

RAIDER EXPRESS

Major Tune Up For The School

5/15/2017

- Bad Retention Run
- DPS Backed Up
- School population and app count down
- 21 Empty Trucks + 17 New Trucks

Best Idea

Third Party Skills Testing / Adwords Quality Score



- ▶ TX DPS 190 testing locations to 30
- ▶ Skills test went from an average of 40 minutes to 120 minutes
- ▶ State failure rate went up 300%
- ▶ Average wait time for an appointment 6 weeks

- ▶ Major bottleneck and backup in school
- ▶ Adjustments had to be made to the curriculum
- ▶ Instructor to student ratio worse causing a weaker student to come out of school
- ▶ Uncertainty with appointments causing major issues with planning/curriculum
- ▶ Shipping students to Nebraska to obtain CDL
- ▶ 4 week school went to 6-8 week school
- ▶ We were paying extra money, and more students were leaving

CERTIFICATE OF COMPLETION
TEXAS DEPARTMENT OF PUBLIC SAFETY



CDL
THIRD PARTY SKILLS TEST
PROGRAM

This Certificate Authorizes

Road Course Inc. / Fort Worth CDL School

To Administer the Skills Test on behalf of the Department

John Spurlock

Designated Responsible Person

Steven C. McAn

Director, Texas Department of Public Safety

CDL 0006

CDL TPST Provider Number

April 27, 2017

Date of Approval

April 27, 2019
Date of Expiration

Raider Express / Fort Worth CDL School was part of the initial soft launch of Third Party Testing Providers in Texas.

Say goodbye to that bottleneck.

Since approved we are now able to set our own schedule and administer the same test as a dps examiner. There is no longer a 6 week wait time.

Curriculum is now very structured and inline with the testing schedule.

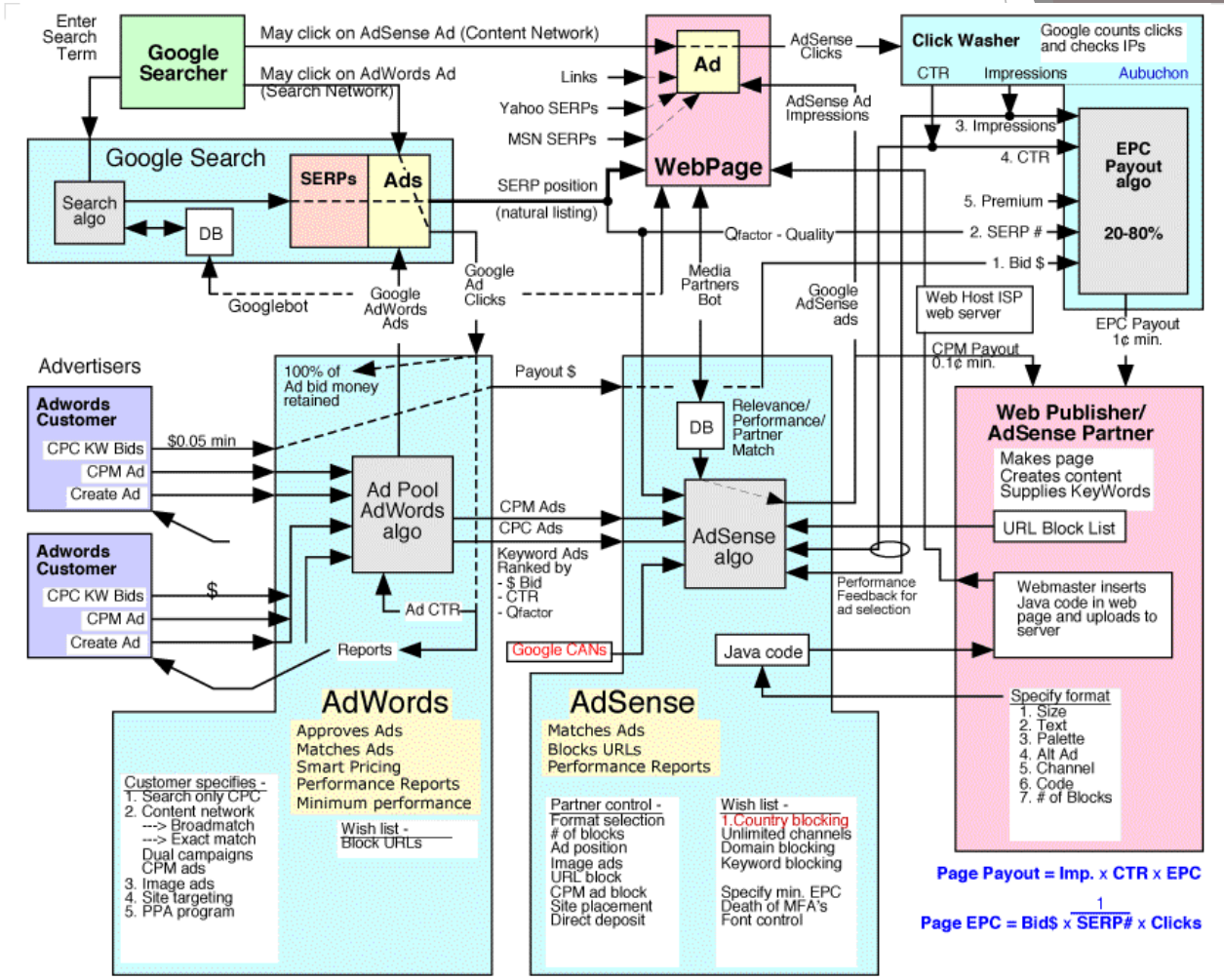
No longer a need to ship out of state for testing.

Third Party Testing



Adjustments in Advertising

How's your Quality Score?



Source: www.vaughns-1-pagers.com/internet/adwords-adsense-diagram.gif

filename: adwords-adsense-diagram.gif v9.6

Generally speaking, the higher your Quality Score, the lower your cost per conversion. Remember, a high Quality Score is Google's way of saying that your PPC ad meets your potential customers' needs. The better you are at meeting the prospect's needs, the less Google will charge you for the ad click.



- **Keyword Research** – Discover new, highly relevant keywords to add to your campaigns, including long-tail opportunities that can contribute to the bulk of your overall traffic.
- **Keyword Organization** – Split your keywords into tight, organized groups that can be more effectively tied to individual ad campaigns.
- **Refining Ad Text** – Test out PPC ad copy that is more targeted to your individual ad groups. More effective ads get higher CTR, one of the best ways to improve Quality Score.
- **Optimizing Landing Pages** – Follow landing page best practices to create pages that connect directly with your ad groups and provide a cohesive experience for visitors, from keyword to conversion.
- **Adding Negative Keywords** – Continuously research, identify, and exclude irrelevant search terms that are wasting your budget.

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lonestar trucking +cdl practice test cdl training
usa truck
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+cdl School +cdl driver training +cdl +School
truck driving schools +cdl road test kllm +cdl +training
cr england cdl School test for +cdl cdl driving school
school for cdl license
truck driving schools +truck driving schools
free trucking schools



[Fort Worth CDL School - Free CDL Truck Training](http://www.FortWorthCDLschool.com/PaidTraining/ApplyNow)

[www.FortWorthCDLschool.com/Paid Training/Apply Now](http://www.FortWorthCDLschool.com/PaidTraining/ApplyNow)

Guaranteed CDL Employment Paid Training in Fort Worth. Classes Start Every Mon.

CTR: **18.05%**

CTR (Desktops/tablets): **15.41%**

CTR (Mobile): **18.89%**

IMPRESSIONS: **1097**

CLICKS: **198**

CONVERSIONS: **12**

CPA: **74.53**

Campaign » Adgroup:
Tex FortWorthCDLschool » Fort Worth CDL 2



[Raider Express Paid Training - Free CDL Training](http://www.FortWorthCDLschool.com/PaidTraining/FreeCDL)

[www.FortWorthCDLschool.com/Paid Training/Free CDL](http://www.FortWorthCDLschool.com/PaidTraining/FreeCDL)

Start Your Trucking Career With Raider Express Today! Earn \$\$ While You Learn

CTR: **17.35%**

CTR (Desktops/tablets): **17.61%**

CTR (Mobile): **17.3%**

IMPRESSIONS: **882**

CLICKS: **153**

CONVERSIONS: **13**

CPA: **17.72**

Campaign » Adgroup:
Tex FortWorthCDLschool » Raider Express



[Raider Express CDL School - Free CDL Training at Raider](http://www.FortWorthCDLschool.com/PaidTraining/FreeSchool)

[www.FortWorthCDLschool.com/Paid Training/Free School](http://www.FortWorthCDLschool.com/PaidTraining/FreeSchool)

Classes Start Every Monday. Get Paid While you Learn With Raider Express

CTR: **17.16%**

CTR (Desktops/tablets): **15.91%**

CTR (Mobile): **17.56%**

IMPRESSIONS: **1107**

CLICKS: **190**

CONVERSIONS: **19**

CPA: **12.81**

Campaign » Adgroup:
Tex FortWorthCDLschool » Raider Express

CHANGES / ADDITIONS

1117
KEYWORDS

2803
NEGATIVES

414
TEXT ADS



12
CAMPAIGNS

71
AD GROUPS

Analysis In this period you completed 4417 action(s), an increase of 10942.50% from the previous period.
Good job staying on top of your campaigns. Persistence is the key to PPC success.



Quality
Score 10/10.
Gives us
more than
just a high
page rank at
a lower
price.

Google cdl training

All Maps Videos Shopping News More Settings Tools

About 13,400,000 results (0.69 seconds)

Free CDL Training - Classes Start Every Monday
(Ad) www.fortworthcdlschool.com/Paid_Training/Free_CDL
Free 4 Week Program. Best **CDL Training** in Texas. Start Your **Training** Today
Courses: CDL A Training Courses, Written Test Course, Road Test Course, Class A CDL Course
Types: CDL A Training, Permit , Air Brake, General Knowledge, Combination, Road Test
Free CDL Training · FortWorthCDLschool.com · Contact Us

Swift Driving Academy - Industry-Leading Training - swifttrans.com
(Ad) careers.swifttrans.com/
Earn Your **CDL** in as little as 3 Weeks. **Classes** Start Weekly. Apply Now!
Mentorship Program · Paid Vacation · High Tech Trucks · No Employment Contracts

A high quality score also gives us a higher chance of google including, callout extensions, sitelink extensions, structured snippets, location, and call extensions. All of these make our ad stand out and drive the other ads further down the page

Quality
Score
10/10.
Outbid me?

The screenshot shows a Google search for "cdl driver training" in a Chrome browser. The search results page displays several listings. The top result is "C.R. England Truck Driver Jobs - We Train, We Hire—Guaranteed" with a URL from drivecre.com. Below it is a result for "Free CDL Training - Classes Start Every Monday" from fortworthcdlschool.com, which is highlighted with a red box. The next result is "Swift Driving Academy - Industry-Leading Training - swifttrans.com" from careers.swifttrans.com. The final result is "Get CDL Truck Driver Training - No CDL? No problem, We Train" from pamtransportgreatcdltraining.com. Below the text results is a map of Fort Worth, Texas, also highlighted with a red box. The map shows the location of "Fort Worth CDL School" and "C1 Truck Driver Training". Below the map, the details for "Fort Worth CDL School" are shown, including a 5.0 star rating, address, and phone number.

A competitor can choose to outbid "overspend" for the top spot on the page. However, because of our high quality score we are still going to stand out more on the page. The extensions mentioned previously make our ad much larger with more information. In addition we show up first on the location map because of our quality score and relevancy.

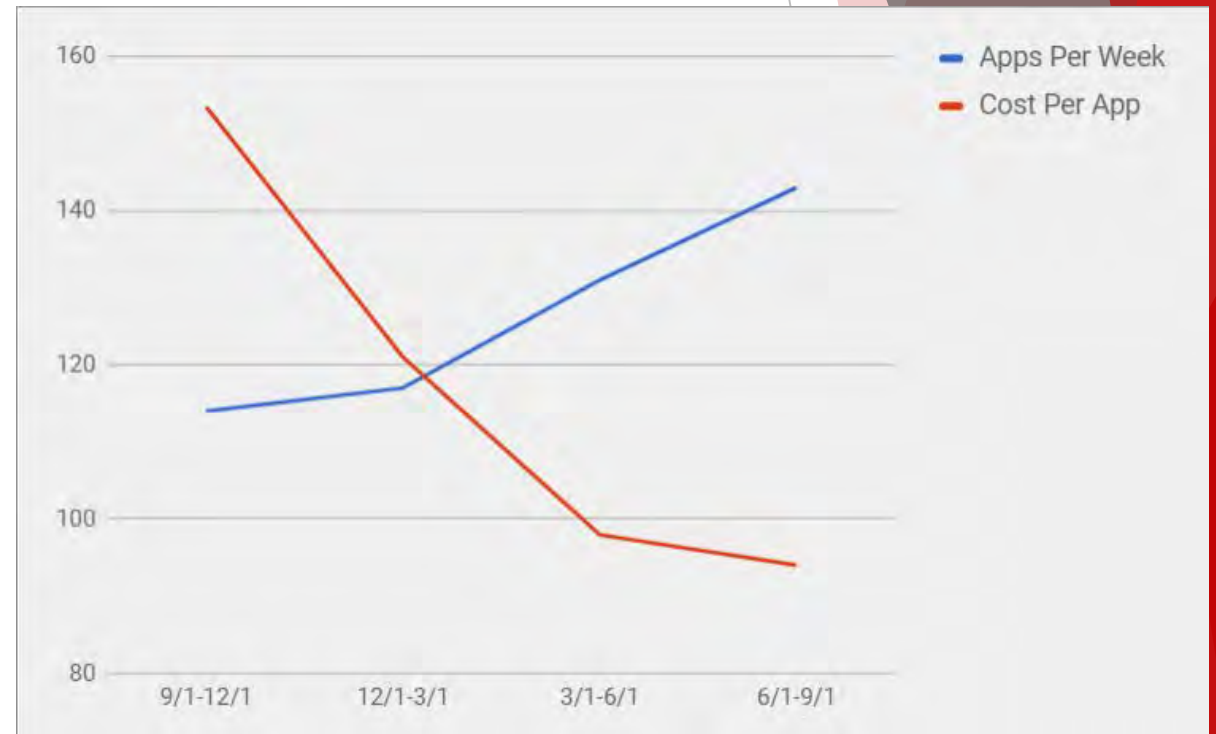
Quality score increased from average of 6.5 to 8.9.

The largest campaign is at a 9.4.

The combination of Third Party Testing and changes to the marketing campaigns led to a dramatic increase in drivers.



- **5/1 Driver Count 250**
- **6/1 Driver Count 260**
- **7/1 Driver Count 273**
- **8/1 Driver Count 295**
- **9/1 Driver Count 300**



5/15/2017-
8/31/2017

38 Additional Trucks Seated

11 Drivers Without Trucks

30 Trainer/Trainee Teams

May Revenue \$4,151,742

August Revenue \$5,216,693 +25.6%