

UNLOCK YOUR GOOGLE ADS POTENTIAL



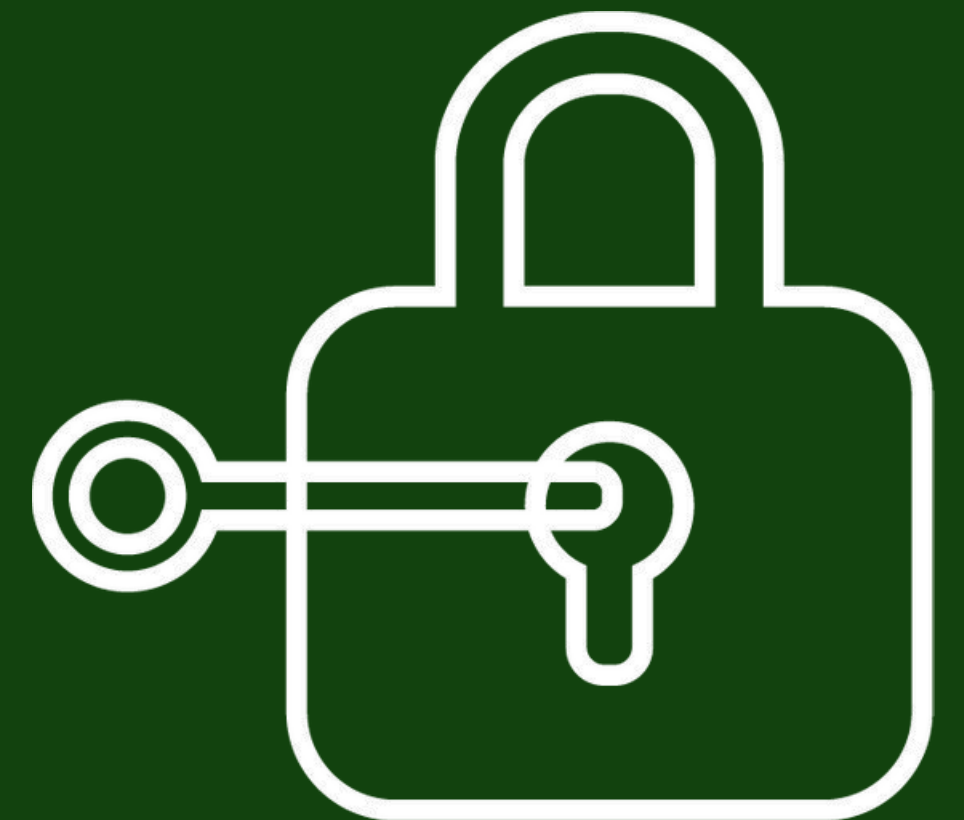
HVAC - AC Installation/Repair

Plumbing - Service Plumber

Plumbing - Water Heater

YEAR REVIEW

GEO-TARGETING: Salt Lake County, Davis County





CLIENT GOALS

\$75-133 CPA



HOW WE HELPED

Focused efforts on implementing negative keywords to reduce irrelevant search queries and clicks.

Our PPC strategy has seen some fantastic results within key metrics.

QUICK STATS



IMPRESSIONS

76,466



CLICKS

1,211



CONV RATE

61.11%



CONVERSIONS

740

RESULTS



\$63.42
CPA



740
NO. OF CONVERSIONS



\$38.76
CPC



61.11%
CONVERSION RATE



41.36%
IMPRESSION SHARE



100%
MOBILE % OF TOTAL CONV



5/10
QUALITY SCORE



70.5%
% OF PHONE CALL CONV



27.32%
% TOP IMPR SHARE



1.58%
CTR

CAMPAIGN REVIEW

By implementing negative keywords consistently, we're able to reduce irrelevant search queries and clicks. Giving more budget to be converted as leads to the focused search terms and keywords. This has been particularly helpful through the match type changes by Google.

GLOSSARY



CPA - CPA WILL GIVE YOU AN ESTIMATE OF HOW MUCH YOUR NEW CUSTOMERS ARE COSTING YOU AND HELP YOU DETERMINE WHETHER YOUR STRATEGY NEEDS TO BE REVISED. UNLIKE THE CONVERSION RATE, WHICH IS AN INDICATOR OF SUCCESS, COST PER ACQUISITION IS A FINANCIAL METRIC USED TO MEASURE THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



CPC - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT IS USED TO DETERMINE YOUR COST PER CLICK (CPC) AND MULTIPLIED BY YOUR MAXIMUM BID TO DETERMINE YOUR AD RANK IN THE AD AUCTION PROCESS. YOUR QUALITY SCORE DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



NUMBER OF CONVERSIONS - UNDERSTANDING WHAT PERCENTAGE OF YOUR USERS ARE COMPLETING THE GOALS THAT DRIVE YOUR BUSINESS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING YOUR CONVERSION RATE ALSO ALLOWS YOU TO GET MORE SALES WITH THE SAME AMOUNT OF TRAFFIC.

Impressions : Google Ads

76466

▲ 298.63%

Clicks : Google Ads

1211

▲ 105.95%

CTR (%) : Google Ads

1.58

▼ -48.53%

Average CPC : Google Ads

38.76 USD

▲ 58.72%

Conversions : Google Ads

218

▲ 44.37%

Google Ads Forms + Calls : Cu...

740

▲ 10.86%

G Ads Conv Rate : Custom Wid...

61.11 %

▲ 0.04%

Cost per G Ads Conv : Custom...

63.42 USD

▲ 16.44%

Cost : Google Ads

46933.97 USD

▲ 226.86%

Total Calls : Calltrackingmetrics

522

▲ 2,800%

Missed Calls : Calltrackingmet...

11

▲ 0%

Average Duration : Calltrackin...

01:01

▼ -57.64%

PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE

Plumbing - Water Heater

MINIMUM BUDGET

\$2000

ESTIMATE CPA RANGE

\$75-133

EST LEADS FOR MIN BUDGET

6-20

REMARKETING ELIGIBLE

Yes

RECOMMENDED OFFER

% or \$ New Customer Discount

WHAT YOU NEED TO KNOW

Lead handling in this niche is hit or miss, they may need lead handling training

**LET US DO THE
SAME FOR YOU**

