

UNLOCK YOUR GOOGLEADS POTENTIAL



Doctor - Mental Health Therapy

GEO-TARGETING: Salt Lake County, Davis County





CLIENT GOALS

\$70 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

59,951



CLICKS

4,329



CONV RATE

12.45%



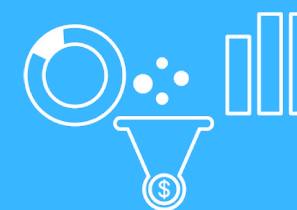
CONVERSIONS

539

RESULTS



\$10.45
CPA



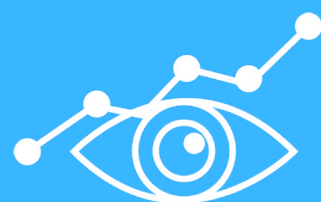
539
NO. OF CONVERSIONS



\$1.30
CPC



12.45%
CONVERSION RATE



16.21%
IMPRESSION SHARE



71.8%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



65.1%
% OF PHONE CALL CONV



<10%
% TOP IMPR SHARE



7.22%
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.

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

Impressions : Google Ads 59951 ▲ 75.53%	Clicks : Google Ads 4329 ▲ 89.79%	CTR (%) : Google Ads 7.22 ▲ 8.08%	Average CPC : Google Ads 1.30 USD ▼ -3.7%
Conversions : Google Ads 188 ▲ 754.55% Conversion Action: A_Online_Lead_Form_Submission,	Google Ads Forms + Calls : Cu... 539 ▼ -0.43% Google Ads: Conversion Action: A_Online_Lead_Form_Submission,	G Ads Conv Rate : Custom Wid... 12.45 % ▼ -0.99% Google Ads: Conversion Action: A_Online_Lead_Form_Submission,	Cost per G Ads Conv : Custom... 10.45 USD ▲ 117.12% Google Ads: Conversion Action: A_Online_Lead_Form_Submission,
Cost : Google Ads 5630.75 USD ▲ 83.45%	Total Calls : Calltrackingmetrics 351 ▲ 85.71%	Missed Calls : Calltrackingmet... 6 ▼ -40%	Average Duration : Calltrackin... 01:00 ▼ -39.39%

PPC SMART NICHE
INSIGHT WITH
THIS INFO:

PPC SMART NICHES	Doctor - Mental Health Therapy
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	TBD
ESTIMATE CPA RANGE	TBD
EST LEADS FOR MIN BUDGET	TBD
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	TBD
WHAT YOU NEED TO KNOW	TBD

LET US DO THE SAME FOR YOU

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

