12 search ads realigned

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Visuals, titles, negative keywords · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **Organic search (SEO) is what lifts a page in the free results; paid search (SEA) refers to the ads on the same engine.** Both are worked on, and not in the same place. **No ad is switched on by the agent.**

What was found, and what it cost

Finding	Measure	Consequence
Ads still showing the autumn campaign visual	**7 of 12**	**Ended 4 months ago**
Bounce rate on those 7 ads	**71 %**	**Against 44 % on the other 5**
Clicks on unrelated searches	€410 last month	No negative keyword was in place

What is prepared

Element	Volume	Rule applied
Ad visuals	12	Drawn from the approved master visual, clear space and legal notice held
Angles tested	**3 angles × 4 formats**	**So the test decides the angle, not the layout**
Titles and descriptions	12 sets	**The promise in the ad and the image on the landing page say the same thing**
Negative keywords	9	“free”, “second-hand”, “artificial plant”, “jobs”…

On organic search

Query	Monthly volume	Current position	Decision
“eco-friendly garden centre”	**1,900**	**Outside the first two pages**	**Targeted by the campaign page**
3 secondary queries	2,400 in total	Variable	Handled in the subheadings
“garden centre”	**Very high**	—	**Ruled out: the top three results are national chains with twenty times the authority. Writing for that query is writing for page four.**

The time this shifts

Task	Before	After
Preparing A/B variants of an ad	**18 % of campaign time**	**6 %**

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What is proposed: activation at the communication manager's signal, **first reading at day 3** with the first ad to cut. **The agent builds, it does not switch on.**

For the company to decide

Daily budget for the test: _____

> **Request a demo with your own documents**
>
> This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
>
> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-creation-visuelle

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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