

UNLOCK YOUR GOOGLEADS POTENTIAL



Landscaping Services

GEO-TARGETING: Northern Virginia





CLIENT GOALS

\$35-\$100 CPA



HOW WE HELPED

We focused on achieving the highest impression share possible for our budget and consistently added negative keywords to ensure our campaigns attracted only the most relevant customers.

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

QUICK STATS



IMPRESSIONS

5,621



CLICKS

182



CONV RATE

17%



CONVERSIONS

31

-Additional Comments here-

RESULTS



\$67.50
CPA



31
NO. OF CONVERSIONS



\$11.50
CPC



17%
CONVERSION RATE



65%
IMPRESSION SHARE



50%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



0
REMARKETING CONV



54%
% TOP IMPR SHARE



3%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

Our paid search management allowed the client to double their monthly leads at a much lower cost and with more flexibility during changes in seasonal demand than any other marketing channel.

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 -

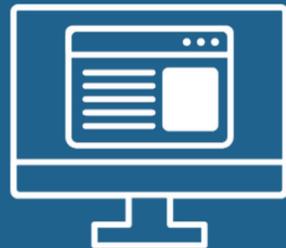


IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



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.

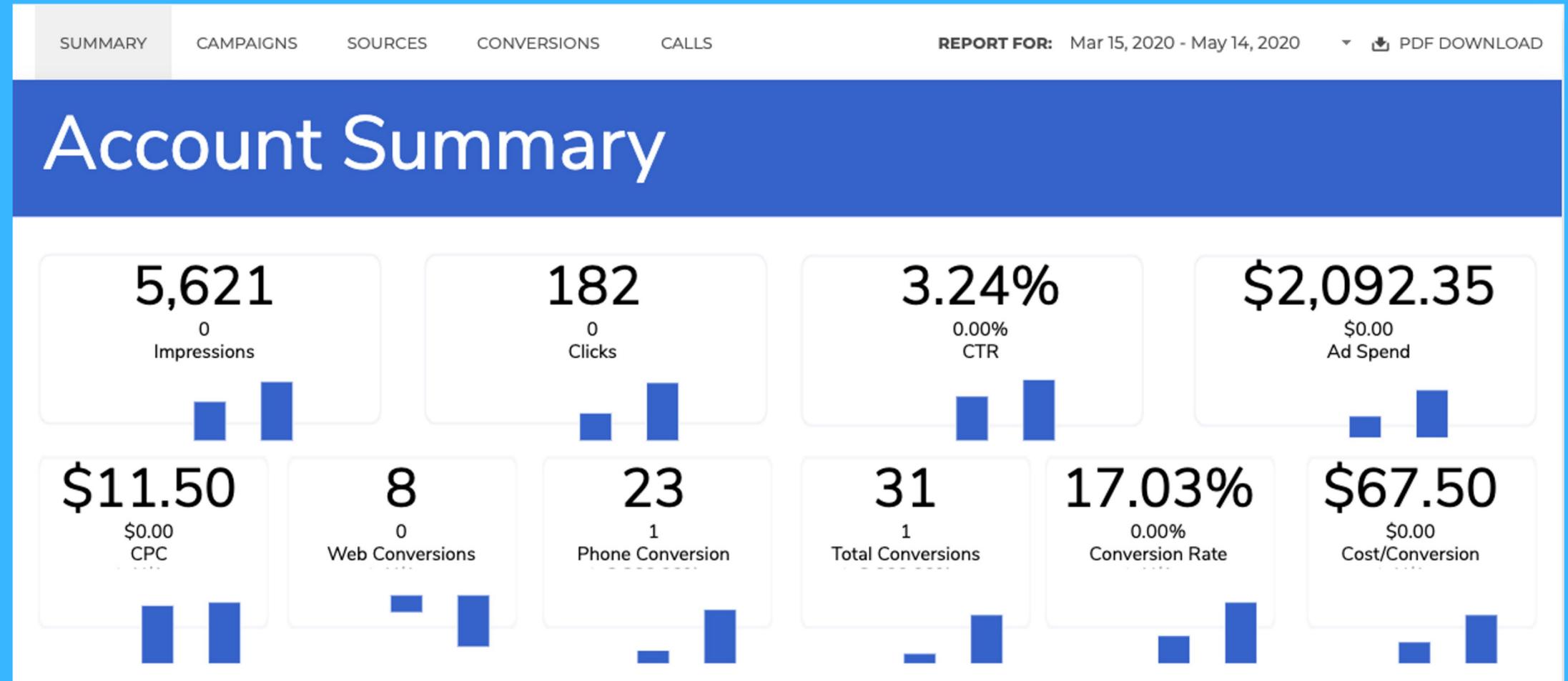


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Landscaping - General
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$6-\$15
ESTIMATE CPA RANGE	\$35-\$100
EST LEADS FOR MIN BUDGET	10-29
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% Off or New Customer Discount
WHAT YOU NEED TO KNOW	Client may need lead handling training

**LET US DO THE
SAME FOR YOU**

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

