

Health Practices Marketing Program

Total Leads

124

Total Investment

\$2,500

Average Cost Per Lead

\$20

Lead Types

Website Phone Calls

33

Form Submissions

12

Emails

2

G-Ads Call Ext

3

CallClicks

74

ROI Calculator

Qualified Leads

Total Leads

124

X

Lead Quality Rate

50%

=

Qualified Leads

62

Converted Leads

Qualified Leads

62

X

Sales Conversion Rate

75%

=

Converted Leads

47

Anticipated Revenue

Converted Leads

47

X

Average Service Revenue

\$1,500

=

Anticipated Revenue

\$69,750

Expected ROI

Anticipated Revenue

\$69,750

/

Total Investment

\$2,500

=

Anticipated ROI

28

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 74	WebClicks 90	SearchImpressions 1,125	MapsImpressions 226	Impressions 39,124	Organic Clicks 278

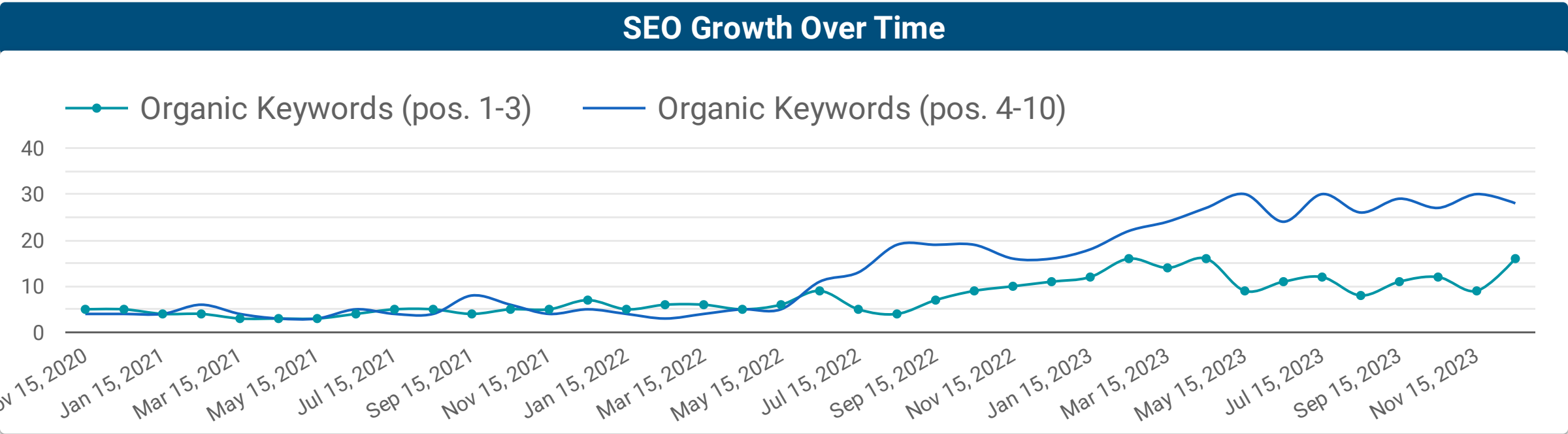
Website Visitor Metrics			
New users 1,015	Sessions 1,340	Engaged sessions 773	Engagement rate 57.69%


Top Landing Pages		
Page title	Full page URL	Users ▾
		255
		140
		67
		56
		41
		36
		29
		26
		22
		20

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	28	24
		top 6	3	9
		top 6	1	6
		top 6	-1	17
		top 6	-2	10
		top 6	null	13

Top 5 Fastest Growing Keywords - Last 90 Days - North Vancouver			
Keyword	Landing page	Improvement ▾	New Position
		84	16
		73	27
		64	36
		36	64
		28	24



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

Cost

\$1,561

Conversions

24

Cost / conv.

\$65

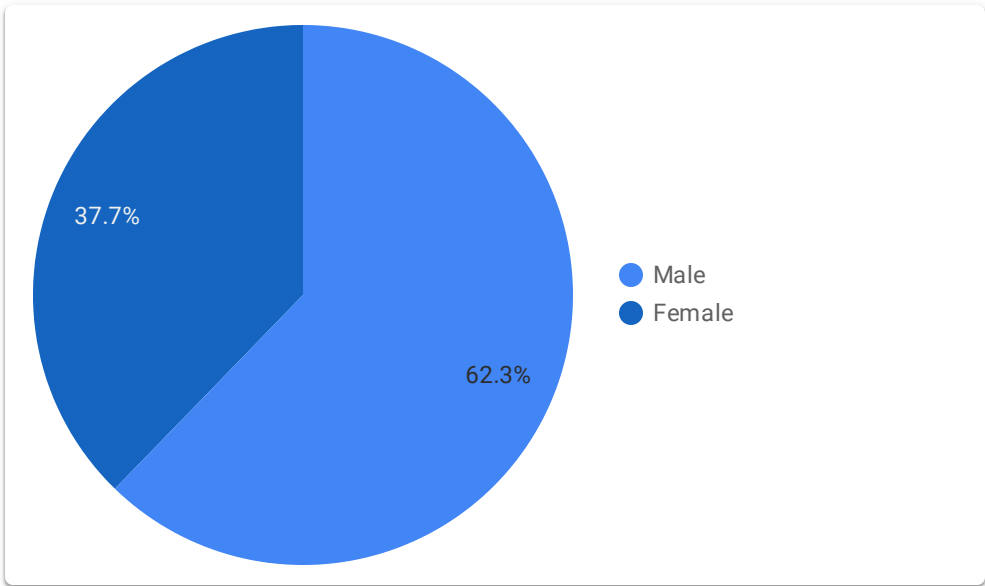
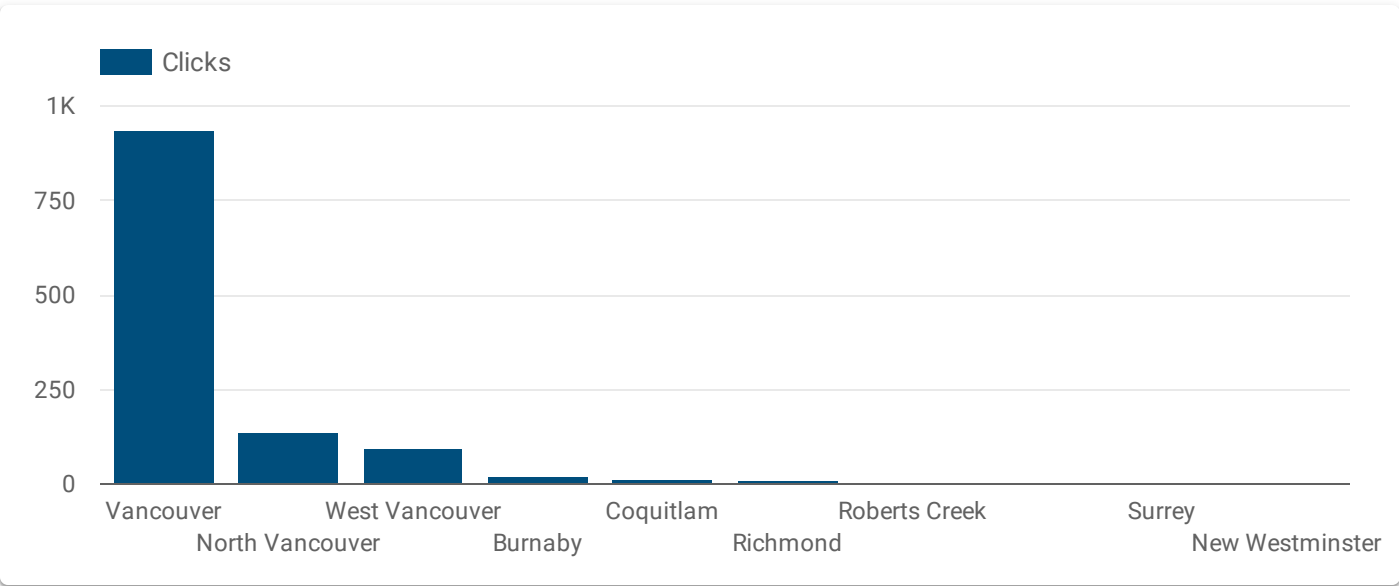
Google Ads Types of Conversions	
Conversion Type	Conversions ▾
	20
	3
	1

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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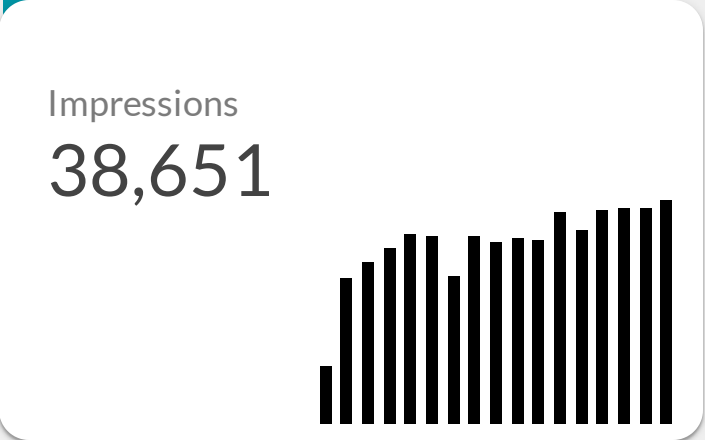
Conversion



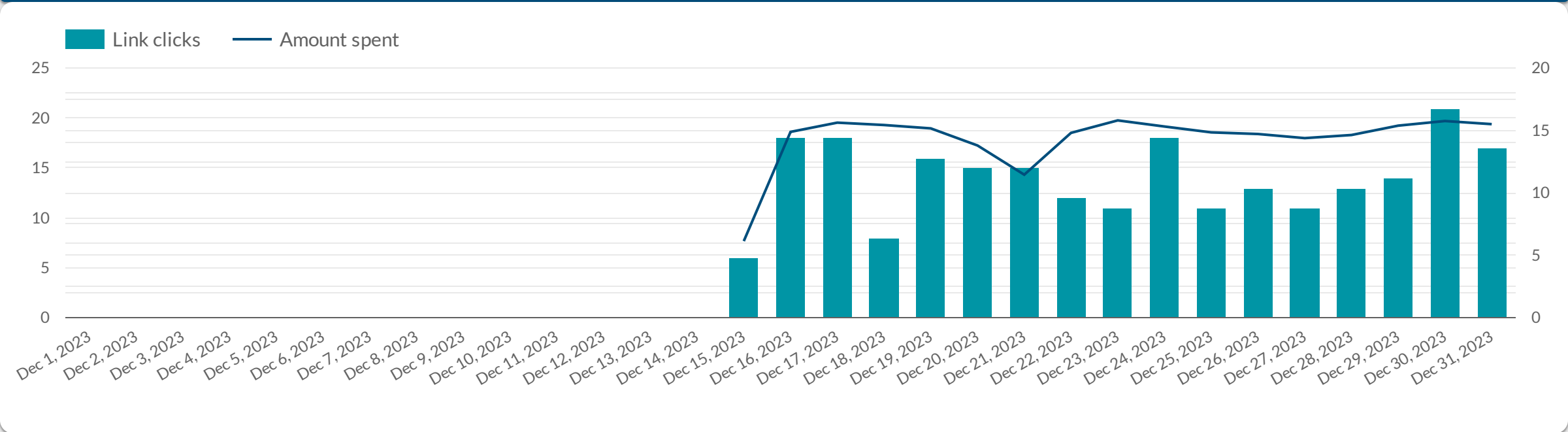
Engagement



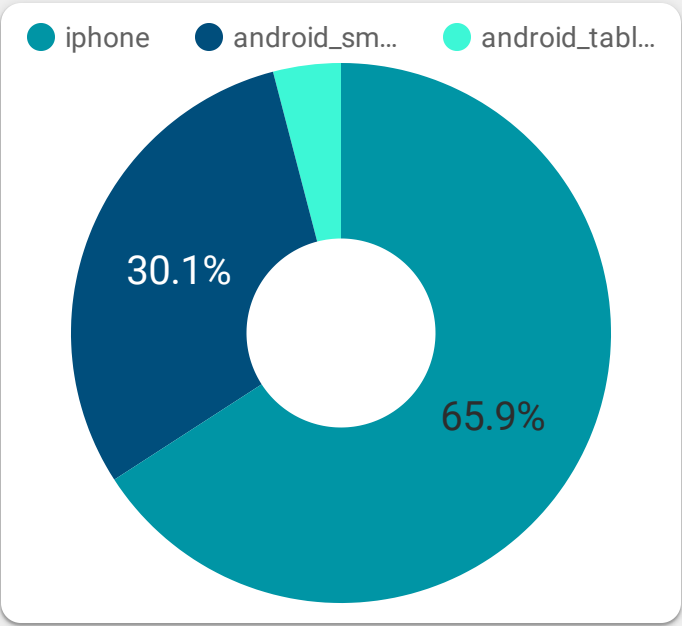
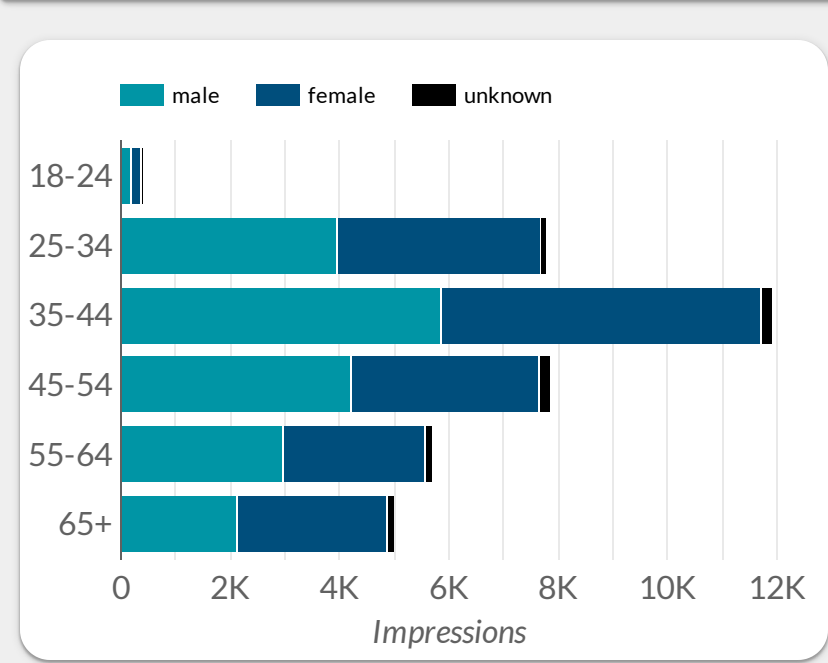
Visibility



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%

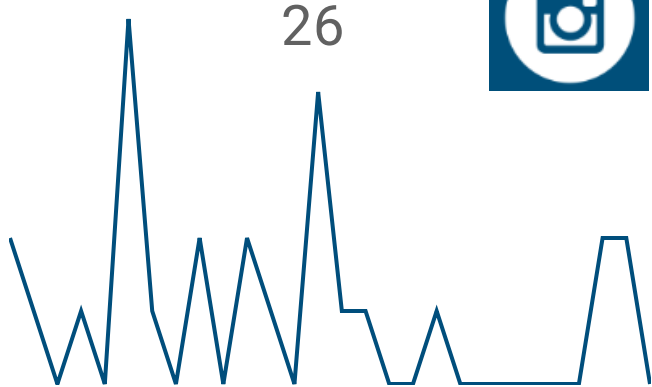


Post Engagement Rate
8.13%

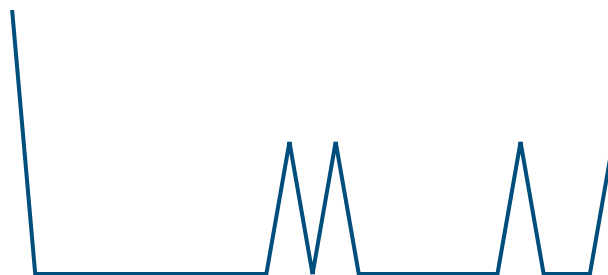
Post Engagement Rate
3.23%
↑ 54.2%

Lifetime Page Views
1.3K

Profile new followers
26



Page new followers
8
↑ 700.0%



New Followers
11



- 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.

