

# Commercial Construction Marketing Program

Total Leads

44

Total Investment

\$2,750

Average Cost Per Lead

\$63

## Lead Types

Website Phone Calls

25

Form Submissions

19

## ROI Calculator

Qualified Leads

Total Leads

44

X

Lead Quality Rate

35%

=

Qualified Leads

15

Converted Leads

Qualified Leads

15

X

Sales Conversion Rate

15%

=

Converted Leads

2

Anticipated Revenue

Converted Leads

2

X

Average Service Revenue

\$250,000

=

Anticipated Revenue

\$577,500

## Expected ROI

Anticipated Revenue

\$577,500

/

Total Investment

\$2,750

=

Anticipated ROI

210

## Lead Sources

Type	Source	Medium	Leads ▾
szl_phone_call_inquiry	google	cpc	17.24
form_submit	google	organic	6
szl_phone_call_inquiry	google	organic	5.59
szl_phone_call_inquiry	(direct)	(none)	5
szl_google_ads_extension_c...	(direct)	(none)	3
szl_phone_call_inquiry	googlemybusiness	Organic	2.16
form_submit	googlemybusiness	Organic	2
form_submit	google	cpc	2

## Leads By Location & Device

City	Leads ▾	Device category	Leads ▾
Vancouver	5	mobile	30
West Vancouver	5	desktop	17
(not set)	4	tablet	0
North Vancouver	4		
Surrey	3		

## Google Business Profile

CallClicks  
**29**

WebClicks  
**116**

SearchImpressions  
**1,182**

MapsImpressions  
**326**

## Google Organic

Impressions  
**39,124**

Organic Clicks  
**278**

## Website Visitor Metrics

New users  
**1,015**

Sessions  
**1,340**

Engaged sessions  
**773**

Engagement rate  
**57.69%**

## Top Landing Pages

Page title	Full page URL	Users
		1,422
		1,348
		143
		120
		88
		83
		68
		64
		52
		40

Google Rankings When Started (Nov 2020)

All Keywords Ranking  
**165**

Top 3  
**5**

4 - 10  
**4**

Google Rankings Now

All Keywords Ranking  
**428**

Top 3  
**16**

4 - 10  
**28**

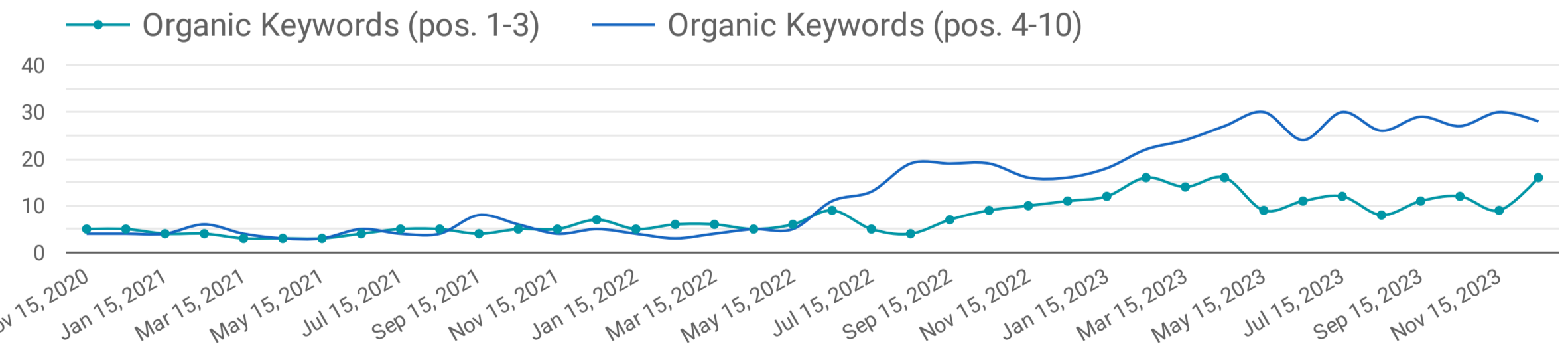
Top 6 Focus Keywords - Last 90 Days - North Vancouver

Keyword	Landing page	Tags	Improvement ▾	New Position
		top 6	18	25
		top 6	null	7
		top 6	null	9
		top 6	null	12
		top 6	null	6
		top 6	null	16

Top 5 Fastest Growing Keywords - Last 90 Days - North Vancouver

Keyword	Landing page	Improvement ▾	New Position
		82	18
		63	37
		39	22
		32	68
		19	55

SEO Growth Over Time



Technical SEO Website Performance



Performance  
**94**

Crawlability  
**90**

Linking  
**90**

Security  
**99**

Cost  
**\$1,561**

Conversions  
**24**

Cost / conv.  
**\$65**

## Google Ads Types of Conversions

Conversion Type	Conversions
	20
	3
	1

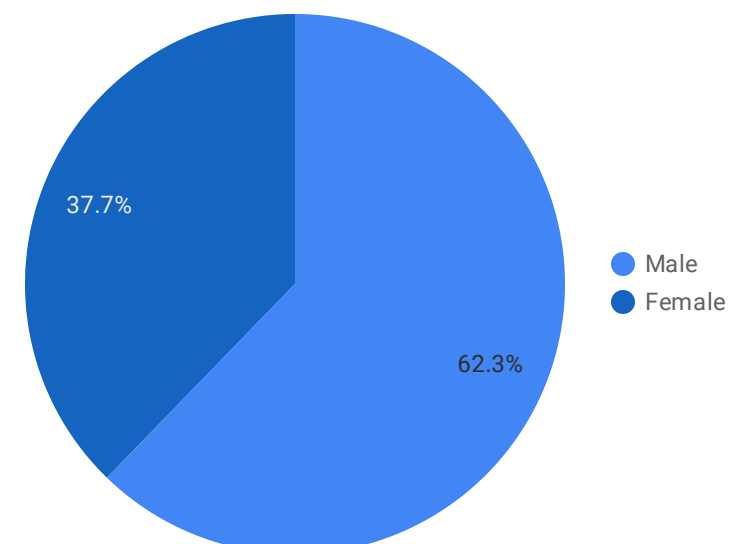
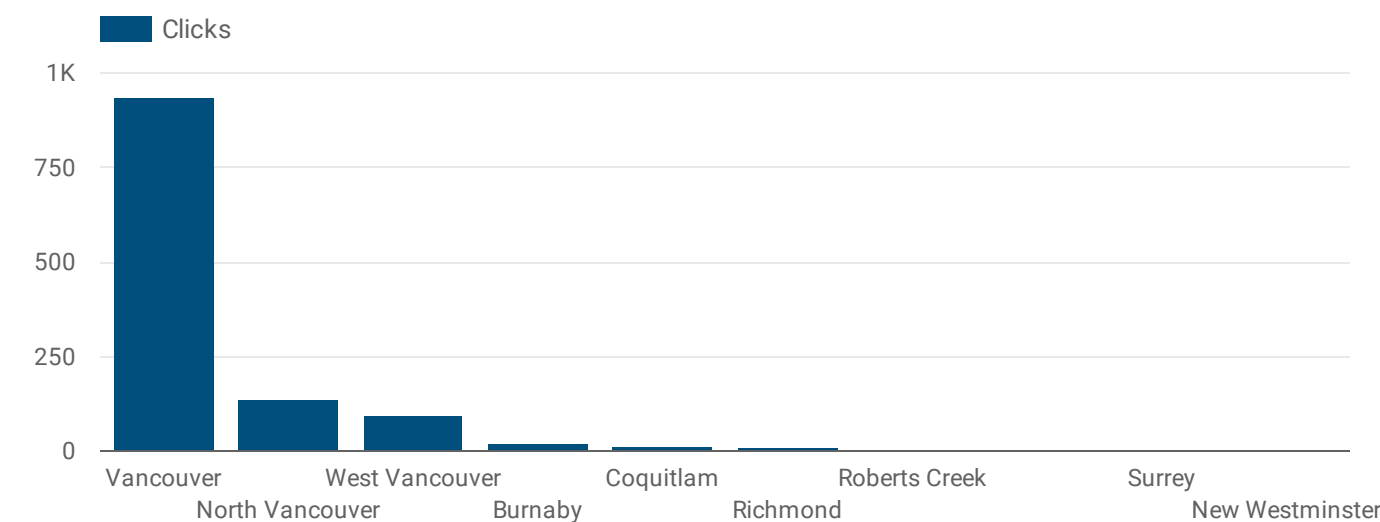
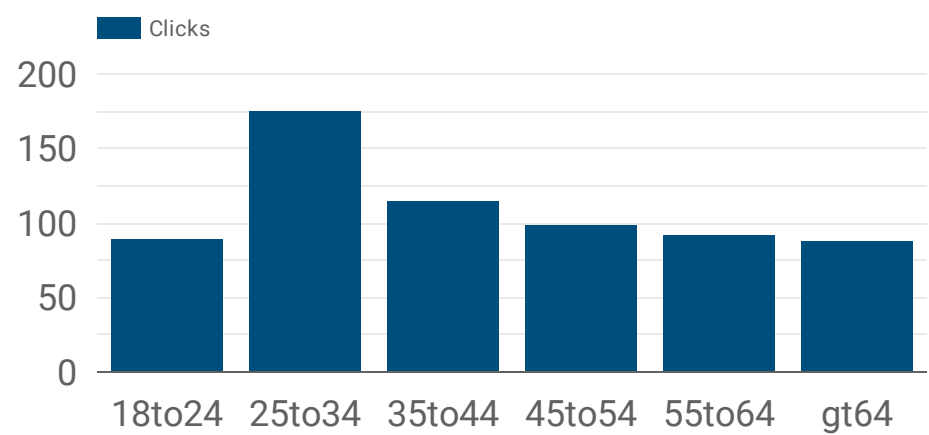
## Google Ads Search Term Performance

Search term	Clicks	CTR	Conversions
	31	42.47%	4
	20	46.51%	4
	1	100%	1
	2	5.71%	1
	1	8.33%	1

1 - 100 / 1089

## Google Ads Campaign & Audience Performance

Campaign	Clicks	CTR	Conversions
	31	31.31%	6
	75	7.79%	11
	36	6.62%	0
	89	4.87%	3
	39	4.62%	4
	955	0.85%	0



Account name

Ad name

Amount spent  
**243.56**

Phone Calls  
**8**

CTR  
**0.61%**

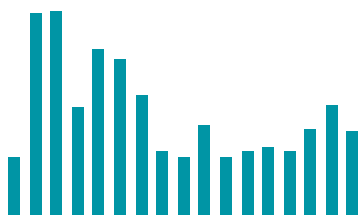
CPC  
**1.03**

Reach  
**17,344**

Cost Per Action  
**0.23**

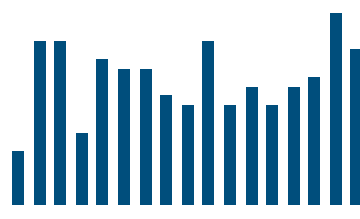
### Conversion

Events  
**1,060**



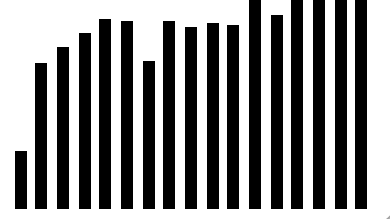
### Engagement

Link clicks  
**237**

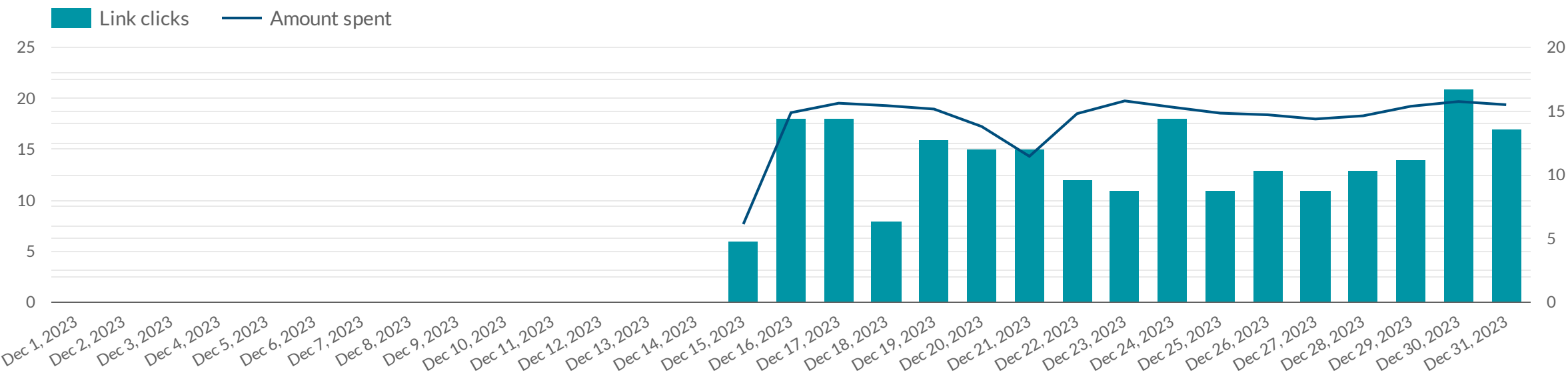


### Visibility

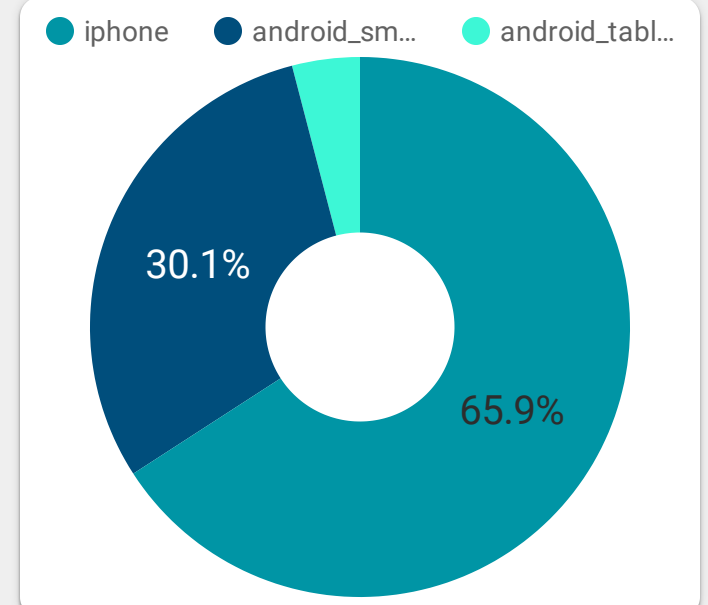
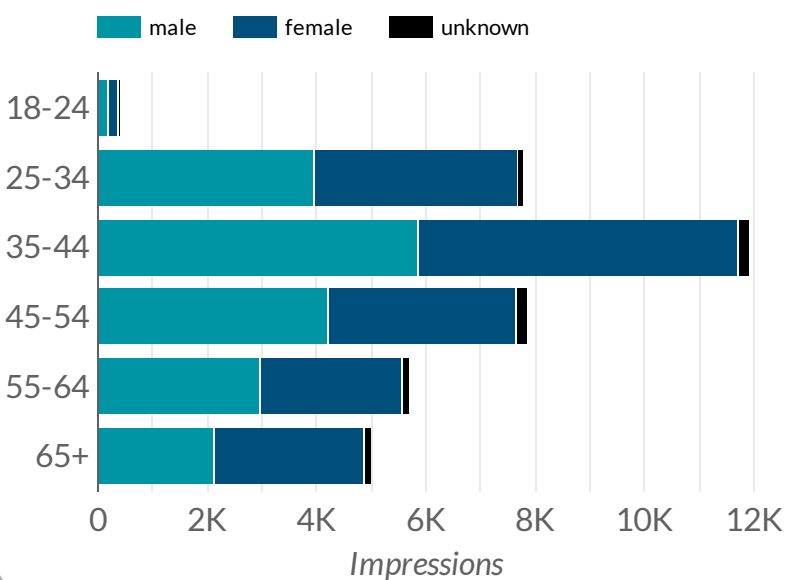
Impressions  
**38,651**




## Link Clicks vs. Amount Spent



## Audience Performance & Targeting






  
Post impressions  
**1,791**  
↓ -59.7%


Page likes  
**1,382**  
↑ 0.1%

Reach  
**43.0**

  
Taps on website link  
**0**


Page new likes  
**3**  
↑ N/A

Custom Button Clicks  
**0.0**

  
Reels shares  
**7**

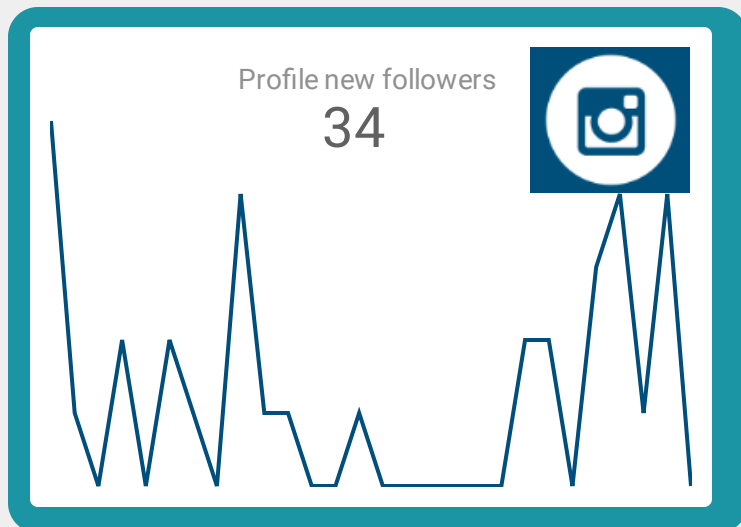
Page new followers  
**8**  
↑ 700.0%

CTR  
**4.3%**

  
Post Engagement Rate  
**8.13%**

Post Engagement Rate  
**3.22%**  
↑ 53.9%

Lifetime Page Views  
**1.3K**





- 1 - **Regular Communication:** maintain clear communication via email and watch any video explanations we send to you.
- 2 - **Access to Online Platforms & Resources:** please ensure that we have access to platforms such as your website, Google Analytics, Google Ads and branding materials, such as logos, images, and videos needed to execute campaigns effectively.
- 3 - **Clearly Defined Goals:** please provide well-defined goals and objectives for your campaigns. These goals will guide strategies and efforts.
- 4 - **Timely Feedback:** important updates, feedback, and decisions should be communicated in a clear, organized, and timely manner. Timely feedback helps us make necessary adjustments in a timely manner.
- 5 - **Budget Alignment:** please allocate a realistic budget that aligns with your goals. Adequate funding ensures that we can implement effective strategies without constraints.
- 6 - **Realistic Expectations:** please have realistic expectations about the outcomes of your digital marketing efforts. Results take time and may vary based on the industry and competition.
- 7 - **Prompt Approvals:** Approvals for campaign materials, content, and strategies should be given promptly. Delays in approvals can hinder timelines.
- 8 - **Trust and Autonomy:** please trust our expertise and allow us autonomy to make strategic decisions. Avoid your own changes to campaigns. Changing our configuration may interfere with strategy and management.
- 9 - **Openness to Suggestions:** please be open to considering our recommendations and suggestions based on our expertise. Collaboration leads to more effective strategies.
- 10 - **Payment Method:** please ensure we have an up-to-date payment method on record. Credit cards often expire and this leads to the pausing of Google Ads campaigns and wasted time.

