

UNLOCK YOUR GOOGLEADS POTENTIAL

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# House Cleaning - Carpet

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GEO-TARGETING: Maui, Hawaii





## CLIENT GOALS

\$20 - 50



## HOW WE HELPED

By building tightly targeted ad groups with relevant ad copy and a Call-To-Action that stands out against the competitors we were able to meet our CPA goal within the first 60 days of the account being live.

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

# QUICK STATS



IMPRESSIONS

1.852



CLICKS

18



CONV RATE

50.62%



CONVERSIONS

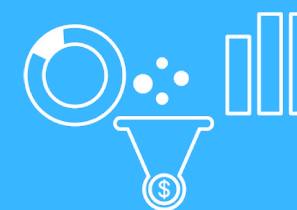
41

60 Days of Data

# RESULTS



**\$24.51**  
CPA



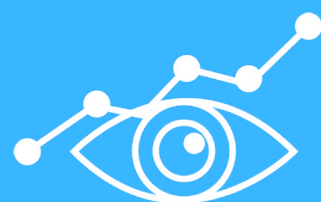
**41**  
NO. OF CONVERSIONS



**\$12.41**  
CPC



**50.62%**  
CONVERSION RATE



**59.71%**  
IMPRESSION SHARE



**88%**  
MOBILE % OF TOTAL CONV



**7/10**  
QUALITY SCORE



**N/A**  
REMARKETING CONV



**50.30%**  
% TOP IMPR SHARE



**4.37%**  
CTR

60 Days of Data

# CAMPAIGN REVIEW

We launched this campaign with campaigns focusing on the services offered and allocating budgets to the service the client wanted to see the most leads come from. By doing this we were able to drive the best conversions for the client and quickly optimize for all services to bring our CPA well within goal in the first 60 days.

# 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

1,852

▲ 33.82%

Clicks : Google Ads

81

▲ 14.08%

CTR (%) : Google Ads

4.37 %

▼ -14.74%

Average CPC : Google Ads

USD 12.41

▲ 3.03%

G Ads Conv Rate : Custom Widgets

50.62 %

▼ -0.73%

Google Ads: Conversion Action: Online Lead - Button  
Click To Book - 1.21.19,

Conversions : Google Ads

9

▲ 0%

Conversion Action: Online Lead - Button Click To  
Book - 1.21.19,

Total Calls : Calltrackingmetrics

32

▲ 23.08%

Google Ads Forms + Calls : Custom Widgets

41

▲ 0.58%

Google Ads: Conversion Action: Online Lead - Button  
Click To Book - 1.21.19,

Cost per G Ads Conv : Custom Widgets

\$ 24.51

▲ 35.34%

Google Ads: Conversion Action: Online Lead - Button

Cost : Google Ads

USD 1005.22

▲ 17.54%

Missed Calls : Calltrackingmetrics

4

▲ 33.33%

Average Duration : Calltrackingmetrics

02:24

▼ -31.43%



# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES		House Cleaning - Carpet
MINIMUM BUDGET		\$1,000
ESTIMATE SEARCH CPC		\$7 - 12
ESTIMATE CPA RANGE		\$20 - 50
EST LEADS FOR MIN BUDGET		20-50
REMARKETING ELIGIBLE		Yes
RECOMMENDED OFFER	% or \$ New Customer Discount	
WHAT YOU NEED TO KNOW	This niche survives on lifetime/recurring revenue. The first visit is not the money maker and these leads will need nurtured	

# LET US DO THE SAME FOR YOU

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For more information, please visit [www.OnlineSalesConsultancy.com](http://www.OnlineSalesConsultancy.com).

