

# Smith Landscape

Mar 28, 2015 - Apr 26, 2015

NetFly

**AVG. CPC**  
STACEY SMITH

**\$6.38**

↑ 31%

**CTR**  
STACEY SMITH

**0.64%**

↓ 27%

**AVG. POSITION**  
STACEY SMITH

**1.9**

↓ 27%

**CONVERSIONS**  
STACEY SMITH

**10**

↑ 100%

**CONV. RATE**  
STACEY SMITH

**4.08%**

↓ 73%

**COST / CONV.**  
STACEY SMITH

**\$0.00**

↓ 100%

**COST**  
STACEY SMITH

**\$417.00**

↑ 1.5%

**TOTAL CONV. VALUE**  
STACEY SMITH

**\$15,000.00**

↑ 233%

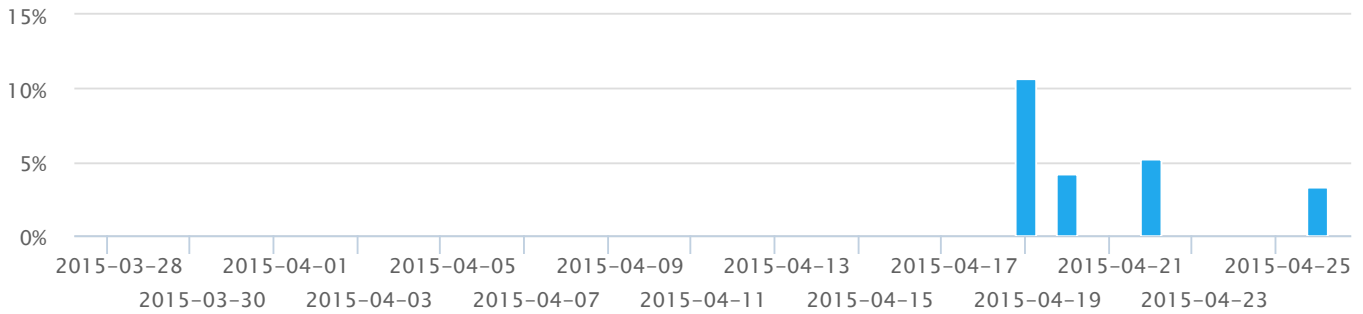
**RETURN ON AD SPEND**  
STACEY SMITH

**3,597.12%**

↑ 228%

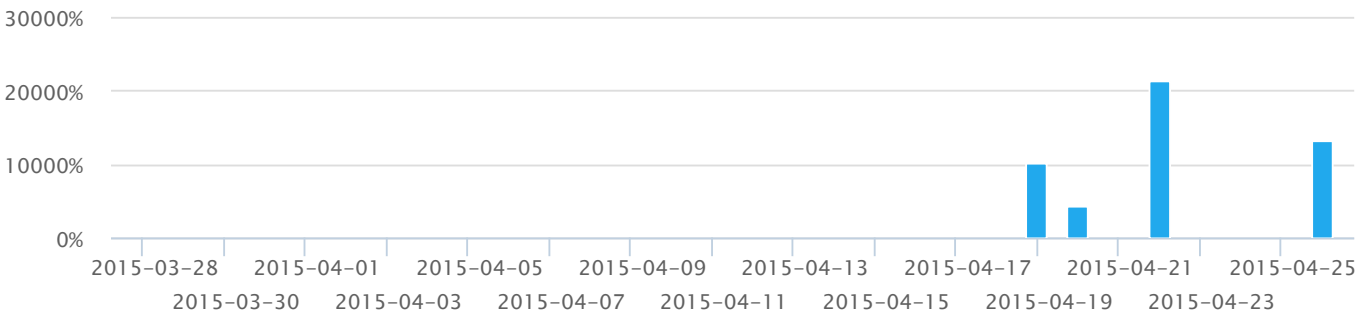
The cost of clicks in AdWords Express is trending UP.

**CLICK CONVERSION RATE**  
STACEY SMITH



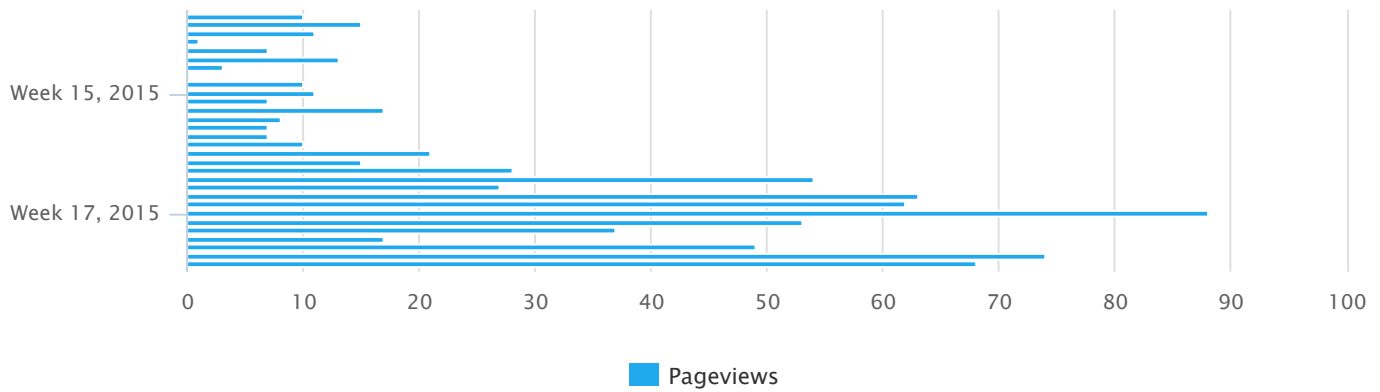
Click conv. rate

**RETURN ON AD SPEND**  
STACEY SMITH



Return on ad spend

**PAGEVIEWS**  
ALL WEB SITE DATA



**CLICK TYPE PERFORMANCE**  
STACEY SMITH

Click type	Clicks	Impr.	Cost	Converted clicks	Cost / conv.	Conv. rate
Headline	209	7,718	\$254.15	6	\$25.42	4.78%
Phone calls	23	3,609	\$146.82	0	\$0	0%
Sitelink	12	2,843	\$15.45	0	\$0	0%
Get location details	1	23	\$0.58	0	\$0	0%
Driving direction	0	204	\$0	0	\$0	0%
<b>Total</b>	<b>245</b>	<b>14,397</b>	<b>\$417.00</b>	<b>6</b>	<b>\$41.70</b>	<b>4.08%</b>

**CAMPAIGN PERFORMANCE**  
STACEY SMITH

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Total conv. value	Search impr. share
✓ Conversions - BMM	126	5,583	2.26%	\$0.94	\$119.04	9	7.14%	\$13,500.00	30.11%
✓ Conversions - EXACT	96	2,135	4.5%	\$1.57	\$151.14	1	1.04%	\$1,500.00	91.36%
Call-Only	23	3,575	0.64%	\$6.38	\$146.82	0	0%	\$0	27.55%
<b>Total</b>	<b>245</b>	<b>11,293</b>	<b>2.17%</b>	<b>\$1.70</b>	<b>\$417.00</b>	<b>10</b>	<b>4.08%</b>	<b>\$15,000.00</b>	<b>49.67%</b>

✓ Active || Paused ✗ Deleted

## AD GROUP PERFORMANCE

STACEY SMITH

	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Phone calls
✓	Landscape Design	96	2,135	4.5%	\$ 1.57	\$ 151.14	3.0	1	0
✓	Landscape Design	126	5,583	2.26%	\$ 0.94	\$ 119.04	4.5	9	0
✓	Landscaper	18	2,115	0.85%	\$ 6.38	\$ 114.89	1.8	0	4
✓	Pricing	3	528	0.57%	\$ 5.53	\$ 16.58	1.9	0	1
✓	Driveway	1	80	1.25%	\$ 10.30	\$ 10.30	2.5	0	0
✓	Landscape Services	1	779	0.13%	\$ 5.05	\$ 5.05	2.1	0	0
✓	Contractor	0	73	0%	\$ 0	\$ 0	2.6	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	12	8.33%	\$ 10.30	\$ 10.30	2.3	0
✓	yard cost	Call-Only	Pricing	1	210	0.48%	\$ 8.60	\$ 8.60	1.8	0
✓	landscaping contractor	Call-Only	Landscaper	1	93	1.08%	\$ 7.93	\$ 7.93	1.9	0
✓	landscaper	Call-Only	Landscaper	9	1,479	0.61%	\$ 7.43	\$ 66.89	1.6	0
✓	"landscape services"	Call-Only	Landscape Services	1	50	2%	\$ 5.05	\$ 5.05	2.3	0
✓	landscaping companies	Call-Only	Landscaper	8	543	1.47%	\$ 5.01	\$ 40.07	2.1	0
✓	landscaping cost	Call-Only	Pricing	2	254	0.79%	\$ 3.99	\$ 7.98	1.9	0
✓	[landscaping designer]	Conversions - EXACT	Landscape Design	3	37	8.11%	\$ 1.64	\$ 4.91	2.9	0
✓	[landscape designer]	Conversions - EXACT	Landscape Design	4	65	6.15%	\$ 1.63	\$ 6.50	3.0	0
✓	[landscape architect]	Conversions - EXACT	Landscape Design	9	311	2.89%	\$ 1.62	\$ 14.59	3.1	0
				<b>39</b>	<b>3,054</b>	<b>1.28%</b>	<b>\$ 4.43</b>	<b>\$ 172.82</b>	<b>1.9</b>	<b>0</b>

✓ Active || Paused ✗ Deleted


**AD EXTENSIONS PERFORMANCE**  
 STACEY SMITH

Nothing found with these settings and date range


**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>	102	4,701	2.17%	\$ 0.93	\$ 95.36	4.7	9	\$ 13,500.00
<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>	66	1,417	4.66%	\$ 1.54	\$ 101.94	3.3	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>	30	708	4.24%	\$ 1.64	\$ 49.20	2.5	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>	23	852	2.7%	\$ 0.99	\$ 22.66	2.8	0	\$ 0
Call only ad	18	2,115	0.85%	\$ 6.38	\$ 114.89	1.8	0	\$ 0
Call only ad	3	528	0.57%	\$ 5.53	\$ 16.58	1.9	0	\$ 0
Call only ad	1	80	1.25%	\$ 10.30	\$ 10.30	2.5	0	\$ 0
<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>	1	26	3.85%	\$ 1.02	\$ 1.02	5.2	0	\$ 0
	<b>244</b>	<b>10,427</b>	<b>2.34%</b>	<b>\$ 1.69</b>	<b>\$ 411.95</b>	<b>3.5</b>	<b>10</b>	<b>\$ 15,000.00</b>