

UNLOCK YOUR GOOGLEADS POTENTIAL



Chiropractor

GEO-TARGETING: South Carolina





CLIENT GOALS

-The primary objective was to attain a minimum 15% Conversion Rate-



HOW WE HELPED

-Effective use of a dedicated landing page coupled with client-specific campaign optimizations resulted in monthly Conversion Rates consistently above 30%-

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

QUICK STATS



IMPRESSIONS

Over 18,000



CLICKS

557



CTR

The CTR experienced steady gains and averaged 3% over the review period



CONVERSIONS

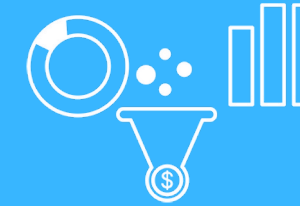
The total number of conversions was no less than 15 per month and totalled 180 in 6mo

Successful performance led to a budget increase and expansion with a Spanish campaign

RESULTS



\$26.58
CPA



180
NO. OF CONVERSIONS



\$8.59
CPC



32.37%
CONVERSION RATE



50.42%
IMPRESSION SHARE



89%
% CONVs ON MOBILE



7/10
AVG QUALITY SCORE



54%
% TOTAL LEADS ON PHONE CALL



80.69%
TOP OF PAGE IMPR %



[chiropractic near me]
LOW CPA/TOP CONV TERM

-Additional Comments here-

CAMPAIGN REVIEW

A well executed strategy built around tightly targeting keyword groupings and highly relevant landing pages provided stellar results for this client.

“My clients are happy with the results and see a positive ROI”

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.



AD POSITION - PRECISELY WHERE YOUR ADS WILL BE POSITIONED ON THE SEARCH ENGINE RESULTS PAGE IS DETERMINED BY A RELATIVELY SIMPLE PROCESS, BUT THERE'S A LOT YOU CAN DO TO ACHIEVE BETTER AD POSITION.



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.

LET US DO THE SAME FOR YOU

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

