

GOOGLE ADS CAMPAIGN: Hahn School of Nursing



Key Insights & Takeaways

Impression rates were higher for broader keywords such as “Masters in Nursing”, as they reach a larger audience. However, when it comes to CTR, users are more likely to click on specific keywords, such as “USD Accelerated Nursing Program” because they match better with their search intent.



Impressions
58,377



AVG Cost Per Click
\$0.24



Click Through Rate
10.14%

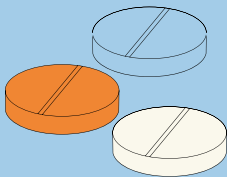


Total Cost
\$1,410.02



Clicks
5,921

Ad Preview



Description:
20,546 impressions

Ad • www.sandiego.edu/nursing/academic

USD Accelerated MEPN Program | US Graduate Nursing Program

Ready for a career change? Become a nurse with USD's accelerated master's program today!

[Apply to USD Nursing Now](#)
Start your MEPN application today
No BSN? No problem—apply online

[MEPN Program Overview](#)
Learn how to become an RN fast
Perfect for non-nursing majors

[Why Choose USD Nursing?](#)
Top-ranked Catholic university
Focused on values & leadership

[Hands-On Simulation](#)
Practice in high-tech labs
Realistic clinical scenarios

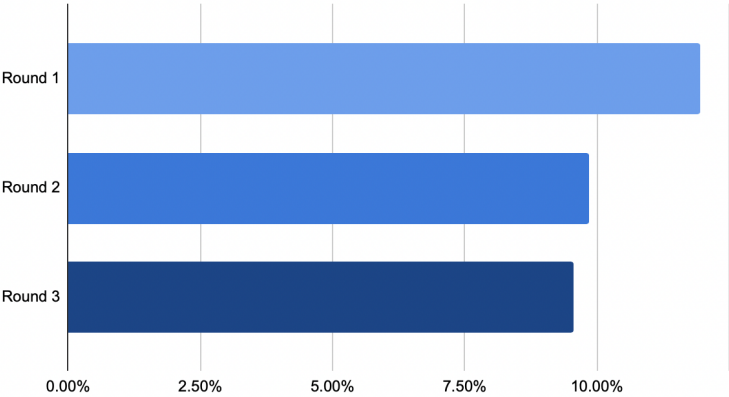
Headline 1:
8,267 impressions

Headline 2:
7,068 impressions

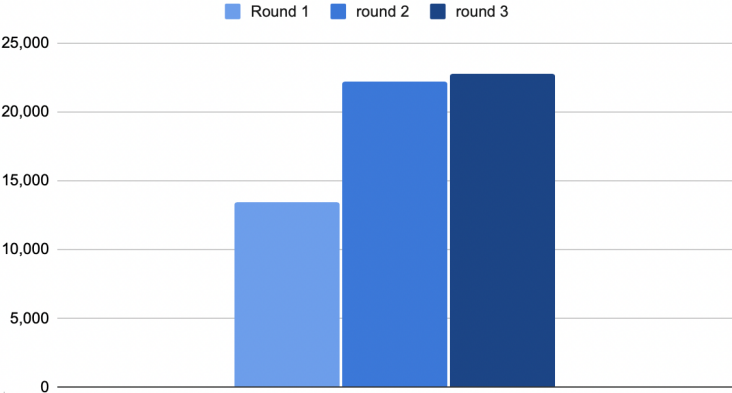


Key Charts

CTR from R1, R2 & R3

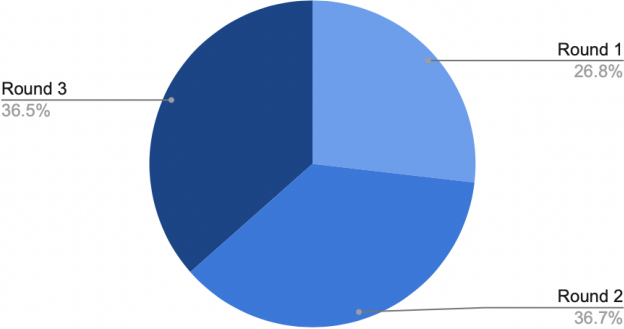


Impressions from R1, R2 & R3



+70.23% Impressions
from R1 to R3

Clicks from R1, R2 & R3



Top Keywords

- MEPN Program
- How to become a nurse practitioner online
- USD direct entry MSN
- USA best med schools

Why

- Targeted to USD searchers
- High intent, enrollment-ready students
- Appeals to prestige seekers
- Career-focused

To Avoid:

A higher CTR, focus on niche keywords that related to the search intent.

