

UNLOCK YOUR GOOGLEADS POTENTIAL



HVAC - A/C Installation and Repair

GEO-TARGETING: El Paso TX





CLIENT GOALS

\$100-175 CPA



HOW WE HELPED

STRATEGY

In-depth focus on eliminating costly keywords, while optimizing for area traffic

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

QUICK STATS



IMPRESSIONS

54,968



CLICKS

1,686



CONV RATE

17.79%



CONVERSIONS

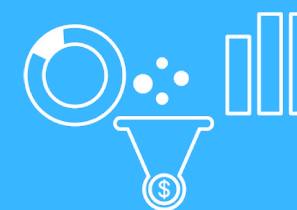
300

180 Days of Data

RESULTS



\$24.20
CPA



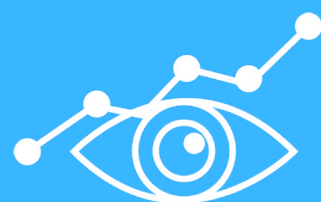
300
NO. OF CONVERSIONS



\$4.31
CPC



17.79%
CONVERSION RATE



42%
IMPRESSION SHARE



91.6%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



72%
% of Phone Call Conversions



76.93%
% TOP IMPR SHARE



3.07%
CTR

180 Days of Data

CAMPAIGN REVIEW

Due to our aggressive focus on keyword maintenance and optimization, as well as phone call conversion optimization, we were able to keep this account on track with increasing conversions and cutting campaign costs on a monthly basis. By continuing to optimize for phone calls and keywords, we will continue to drive down CPA and increase conversions for this account.

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

<div>Impressions : Google Ads</div> <div>54968</div> <div>▼ -58.62%</div>	<div>Clicks : Google Ads</div> <div>1686</div> <div>▲ 45.09%</div>	<div>CTR (%) : Google Ads</div> <div>3.07 %</div> <div>▲ 252.87%</div>	<div>Average CPC : Google Ads</div> <div>4.31 USD</div> <div>▼ -55.34%</div>
<div>Conversions : Google Ads</div> <div>15</div> <div>▲ 650%</div> <div>Conversion Action: A_Online Lead_Form Submission,</div>	<div>Total Calls : Calltrackingmetrics</div> <div>285</div> <div>▲ 53.23%</div>	<div>Google Ads Forms + Calls : Custo...</div> <div>300</div> <div>▼ -0.64%</div> <div>Google Ads: Conversion Action: A_Online Lead_Form Submission,</div>	<div>G Ads Conv Rate : Custom Widgets</div> <div>17.79 %</div> <div>▼ -0.99%</div> <div>Google Ads: Conversion Action: A_Online Lead_Form Submission,</div>
<div>Cost per G Ads Conv : Custom Wi...</div> <div>24.20 USD</div> <div>▲ 573.33%</div> <div>Google Ads: Conversion Action: A_Online Lead_Form Submission,</div>	<div>Cost : Google Ads</div> <div>7260 USD</div> <div>▼ -35.23%</div>	<div>Missed Calls : Calltrackingmetrics</div> <div>12</div> <div>▼ -36.84%</div>	<div>Average Duration : Calltrackingm...</div> <div>00:52</div> <div>▼ -20%</div>

PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES	HVAC - Heat Installation/Repair/Service
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$15-35
ESTIMATE CPA RANGE	\$100-175
EST LEADS FOR MIN BUDGET	6-10
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% or \$ New Customer Discount
WHAT YOU NEED TO KNOW	Lead handling in this niche is hit or miss - may need lead handling training

LET US DO THE SAME FOR YOU

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

