

UNLOCK YOUR GOOGLEADS POTENTIAL

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# Outdoor Structures - Precast Concrete

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GEO-TARGETING: Perth, Australia





## CLIENT GOALS

\$60-120



## HOW WE HELPED

By targeting each service individually we are able to optimize for each and adjust budget based on performance and service quantity desired by the client

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

# QUICK STATS



IMPRESSIONS

10,070



CLICKS

294



CONV RATE

9.86%



CONVERSIONS

29

90 Days of Data

# RESULTS



**\$66.57**  
CPA



**29**  
NO. OF CONVERSIONS



**\$6.57**  
CPC



**9.86%**  
CONVERSION RATE



**30.76%**  
IMPRESSION SHARE



**66.67%**  
MOBILE % OF TOTAL CONV



**7/10**  
QUALITY SCORE



**89.6%**  
PHONE CONV



**56.57%**  
% TOP IMPR SHARE



**2.92%**  
CTR

90 Days of Data

# CAMPAIGN REVIEW

By properly targeting each service with focused ad groups and its own ad copy we are able to drive relevant converting traffic for each service. We can then adjust budgets to push the services the client wants more of at that time

# 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 -

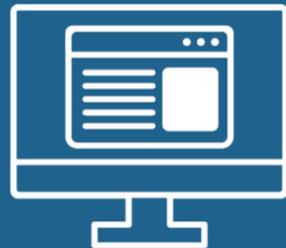


**IMPRESSION SHARE** - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



**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 <b>10070</b> ▲ 87.04%	Clicks : Google Ads <b>294</b> ▲ 48.48%	CTR (%) : Google Ads <b>2.92</b> ▼ -20.65%	Average CPC : Google Ads <b>6.57 AUD</b> ▲ 45.68%
Conversions : Google Ads <b>3</b> ▲ 0% Google Ads Conversion Action: AdWords Conversion Tracking,	Total Calls : Calltrackingmetrics <b>26</b> ▲ 136.36%	Google Ads Forms + Calls : Custom Widgets <b>29</b> ▲ 1.64% Google Ads Conversion Action: AdWords Conversion Tracking,	G Ads Conv Rate : Custom Widgets <b>9.86 %</b> ▼ -0.57% Google Ads Conversion Action: AdWords Conversion Tracking,
Cost per G Ads Conv : Custom Widgets <b>66.57 USD</b> ▲ 5.31% Google Ads Conversion Action: AdWords	Cost : Google Ads <b>1931 AUD</b> ▲ 116%	Missed Calls : Calltrackingmetrics <b>3</b> ▲ 50%	Average Duration : Calltrackingmetrics <b>00:52</b> ▼ -24.64%

# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Outdoor Structures - Pre-cast Concrete
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$6-15
ESTIMATE CPA RANGE	\$60-120
EST LEADS FOR MIN BUDGET	8-17
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	TBD
WHAT YOU NEED TO KNOW	TBD

**LET US DO THE  
SAME FOR YOU**

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

