.07%	\$1.67	\$121.85	3.06
May	6,468	97,346	\$16,411.23	156	6.64%	\$1.53	\$104.17	2.54
June	7,182	106,134	\$16,481.52	178	6.77%	\$1.42	\$96.71	2.29

Impressions and Clicks: Steadily increased month-over-month, aligning closely with the seasonal increase in ad spend. From January (3,546 clicks, 33,537 impressions, \$7.8k spend) to June (7,182 clicks, 106,134 impressions, \$16.5k spend), the *growth in impressions significantly outpaced clicks*, notably in May and June, indicating broader reach with slightly diminishing returns on incremental spend.

Cost & CPC: While costs increased seasonally, *CPC notably decreased* (\$1.85 in February → \$1.42 in June).

Click-Through Rate (CTR): CTR peaked in March (12.47%) before dropping to 6.64% in May and stabilizing in June (6.77%). The decline in CTR aligns with sharply increased impressions, suggesting a broader but potentially less engaged audience.

Cost Per Acquisition (CPA): Conversions consistently rose with spend, reaching a peak of 178 in June. Importantly, *CPA improved month-over-month* since February (\$136.40) through June (\$96.71).

KIRE July Overview (YoY Comparison)

July 1 - 31, 2025

Website	Acquisition		Behavior		Conversion
	Sessions	Engaged sessions	Average session duration	Engagement rate	Conversions
	63,086	43,068	00:04:32	68.27%	446
	Percentage Change	↓ -15.1%	↑ 34.0%	↑ 7.8%	↑ 46.7%
	Absolute Change	↓ -11,252	↑ 00:01:09	↑ 4.93%	↑ 142

Ads	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. rate
	7,343	101,176	7.26%	\$16,427	\$2.24	2.48%
	Percentage Change	↑ 28.6%	↓ -54.2%	↑ 38.8%	↑ 7.9%	↑ 99.6%
	Absolute Change	↑ 1,634	↓ -8.59%	↑ \$4,591	↑ \$0.16	↑ 1.24%

Organic	Channel Performance	
	Search Traffic	Search Volume
	20,077	860,285
	Search CTR	2.33%
	Percentage Change	↓ -4.1%
	Absolute Change	↓ -853
	↑ 12.0%	↓ -14.4%
	↑ 92,463	↓ -0.39%

Channel Performance chart showing Sessions (blue bars) and Conversions (blue line) across various channels. The chart includes a legend for Sessions and Conversions, and a toolbar with icons for zooming and data manipulation. The x-axis lists channels: Organic Search, Direct, Unassigned, Organic Social, Paid Search, Referral, Email, Display, Paid Other, and Cross-network. The left y-axis represents Sessions (0 to 30K) and the right y-axis represents Conversions (0 to 250).

Channel	Sessions	Conversions
Organic Search	~28,000	~200
Direct	~12,000	~50
Unassigned	~5,000	~20
Organic Social	~5,000	~10
Paid Search	~5,000	~50
Referral	~2,000	~10
Email	~2,000	~20
Display	~2,000	~100
Paid Other	~1,000	~10
Cross-network	~1,000	~10

Paid Overview



Summary:

- New Freshfields Real Estate Office campaign
 - A new campaign was created for the Freshfields Real Estate Office (targeting 1km around office) to try and drive additional traffic
 - The campaign has garnered 1 conversion in July (phone call), and we will continue to optimize
 - \$1,000 will be given to start a Meta campaign to drive additional awareness
- Conversions
 - Display drove a large amount of conversions this month (60/182.99), followed by the Broad Match campaign which drove 45.33

Key Takeaways:

- Overall, there were noticeable variations between metrics
- Average CPC remained consistent
- CTR saw a noticeable decrease - in July 2024 Kiawah ran exclusively high-intent search campaigns. In July 2025, display campaigns were introduced which accounts for the decrease
- Conversions saw a large increase

Organic Overview

Past 3 Months vs Previous 3 Months



Top Clicked Landing Pages	
https://www.kiawahisland.com/	6,978
https://www.kiawahisland.com/real-estate/listings/	4,486
https://www.kiawahisland.com/island-club/golf/cassique-golf/	4,470

Key Takeaways:

- Overall, all metrics are trending positively for organic
- Impressions and clicks saw notable increases over the 3 month period, with average CTR remaining consistent
- Average position continues to decrease significantly, signaling we're moving in the right direction organically

KIRE AI Overview Performance

July 1 - 31, 2025

How to find a home for sale on Kiawah Island

AI Mode All Videos Images Short videos Shopping Forums Other

AI Overview

To find a home for sale on Kiawah Island, you can utilize online real estate platforms, work with a local real estate agent specializing in Kiawah Island, or explore Kiawah Island's official real estate website. These resources will provide listings, information on neighborhoods, and details about the Kiawah Island real estate market.

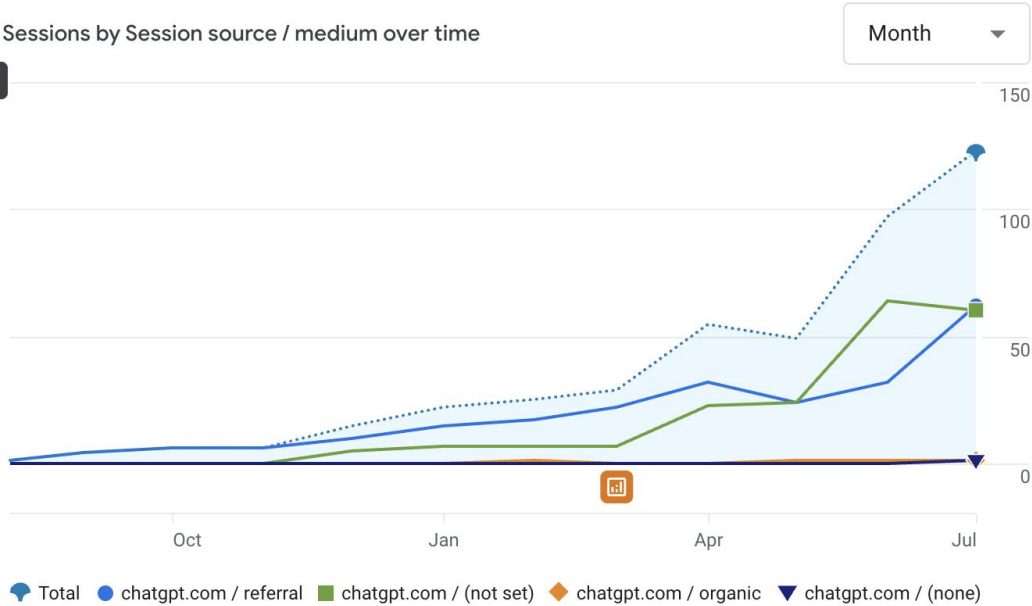
Here's a more detailed breakdown:

1. Online Real Estate Platforms:

Zillow/Realtor.com/Redfin:

These popular real estate websites offer listings for Kiawah Island properties. You can

Show more



KIRE Action Items

For Client

- Implement updated QR codes linking to new listings in all artwork (make sure to coordinate on UTM parameters)

For PHI

- Create report audit for CIDs, UTMS, phone numbers, & URLs

The Cliffs

July Report

CLF Sales Activity

July 1 - 31, 2025

Digital-only [Paid/SEO] Leads: Previous Month



74% of
Sales from
Digital

Digital-only [Paid/SEO] Leads: YTD Comparison



Digital Leads by Channel

Previous Month

Digital - Paid Search	103
Digital - Website	79
Digital - Organic Search	30
Digital - Programmatic	4



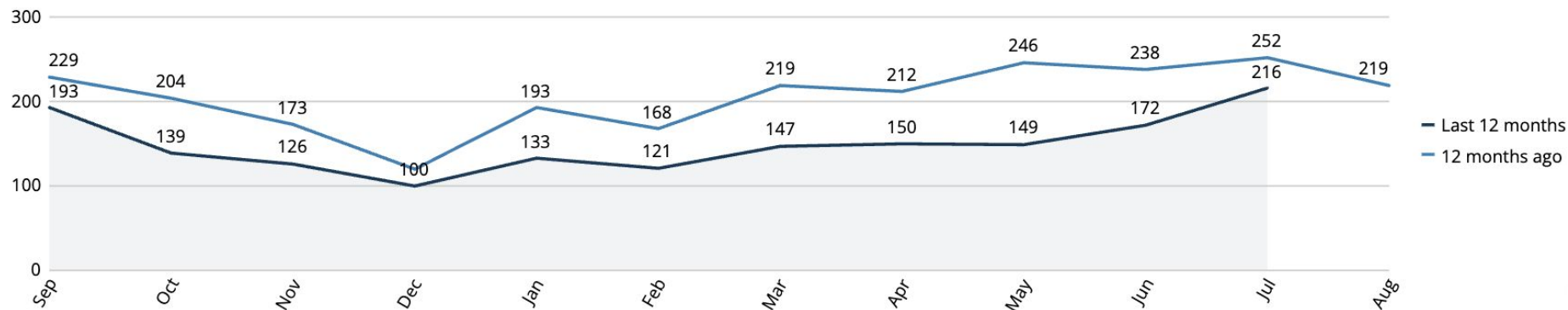
2024

Digital - Website	90
Digital - Paid Search	89
Digital - Organic Search	57
Digital - Programmatic	16



CLF Digitally-driven Leads & Sales

July 1 - 31, 2025



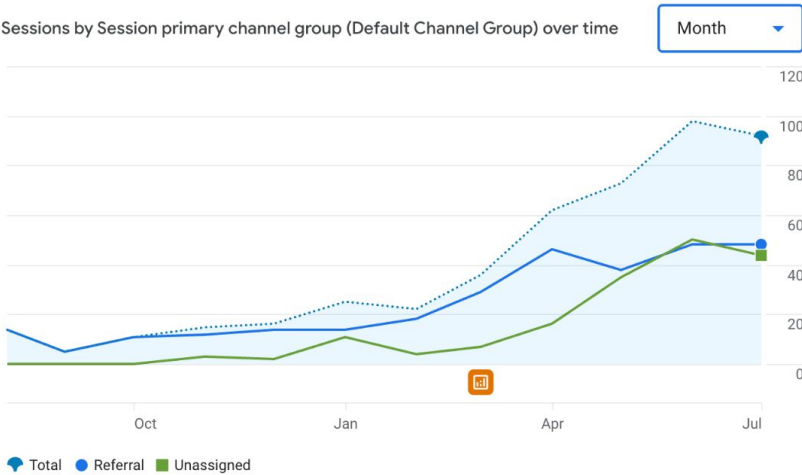
\$8,805,000 Volume



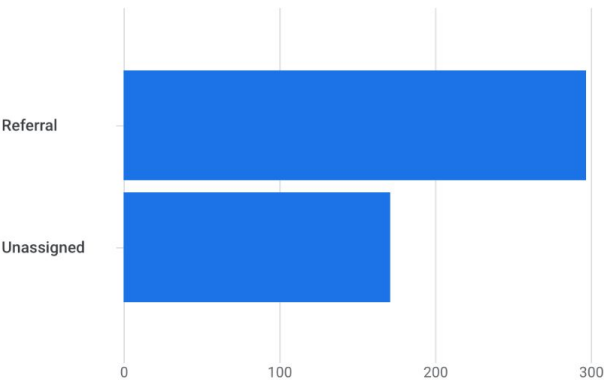
Property Type	Company Home	Company Lot	Resale Home	Resale Lot	
New Lead Campaign Source	Sale Price	Sale Price	Sale Price	Sale Price	SALE PRICE TOTAL ↓
CLF: Digital_Organic Search_Google	\$1,425,000	\$2,094,500		\$320,500	\$3,840,000
CLF: Digital_Paid Search_Google_Branding			\$3,800,000		\$3,800,000
CLF: Digital_Website_CliffsLiving.com		\$325,000		\$415,000	\$740,000
CLF: Digital_Paid Search_Google				\$425,000	\$425,000
GRAND TOTAL	\$1,425,000	\$2,419,500	\$3,800,000	\$1,160,500	\$8,805,000

CLF AI Performance

July 1 - 31, 2025



Sessions by Session primary channel group (Default Channel Group)



Plot rows		Search...		Rows per page: 10		1-2 of 2	
Session primary...Channel Group)		↓ Sessions	Active users	Engaged sessions	Engagement rate	Average session duration	Key events All events
☒	Total	468 100% of total	315 100% of total	299 100% of total	63.89% Avg 0%	4m 19s Avg 0%	7.00 100% of total
☒	1 Referral	297 (63.46%)	204 (64.76%)	191 (63.88%)	64.31%	4m 35s	5.00 (71.43%)
☒	2 Unassigned	171 (36.54%)	118 (37.46%)	108 (36.12%)	63.16%	3m 52s	2.00 (28.57%)

CLF: Monthly Ads Performance Summary

January 1 - June 30, 2025

Day	Clicks	Impressions	Cost	Conversions	CTR	CPC	CPA	Sessions/\$
January	13,674	137,758	\$12,013.22	165	9.93%	\$0.88	\$72.81	0.88
February	9,109	96,636	\$7,473.58	134	9.43%	\$0.82	\$55.74	0.82
March	11,339	110,457	\$11,899.04	159	10.27%	\$1.05	\$74.64	1.05
April	13,331	115,654	\$15,772.38	237	11.53%	\$1.18	\$66.69	1.18
May	14,199	140,396	\$16,776.10	189	10.11%	\$1.18	\$88.95	1.18
June	15,471	168,001	\$17,802.21	151	9.21%	\$1.15	\$118.11	1.15

Impressions and Clicks: Growth in clicks and impressions consistently matched the seasonal rise in ad spend. Impressions notably climbed from January (137,758) to June (168,001), indicating *steady audience expansion* alongside increased budgets.

Cost & CPC: CPC increased moderately (\$0.82 in February → \$1.15 June), reflecting *manageable competition*, though higher CPC coupled with lower conversions is an area of concern.

Click-Through Rate (CTR): CTR remained relatively stable (9%-11.5%) despite increased impressions, peaking in April (11.53%). Slight declines in May (10.11%) and June (9.21%) suggest *mild audience fatigue and/or decreasing ad relevance*.

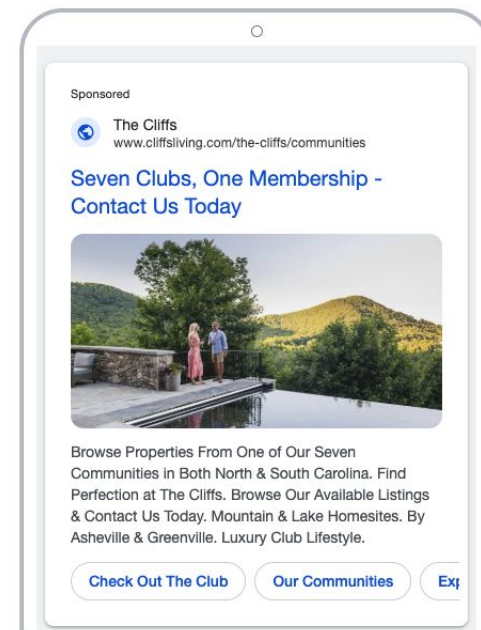
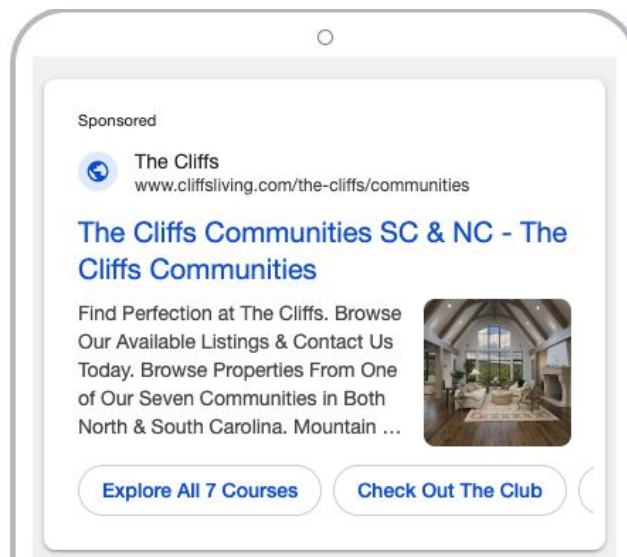
Conversions & CPA: Conversions reached a notable peak in April (237) alongside higher spend. However, despite continued budget growth, conversions declined in May (189) and June (151). CPA rose from a low of \$55.74 in February to \$118.11 in June, reflecting declining conversion efficiency despite larger budgets.

CLF Asset Best Performers

July 1 - 31, 2025



Consider revising display ads to improve message and CTA contrast



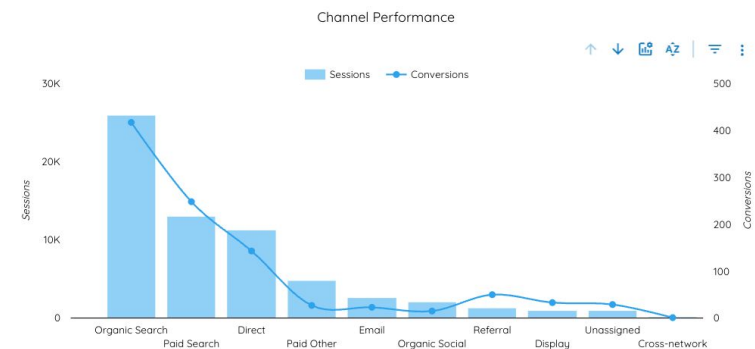
CLF July Overview (YoY Comparison)

July 1 - 31, 2025

Website	Acquisition		Behavior		Conversion	
	Sessions	Engaged sessions	Average session duration	Engagement rate	Conversions	Goal Conversion Rate
	62,152	43,605	00:04:48	70.16%	986	1.59%
	Percentage Change	↓ -33.5%	↑ 20.8%	↓ -1.9%	↓ -45.1%	↓ -17.5%
	Absolute Change	↓ -31,260	↑ 00:00:49	↓ -1.39%	↓ -810	↓ -0.34%

Ads	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. rate
	18,171	231,181	7.86%	\$17,976	\$0.99	0.98%
	Percentage Change	↓ -40.8%	↓ -23.6%	↑ 4.5%	↑ 76.5%	↑ 79.3%
	Absolute Change	↓ -12,531	↓ -71,427	↑ \$767	↑ \$0.43	↑ 0.43%

Organic	Search Traffic	Search Volume	Search CTR
	20,183	834,243	2.42%
	Percentage Change	↑ 43.8%	↓ -43.3%
	Absolute Change	↑ 254,237	↓ -1.85%



1 In May 2024, display ads garnered 264,315 impressions, while in 2025 they only garnered 140,396 impressions. This accounts for the large decrease in impressions & clicks.

2 The average CPC almost doubled YoY, which resulted in a large drop in clicks. CPC for search and display are increasing as more marketers join the auction. This increase is a result of increased competition.

Paid Overview

July 1 - 31, 2025

Clicks

18.2K

↓ 12.5K

Avg. CPC

\$0.99

↑ \$0.43

CTR

7.86%

↓ 2.29%

Conversions

177.23

↑ 10.21

Summary:

- The average CPC continues to increase- the difference is a lot lower than previous months where it almost doubled YoY, so we are trending in the correct direction
 - This increase in CPC is a large result as to why clicks saw such large decreases YoY
 - Campaigns like Dynamic and Brand saw the largest decreases in clicks: -57% and -45% respectively. We will look into optimization strategies to increase performance
 - However, Brand and Dynamic are the highest converting campaigns, coming in together at 91.67/177.23 combined

Key Takeaways:

- Overall, metrics saw notable fluctuations YoY
- Clicks saw a large decrease, average CPC rose marginally, and average CTR showed slight decreases
- Conversions continue to increase YoY

Organic Overview

Past 3 Months vs Previous 3 Months

✓ Total clicks	—	✓ Total impressions	—	✓ Average CTR	—	✓ Average position	—
57.7K		2.25M		2.6%		22	
5/1/25 - 7/31/25		5/1/25 - 7/31/25		5/1/25 - 7/31/25		5/1/25 - 7/31/25	
46K	---	1.58M	---	2.9%	---	23.7	---
2/1/25 - 4/30/25		2/1/25 - 4/30/25		2/1/25 - 4/30/25		2/1/25 - 4/30/25	

Top pages

Top Clicked Landing Pages

Clicks
5/1/25 - 7/31/25

<https://cliffsliving.com/>

3,790

<https://cliffsliving.com/community/the-cliffs-at-walnut-cove/>

3,574

<https://cliffsliving.com/community/the-cliffs-at-keowee-springs/>

2,424

Key Takeaways:

- Overall, all metrics are trending positively organically
- Impressions and clicks saw very notable increase over the 3 month period, especially impressions
- Due to the dramatic impression increase, CTR saw a slight decrease
- Average position continues to decrease, showing we're trending positively organically

- **Address Paid Ad Performance:** The near-doubling of CPC and the resulting 50% drop in clicks is the most urgent issue. Conduct a targeted audit of the paid search account to understand the drivers of the cost increase and find efficiencies. Re-evaluate keyword strategy and audience targeting to combat rising competition.
- **Improve Website Engagement:** The 37% drop in website sessions and 52% drop in conversions needs immediate attention. Analyze the user journey to identify points of friction.
- **Refine Ad Creative:** Revise display ads to improve the contrast of the message and call-to-action (CTA) to increase effectiveness.
- **Sitelink Analysis & Improvements:** Complete the planned analysis of sitelink extensions to optimize ad structure and improve CTR.

CLF Action Items

For Client

- Walk-ins who self report as finding the office online are currently attributed to 'organic search unknown' - Kristie will update to 'digital unknown'

For PHI

- Create remarketing display campaign
- Create report audit for CIDs, UTMS, phone numbers, & URLs
- Look into Brand/Dynamic search campaigns

Salamander

July Report

Salamander Key Takeaways

July 1 - 31, 2025

Focus for next month: Protect the improving conversion efficiency while clawing back qualified clicks—tighten to top converting queries/audiences, rotate in new display assets, and restore budget where ROAS/CPA is strongest.

Paid Overview

July 1 - 31, 2025

MoM Comparison
Clicks

2.93K

↑ 1.65K

Avg. CPC

\$0.96

↓ \$0.60

CTR

5.28%

↓ 4.85%

☐	Session primary...Channel Group) +	↓ Sessions
☐	Total	6,028 100% of total
☐	1 Display	1,945 (32.27%)
☐	2 Paid Search	1,520 (25.22%)
☐	3 Referral	860 (14.27%)
☐	4 Direct	654 (10.85%)
☐	5 Organic Search	624 (10.35%)
☐	6 Email	114 (1.89%)

☐	Asset	Asset type ↑
Account		
☐	The Stables Ranging from 3,850 to 4,750 sqft Elegantly Appointed Estate Homes	Sitelink
☐	The Vineyards Elegant Homes and Gorgeous Vistas Mindful Design Flawlessly Executed	Sitelink
☐	About Us Inspired Luxury Living Learn More Today	Sitelink
☐	Inquire Today Contact Us Today To Learn More Reach Out To Our Sales Team	Sitelink

Search term	Match type	Added/Excluded	Keyword	Clicks < >
Total: Filtered search terms				697 (+16.17%)
☐ luxury homes for sale	Broad match	None	luxurious residences	11 (+175.00%)
☐ middleburg va homes for sale	Exact match	✓ Added	middleburg va homes for sale	11 (-31.25%)
☐ luxury homes	Phrase match (close variant)	None	luxurious residences	8 (-42.86%)
☐ homes for sale middleburg va	Phrase match (close variant)	None	middleburg real estate	7 (+∞)
☐ middleburg 500 north pendleton street middleburg	Broad match	None	salamander homes middleburg va	6 (+∞)
☐ luxury house for sale	Broad match	None	luxurious residences	5 (+∞)
☐ homes for sale in middleburg va	Exact match	✓ Added	"homes for sale in middleburg va"	5 (-37.50%)
☐ houses for sale in portsmouth virginia	Broad match	None	luxury estate in virginia	5 (+∞)
☐ penthouses	Broad match	✗ Excluded	luxurious residences	4 (+300.00%)
☐ middleburg real estate	Exact match	✓ Added	middleburg real estate	4 (0.00%)

Key Takeaways:

- Overall, the paid account's metrics remained steady
- Clicks saw a large increase along with a notable decrease in avg CPC
- CTR decreased, but this is expected as new display ads were introduced recently
- Account-level sitelinks were added to the account to boost user experience/engagement

SAL Action Items

For Client

- Send updated display creative

For PHI

A coastal landscape at dusk. In the foreground, a wooden boardwalk leads through dunes covered in green grass. In the background, a large, multi-story house with a blue roof is visible. The sky is a deep blue, and the sun is setting, creating a warm glow. The text "Thank You" is overlaid in the center in a white, elegant script font.

Thank You