

UNLOCK YOUR GOOGLEADS POTENTIAL



Solar Panel Installation

GEO-TARGETING: 30 Miles Around Charlottesville, VA





CLIENT GOALS

\$44-\$240 CPA



HOW WE HELPED

We focused on maximizing our share of ad impressions shown in the first position of the search results page to ensure the client's ads were as visible as possible.

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

QUICK STATS



IMPRESSIONS

6,113



CLICKS

202



CONV RATE

15%



CONVERSIONS

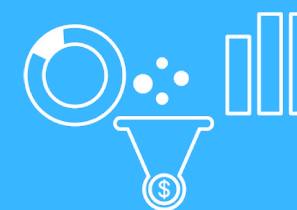
30

-Additional Comments here-

RESULTS



\$80.48
CPA



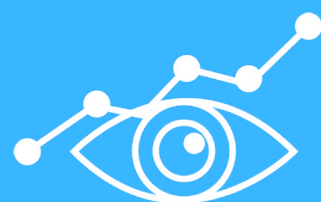
30
NO. OF CONVERSIONS



\$11.95
CPC



15%
CONVERSION RATE



83%
IMPRESSION SHARE



70%
MOBILE % OF TOTAL CONV



5/10
QUALITY SCORE



0
REMARKETING CONV



72%
% TOP IMPR SHARE



3.3%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

In a crowded, competitive market, our paid search management allowed a local, family-owned solar company to establish itself with high value customers for a minimal investment and higher return than other marketing channels.

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.

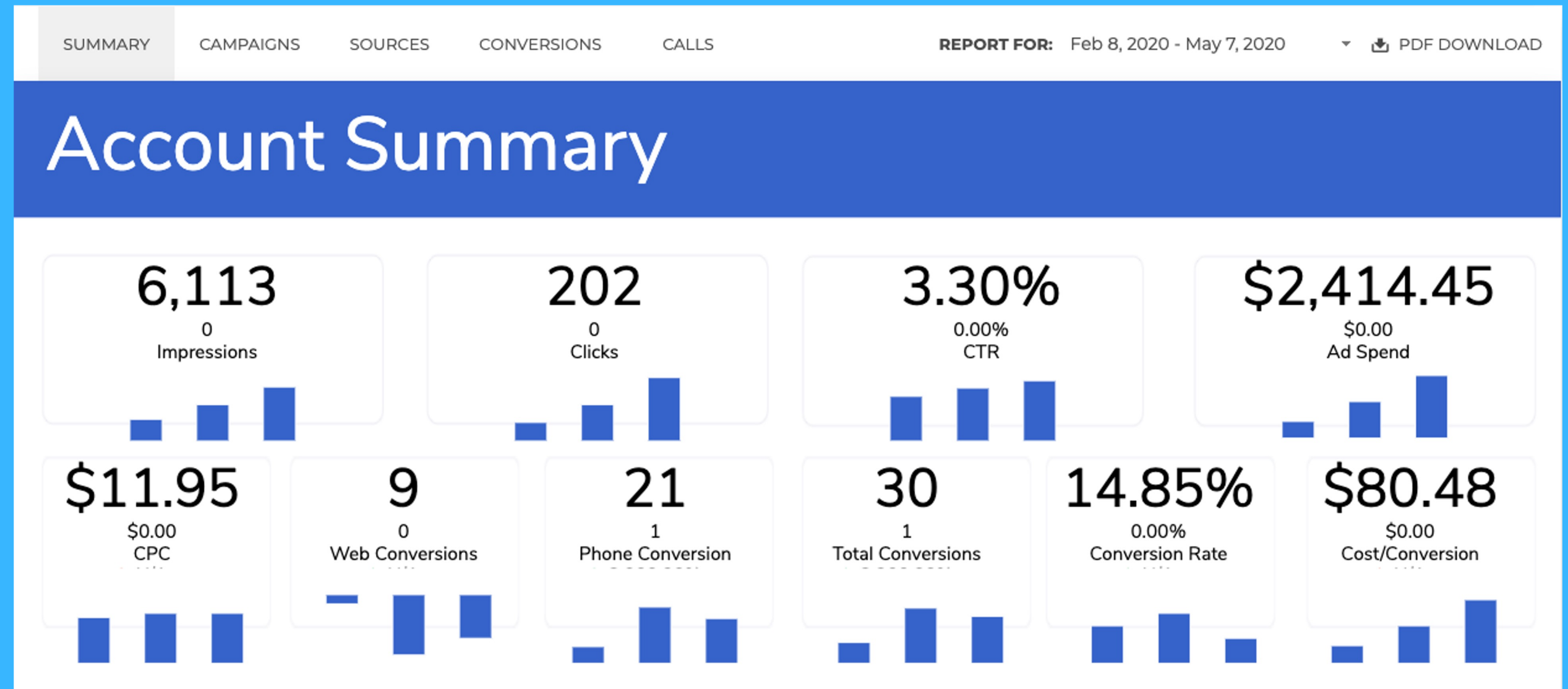


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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.

SOCIAL PROOF



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Solar Panel Installation
MINIMUM BUDGET	\$,1,000
ESTIMATE SEARCH CPC	\$7-\$16
ESTIMATE CPA RANGE	\$44-\$240
EST LEADS FOR MIN BUDGET	4-23
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	Free Energy Audit, 0% Interest
WHAT YOU NEED TO KNOW	Competition can be very high depending on location; demand can be seasonal.

LET US DO THE SAME FOR YOU

For more information, please visit www.OnlineSalesConsultancy.com.

