

# Home Services Marketing Program

Total Leads

136

Total Investment

\$4,600

Average Cost Per Lead

\$34

## Leads Breakdown

Website Phone Calls

50

Form Submissions

38

Emails

6

Call Extensions

0

GBP Calls

58

## ROI Calculator

Qualified Leads

Total Leads

136

X

Lead Quality Rate

80%

=

Qualified Leads

108

Converted Leads

Qualified Leads

108

X

Sales Conversion Rate

75%

=

Converted Leads

82

Anticipated Revenue

Converted Leads

82

X

Average Service Revenue

\$2,000

=

Anticipated Revenue

\$163,200

## Expected ROI

Anticipated Revenue

\$163,200

/

Total Investment

\$4,600

=

Anticipated ROI

35

## Lead Sources

Type	Source	Medium	Leads ▾
szl_phone_call_inquiry	google	cpc	37
form_submit	google	organic	12
szl_phone_call_inquiry	google	organic	12
szl_phone_call_inquiry	(direct)	(none)	10
szl_google_ads_extension_c...	(direct)	(none)	6
szl_phone_call_inquiry	googlemybusiness	Organic	4
form_submit	googlemybusiness	Organic	4
form_submit	google	cpc	4

## Leads By Location & Device

City	Leads ▾	Device category	Leads ▾
Vancouver	35	mobile	50
West Vancouver	15	desktop	47
(not set)	24	tablet	0
North Vancouver	14		
Surrey	13		

Google Business Profile				Google Organic	
CallClicks	WebClicks	SearchImpressions	MapsImpressions	Impressions	Organic Clicks
58	116	1,182	326	39,124	1,278

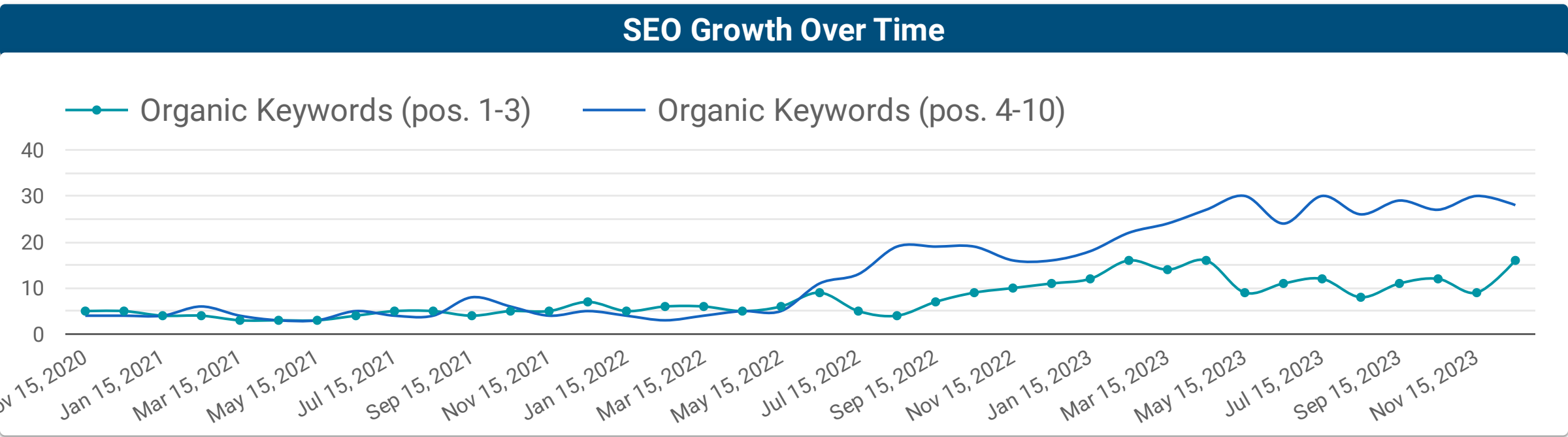
Website Visitor Metrics			
New users	Sessions	Engaged sessions	Engagement rate
1,015	1,340	773	57.69%

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
65	5	4	1428	56	68

Top 6 Focus Keywords - Last 90 Days - North Vancouver				
Keyword	Landing page	Tags	Improvement ▾	New Position
		top 6	28	24
		top 6	1	11
		top 6	1	6
		top 6	-2	10
		top 6	null	13
		top 6	null	16

Top 5 Fastest Growing Keywords - Last 90 Days - North Vancouver			
Keyword	Landing page	Improvement ▾	New Position
		91	9
		73	27
		60	40
		38	62
		34	26



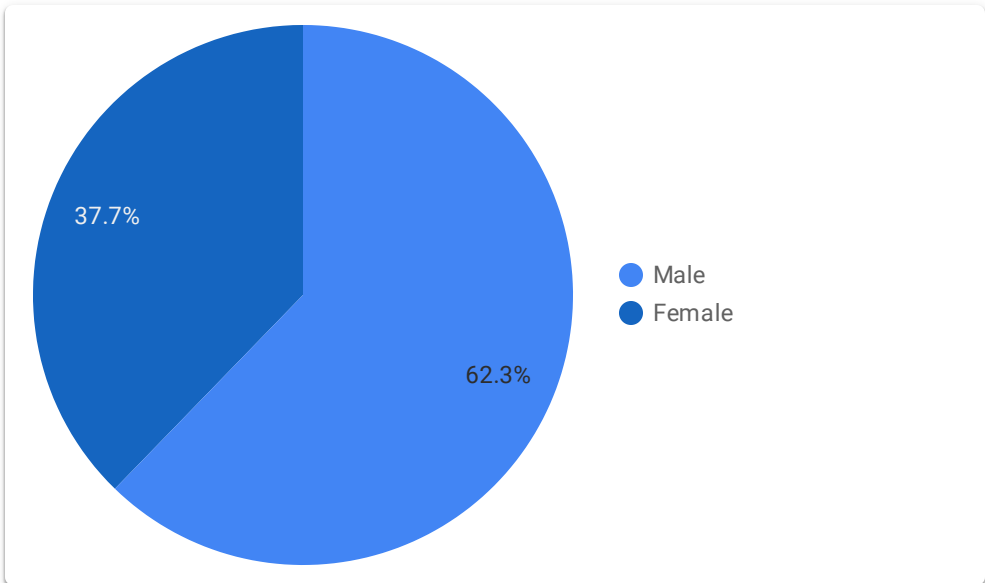
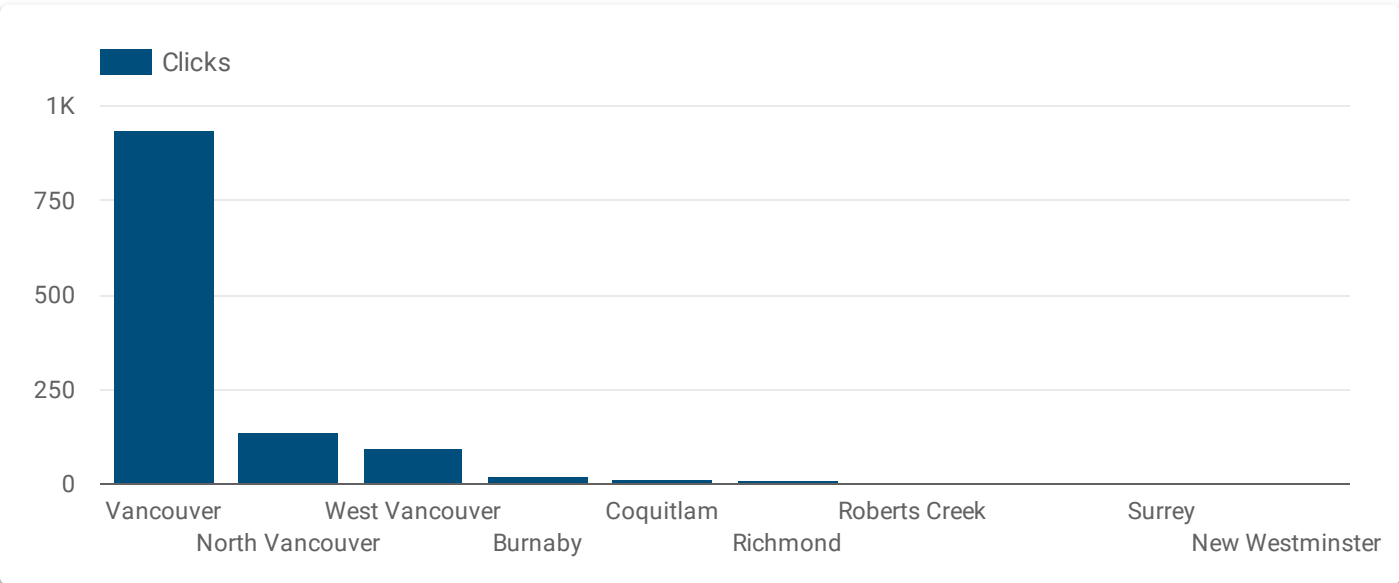
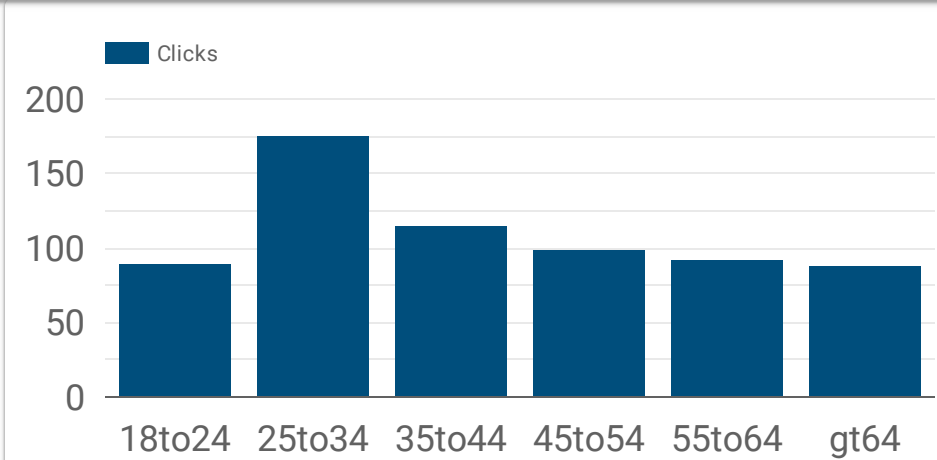
Technical SEO Website Performance				
	Performance	Crawlability	Linking	Security
	96	93	91	99

Cost	Conversions	Cost / conv.
\$3,122	96	\$32.5

Google Ads Types of Conversions	
Conversion Type	Conversions
one_call_inquiry	40
now_form_submit	3
_form_submit	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			

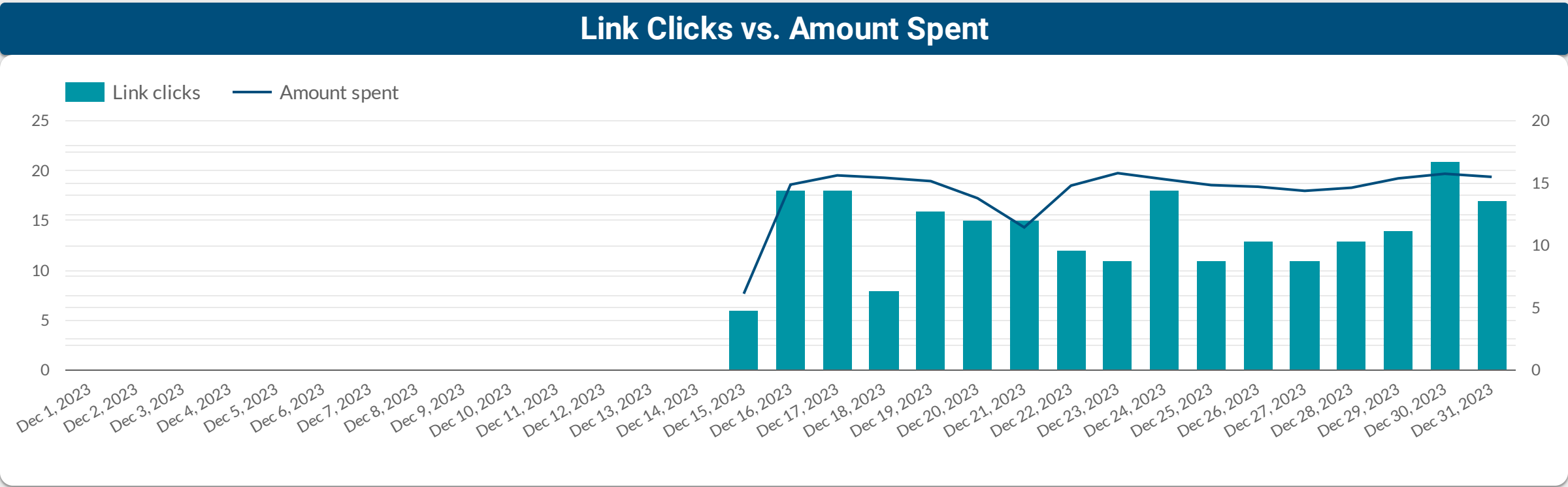
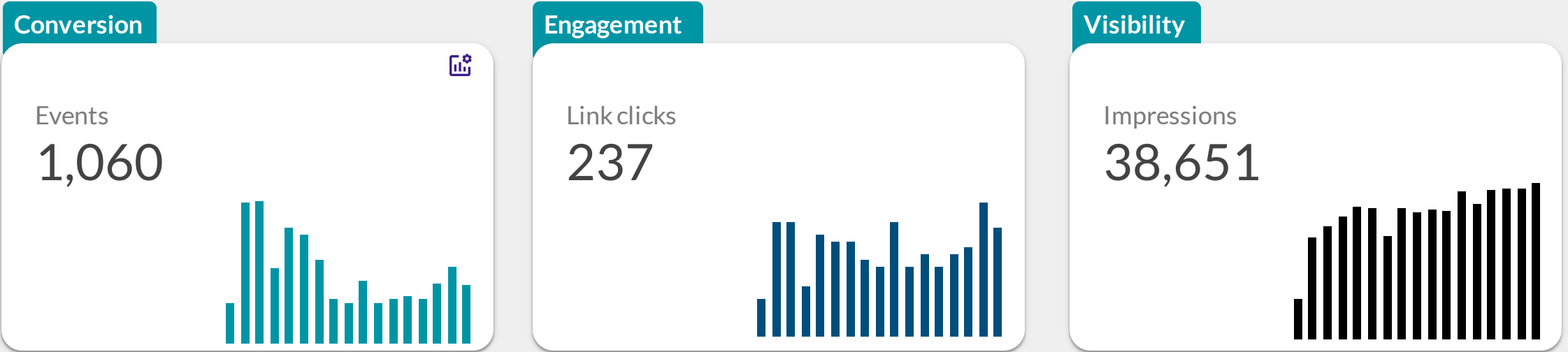
Google Ads Campaign & Audience Performance			
Campaign	Clicks	CTR	Conversions
	31	31.31%	6
	75	7.79%	11
	36	6.62%	0
	89	4.87%	3
	39	4.62%	4
	955	0.85%	0



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
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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%**

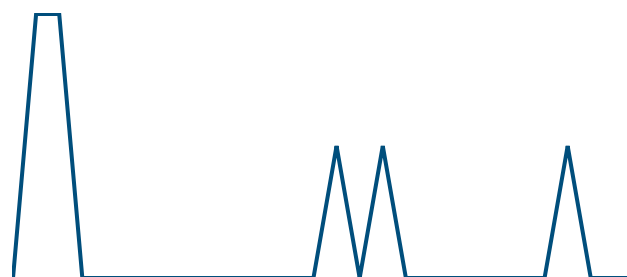
Post Engagement Rate  
**3.23%**  
↑ 54.1%

Lifetime Page Views  
**1.3K**

Profile new followers  
**25**



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.

