

UNLOCK YOUR GOOGLEADS POTENTIAL



Physical Therapy

- General

GEO-TARGETING: Gainesville Florida





CLIENT GOALS

CPA \$35-80



HOW WE HELPED

By pairing a conversion focused landing page with highly relevant keywords

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

QUICK STATS



IMPRESSIONS

36,169



CLICKS

1,027



CONV RATE

14.02%



CONVERSIONS

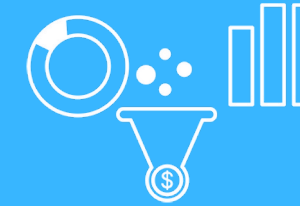
144

-Additional Comments here-

RESULTS



\$39.55
CPA



144
NO. OF CONVERSIONS



\$5.55
CPC



14.02%
CONVERSION RATE



RESULT
IMPRESSION SHARE



98%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



100%
MOBILE FRIENDLY CLICK
RATE



77.24%
% TOP IMPR SHARE



2.84%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

By focusing on generating phone call through both our campaign build and the design of the landing page, paired with highly relevant keywords and ad copy, we have been able to increase new patient leads at a CPA that generates a positive ROI 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.

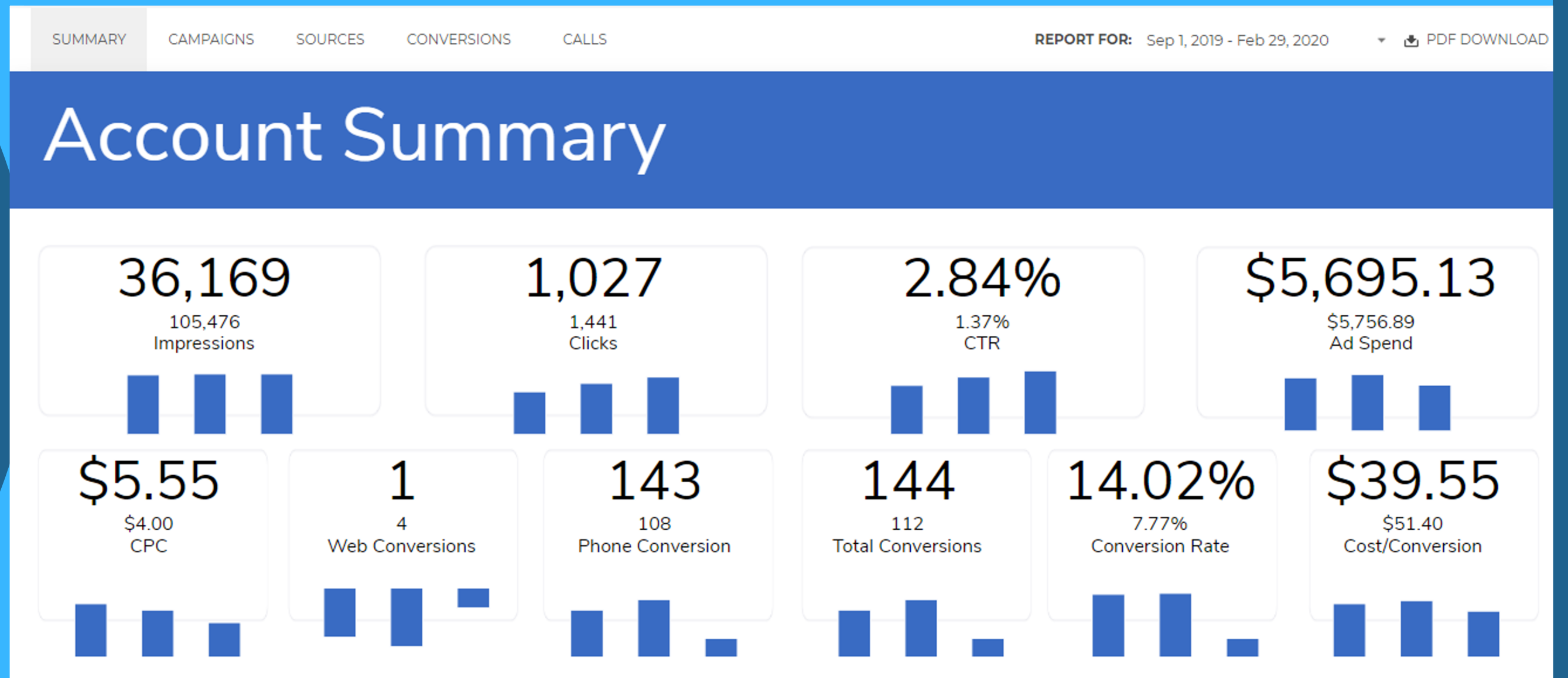


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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



NICHE INSIGHT:

PPC NICHE	Physical Therapy - General
MINIMUM BUDGET	\$750
ESTIMATE SEARCH CPC	\$6-10
ESTIMATE CPA RANGE	\$35-80
EST LEADS FOR MIN BUDGET	9-21
REMARKETING ELIGIBLE	Iffy
RECOMMENDED OFFER	Free or Discount New Patient Consult
WHAT YOU NEED TO KNOW	Receptionists often need lead handling training

LET US DO THE SAME FOR YOU

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

