

UNLOCK YOUR GOOGLEADS POTENTIAL



Legal - Family - Divorce

GEO-TARGETING: Birmingham, MI





CLIENT GOALS

\$55-150



HOW WE HELPED

Focused effort on the right conversion actions, devices and converting terms.

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

QUICK STATS



IMPRESSIONS

4,559



CLICKS

198



CONV RATE

30.30%



CONVERSIONS

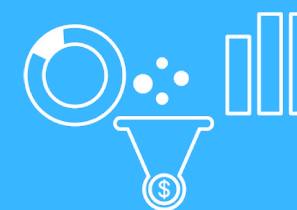
60

-Additional Comments here-

RESULTS



\$68.18
CPA



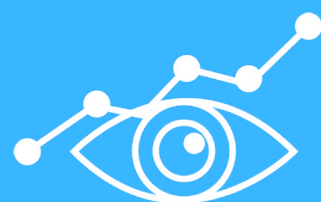
60
NO. OF CONVERSIONS



\$20.66
CPC



30.30%
CONVERSION RATE



75%
IMPRESSION SHARE



83.6%
MOBILE % OF TOTAL CONV



4/10
QUALITY SCORE



83%
PHONE CONV



64.27%
% TOP IMPR SHARE



4.34%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

With efforts on cleaning up conversion actions while focusing on keywords performance and devices bid adjustments we were able to not only improve conversion quantities but also conversion quality, creating lead after lead for the client.

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.



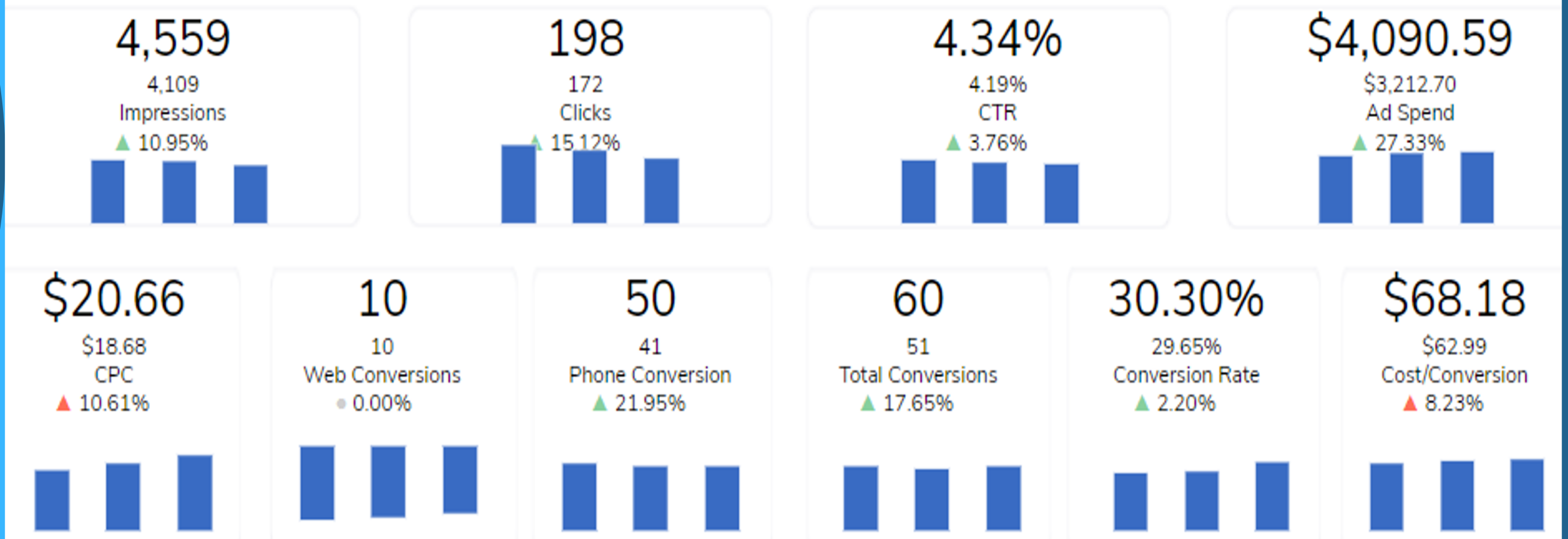
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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

Account Summary



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES	Legal - Family - Divorce-
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	15-30
ESTIMATE CPA RANGE	\$55-150
EST LEADS FOR MIN BUDGET	7-18
REMARKETING ELIGIBLE	NO
RECOMMENDED OFFER	No Win-No Fee, Free Case Evaluation
WHAT YOU NEED TO KNOW	Receptionists needs to be aware how to deal with leads coming from advertising

LET US DO THE SAME FOR YOU

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

