

# Smith Landscape

Mar 21, 2015 - Apr 19, 2015

NetFly

**AVG. CPC**  
STACEY SMITH

**\$6.57**

↑ 52%

**CTR**  
STACEY SMITH

**0.64%**

↓ 44%

**AVG. POSITION**  
STACEY SMITH

**2.1**

↓ 15%

**CONVERSIONS**  
STACEY SMITH

**5**

↑ 67%

**CONV. RATE**  
STACEY SMITH

**3.6%**

↓ 71%

**COST / CONV.**  
STACEY SMITH

**\$88.72**

↑ 414%

**COST**  
STACEY SMITH

**\$322.47**

↓ 23%

**TOTAL CONV. VALUE**  
STACEY SMITH

**\$7,500.00**

↑ 399%

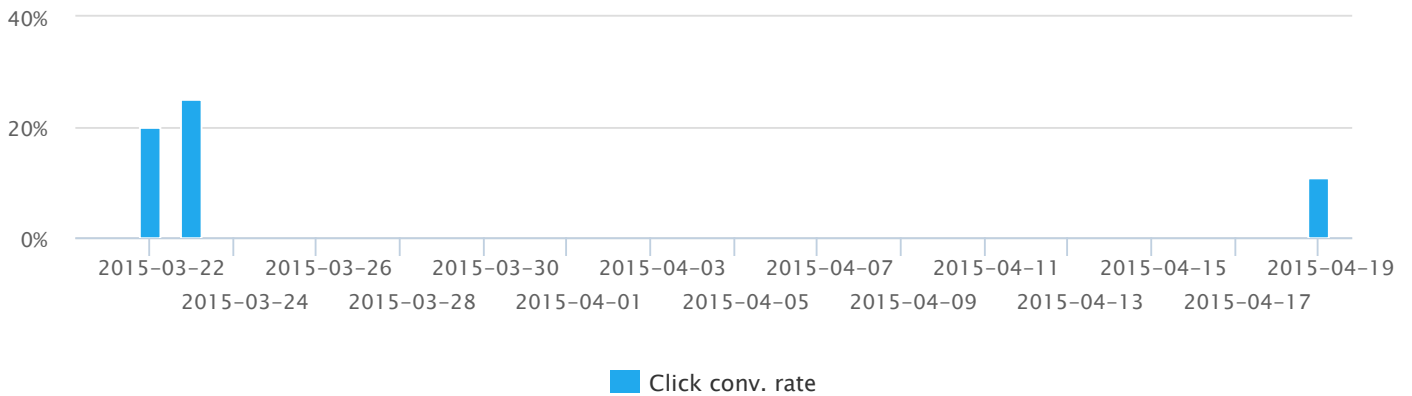
**RETURN ON AD SPEND**  
STACEY SMITH

**2,325.8%**

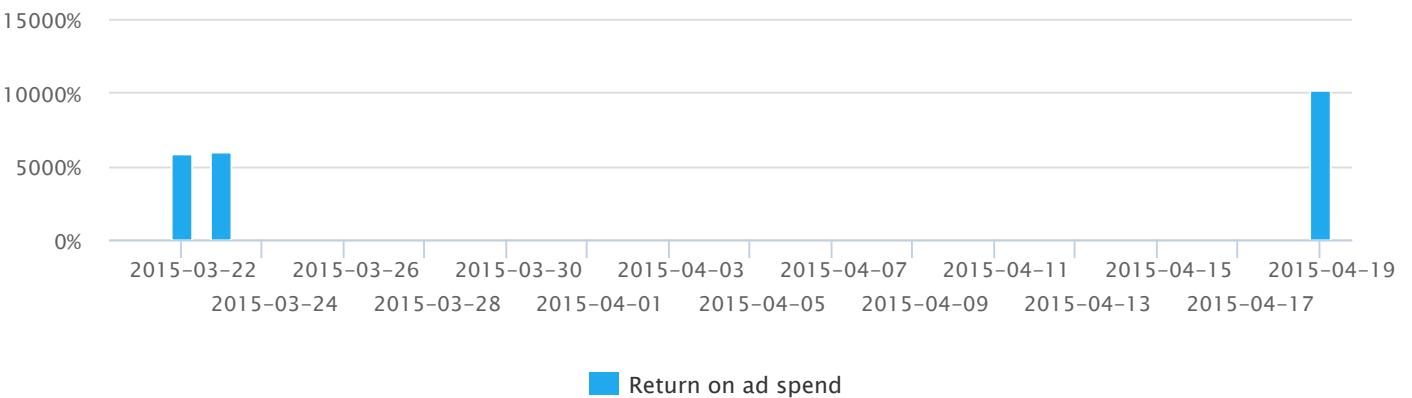
↑ 549%

The cost of clicks in AdWords Express is trending UP.

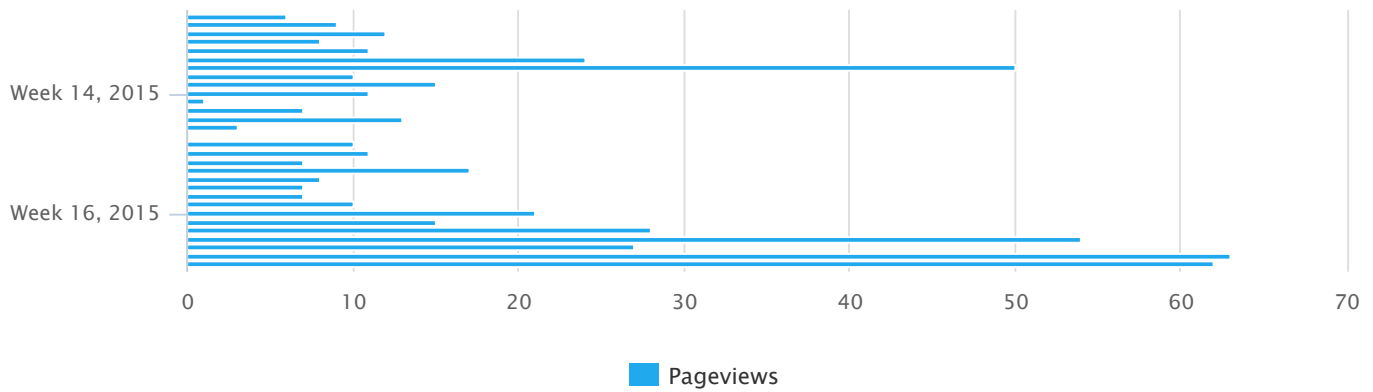
**CLICK CONVERSION RATE**  
STACEY SMITH



**RETURN ON AD SPEND**  
STACEY SMITH



**PAGEVIEWS**  
ALL WEB SITE DATA



**CLICK TYPE PERFORMANCE**  
STACEY SMITH

Click type	Clicks	Impr.	Cost	Converted clicks	Cost / conv.	Conv. rate
Headline	109	4,179	\$ 143.09	4	\$ 35.77	3.67%
Phone calls	25	3,819	\$ 172.89	1	\$ 172.89	4%
Sitelink	4	1,430	\$ 5.91	0	\$ 0	0%
Get location details	1	15	\$ 0.58	0	\$ 0	0%
Driving direction	0	104	\$ 0	0	\$ 0	0%
	<b>139</b>	<b>9,547</b>	<b>\$322.47</b>	<b>5</b>	<b>\$64.49</b>	<b>3.6%</b>

**CAMPAIGN PERFORMANCE**  
STACEY SMITH

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Total conv. value	Search impr. share
✓ Conversions - BMM	57	2,577	2.21%	\$ 0.97	\$ 55.06	2	3.51%	\$ 3,000.00	27.49%
✓ Conversions - EXACT	55	1,210	4.55%	\$ 1.64	\$ 89.96	1	1.82%	\$ 1,500.00	90.16%
Conversions - PHRASE	2	401	0.5%	\$ 2.28	\$ 4.56	1	50%	\$ 1,500.00	54.99%
Call-Only	25	3,795	0.66%	\$ 6.92	\$ 172.89	1	4%	\$ 1,500.00	29.15%
	<b>139</b>	<b>7,983</b>	<b>1.74%</b>	<b>\$2.32</b>	<b>\$322.47</b>	<b>5</b>	<b>3.6%</b>	<b>\$7,500.00</b>	<b>50.45%</b>

✓ Active || Paused ✗ Deleted

## AD GROUP PERFORMANCE

STACEY SMITH

	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Phone calls
✓	Landscaper	14	1,830	0.77%	\$ 7.14	\$99.94	1.7	0	2
✓	Landscape Design	55	1,210	4.55%	\$ 1.64	\$89.96	3.4	1	0
✓	Landscape Design	57	2,577	2.21%	\$ 0.97	\$55.06	4.6	2	0
✓	Landscape Services	7	1,014	0.69%	\$ 6.58	\$46.07	2.1	1	3
✓	Pricing	3	675	0.44%	\$ 5.53	\$ 16.58	1.8	0	1
✓	Driveway	1	190	0.53%	\$ 10.30	\$ 10.30	2.3	0	0
✓	Landscaping Services	2	180	1.11%	\$ 2.28	\$4.56	3.5	1	0
✓	Backyard Design	0	26	0%	\$ 0	\$ 0	2.3	0	0
✓	Landscaping Company	0	195	0%	\$ 0	\$ 0	4.9	0	0
✓	Contractor	0	86	0%	\$ 0	\$ 0	2.4	0	0

✓ Active || Paused ✗ Deleted

## INDIVIDUAL KEYWORD PERFORMANCE

STACEY SMITH

	Keyword	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.
✓	driveway contractor	Call-Only	Driveway	1	13	7.69%	\$ 10.30	\$ 10.30	2.3	0
✓	yard cost	Call-Only	Pricing	1	242	0.41%	\$ 8.60	\$ 8.60	1.7	0
✓	landscaper	Call-Only	Landscaper	7	1,192	0.59%	\$ 8.23	\$ 57.63	1.6	0
✓	landscaping contractor	Call-Only	Landscaper	1	108	0.93%	\$ 7.93	\$ 7.93	1.9	0
✓	"landscaper"	Call-Only	Landscape Services	2	178	1.12%	\$ 7.91	\$ 15.82	2.1	0
✓	"landscaping companies"	Call-Only	Landscape Services	3	222	1.35%	\$ 6.31	\$ 18.93	2.3	1
✓	"landscaping service"	Call-Only	Landscape Services	1	6	16.67%	\$ 6.25	\$ 6.25	3.3	0
✓	landscaping companies	Call-Only	Landscaper	6	530	1.13%	\$ 5.73	\$ 34.38	2.0	0
✓	"landscape contractor"	Call-Only	Landscape Services	1	54	1.85%	\$ 5.07	\$ 5.07	2.5	0
				<b>25</b>	<b>2,782</b>	<b>0.9%</b>	<b>\$6.92</b>	<b>\$172.89</b>	<b>1.8</b>	<b>1</b>

Keyword	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.
✓ landscaping cost	Call-Only	Pricing	2	237	0.84%	\$3.99	\$7.98	1.9	0
			<b>25</b>	<b>2,782</b>	<b>0.9%</b>	<b>\$6.92</b>	<b>\$172.89</b>	<b>1.8</b>	<b>1</b>

✓ Active
|| Paused
✗ Deleted

## AD EXTENSIONS PERFORMANCE

STACEY SMITH

Ad extensions	Clicks	Impr.	CTR	Avg. CPC	Cost	Converted clicks
(909) 456-9123	0	108	0%	\$0	\$0	0
Tablets with full browsers	0	27	0%	\$0	\$0	0
Computers	0	72	0%	\$0	\$0	0
Mobile devices with full browsers	0	9	0%	\$0	\$0	0
	<b>0</b>	<b>108</b>	<b>0%</b>	<b>\$0</b>	<b>\$0</b>	<b>0</b>

## AD PERFORMANCE

STACEY SMITH

Ad	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Total conv. value
<a href="#">Need a Landscape Design?</a> 20yrs in Business Clients Love Us. & Recommend Us. Find Out Why! <a href="http://smithlandscapeandmasonry.com/Design">smithlandscapeandmasonry.com/Design</a>	42	2,207	1.9%	\$0.96	\$40.35	4.8	2	\$3,000.00
<a href="#">Need a Landscape Design?</a> 20yrs in Business Clients Love Us. & Recommend Us. Find Out Why! <a href="http://smithlandscapeandmasonry.com/Design">smithlandscapeandmasonry.com/Design</a>	39	827	4.72%	\$1.58	\$61.76	3.7	1	\$1,500.00
<a href="#">Need a Landscape Design?</a> Say Hi to Our Award-Winning Team. & Say Goodbye to Flaky Contractors! <a href="http://smithlandscapeandmasonry.com/design">smithlandscapeandmasonry.com/design</a>	16	374	4.28%	\$1.76	\$28.20	2.7	0	\$0
<a href="#">Need a Landscape Design?</a> 20yrs in Business Clients Love Us. & Recommend Us. Find Out Why! <a href="http://smithlandscapeandmasonry.com/Design">smithlandscapeandmasonry.com/Design</a>	14	358	3.91%	\$0.98	\$13.69	2.9	0	\$0
Call only ad	14	1,830	0.77%	\$7.14	\$99.94	1.7	0	\$0
Call only ad	7	1,014	0.69%	\$6.58	\$46.07	2.1	1	\$1,500.00
Call only ad	3	675	0.44%	\$5.53	\$16.58	1.8	0	\$0
<a href="#">Landscaping Services</a> Customized Landscaping Services. No Job Too Big - Contact Us Today! <a href="http://smithlandscapeandmasonry.com/Design">smithlandscapeandmasonry.com/Design</a>	2	153	1.31%	\$2.28	\$4.56	3.3	1	\$1,500.00
	<b>137</b>	<b>7,438</b>	<b>1.84%</b>	<b>\$2.27</b>	<b>\$311.15</b>	<b>3.0</b>	<b>5</b>	<b>\$7,500.00</b>