

# 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				Google Organic	
CallClicks 29	WebClicks 116	SearchImpressions 1,182	MapsImpressions 326	Impressions 39,124	Organic Clicks 278

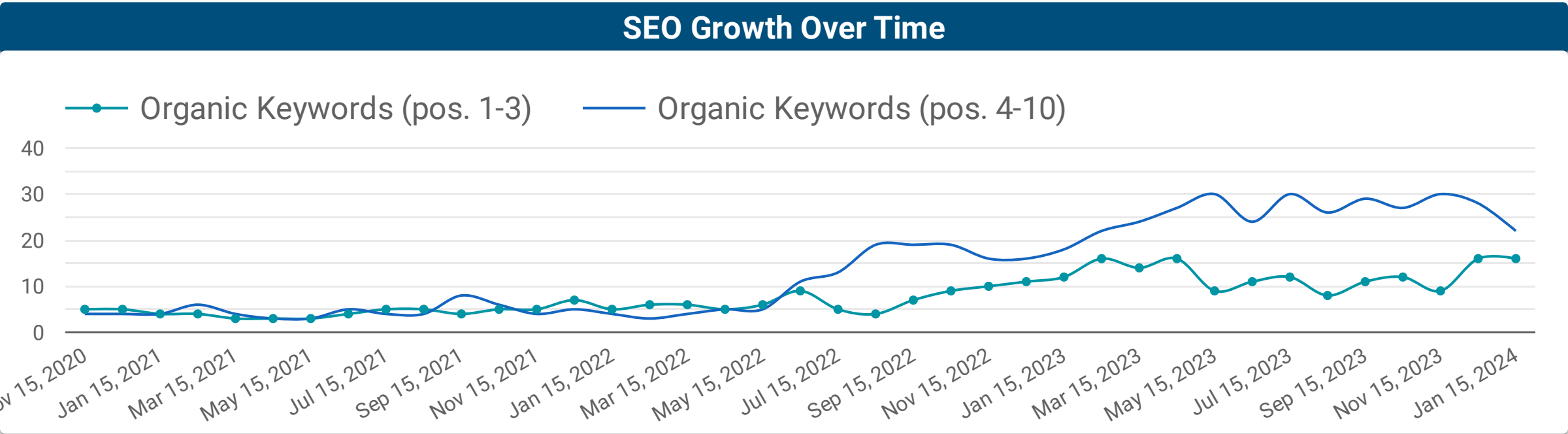
Website Visitor Metrics			
New users 1,015	Sessions 1,340	Engaged sessions 773	Engagement rate 57.69%

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)			Google Rankings Now		
All Keywords Ranking	Top 3	4 - 10	All Keywords Ranking	Top 3	4 - 10
165	5	4	428	16	28

Top 6 Focus Keywords - Last 90 Days - North Vancouver				
Keyword	Landing page	Tags	Improvement ▾	New Position
		top 6	14	29
		top 6	-1	10
		top 6	null	7
		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
		85	15
		63	37
		41	20
		33	67
		19	55



Technical SEO Website Performance				
	Performance	Crawlability	Linking	Security
	94	90	90	99

Cost

\$1,561

Conversions

24

Cost / conv.

\$65

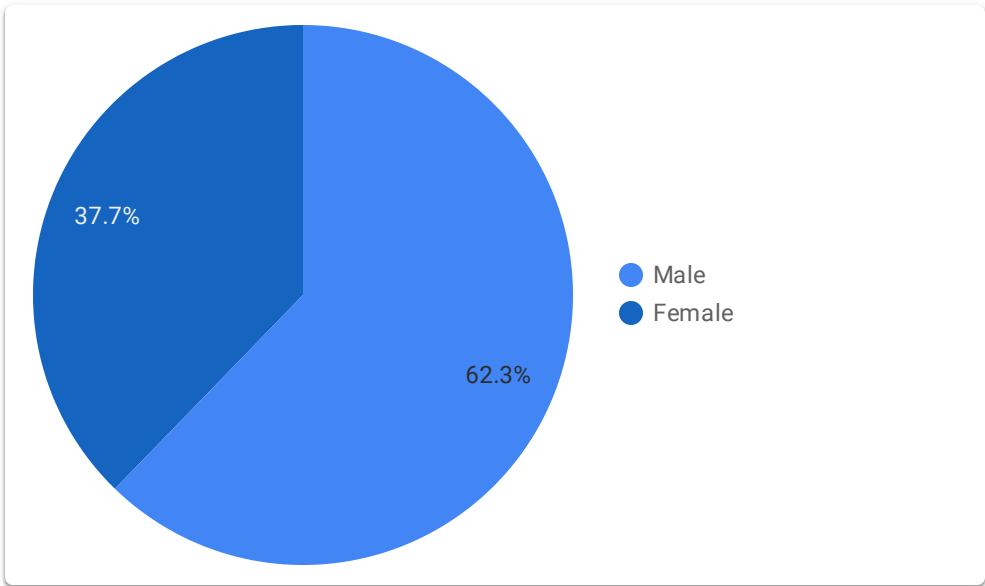
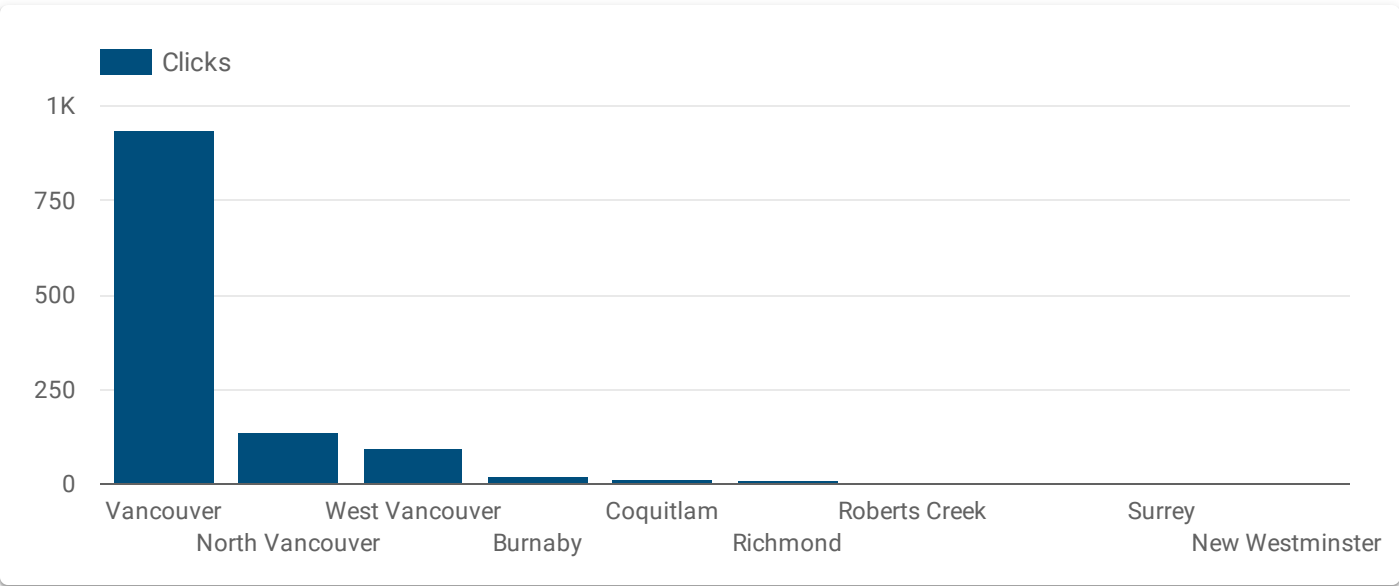
Google Ads Types of Conversions	
Conversion Type	Conversions ▾
	20
	3
	1

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

Clicks



Account name

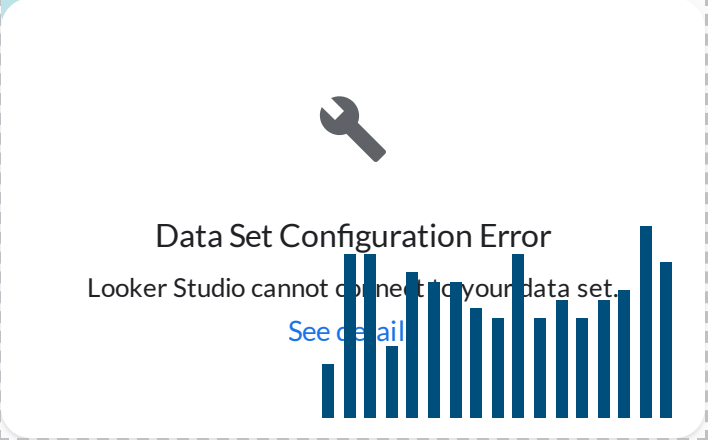
Ad name

Amount spent 243.56	Phone Calls 8	CTR 0.61%	CPC 1.03	Reach 17,344	Cost Per Action 0.23
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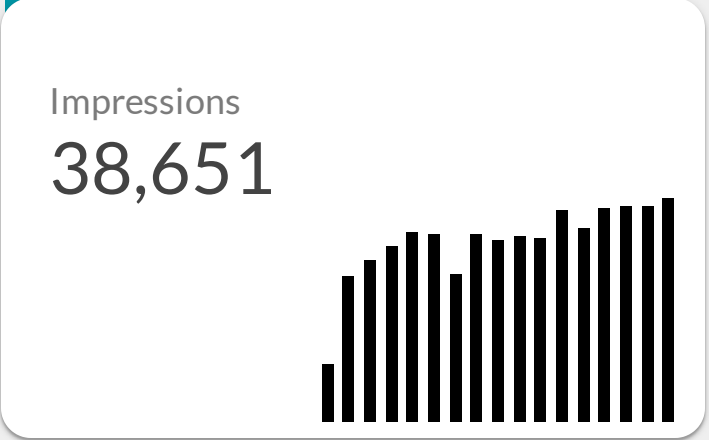
Conversion



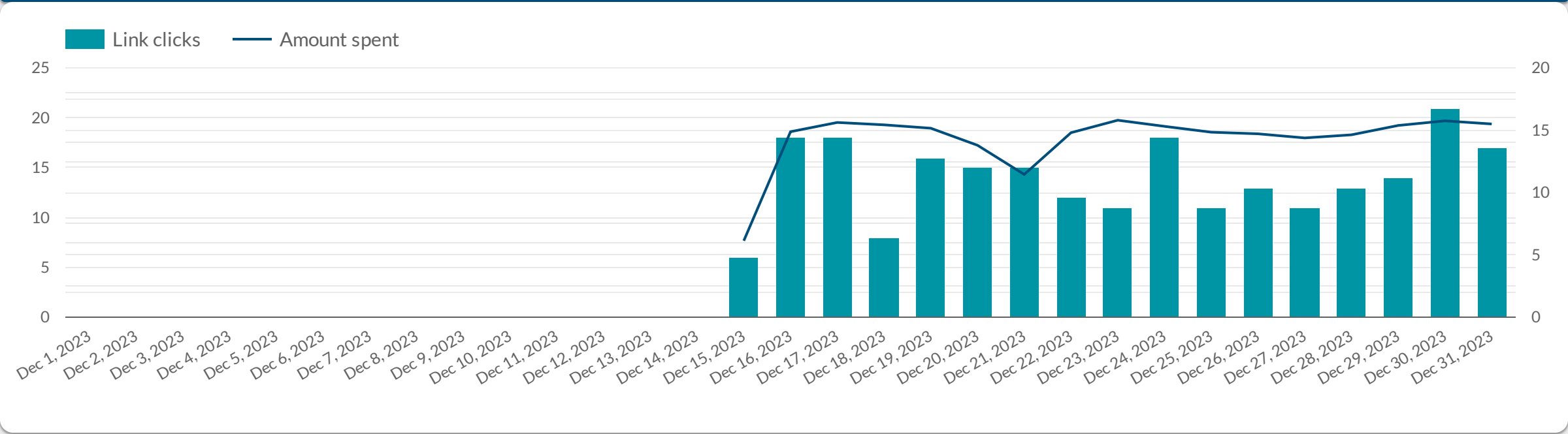
Engagement



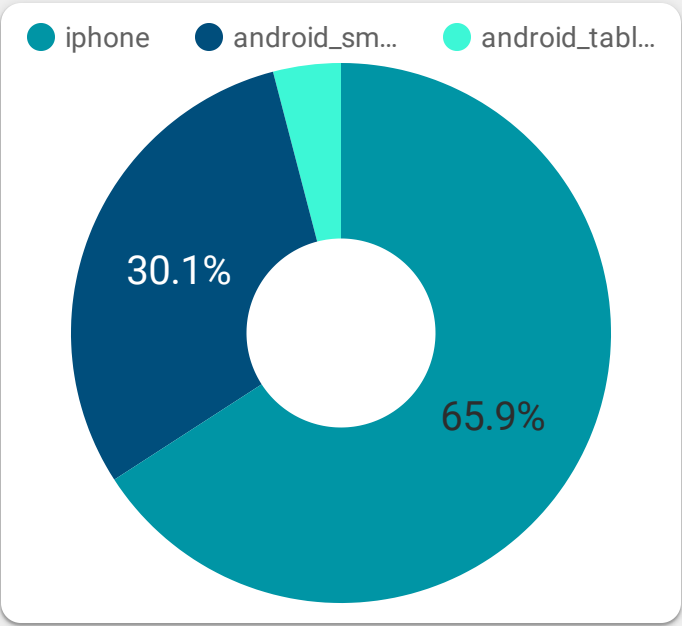
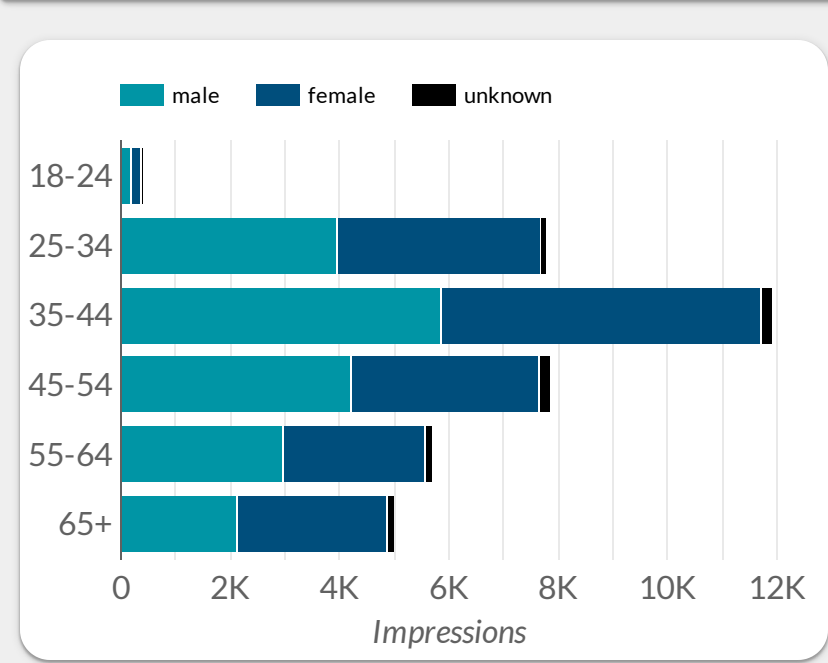
Visibility



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%**

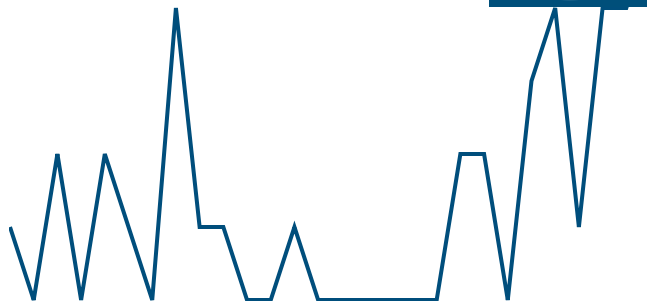


Post Engagement Rate  
**8.13%**

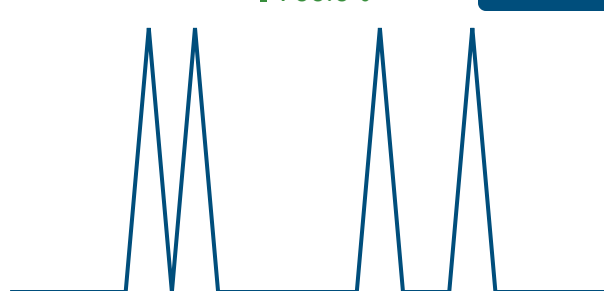
Post Engagement Rate  
**3.22%**  
↑ 53.9%

Lifetime Page Views  
**1.3K**

Profile new followers  
**38**



Page new followers  
**8**  
↑ 700.0%



New Followers  
**15**





- 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.

