

Schools Marketing Program

Admissions Engagement

Admissions Button Clicks

Apply Button Click 270	Inquire Button Click 112	Admissions Booklet 42	Financial Aid 8
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Other Important Admissions Actions

GBP Calls 32	Email Link Click 4	Phone Call Link Click 12	Video Play 14
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Lead Sources

Type	Source	Medium	Leads ▾
apply_button_click	google	organic	103.99
apply_button_click	googlemybusiness	organic	66.79
inquire_button_click	googlemybusiness	organic	44
apply_button_click	google	cpc	33.22
inquire_button_click	google	organic	30
apply_button_click	(direct)	(none)	30
apply_button_click	bing	organic	22
admissions_booklet_button...	google	organic	16

Leads By Location & Device

City	Leads ▾	Device category	Leads ▾	Total users
Vancouver	133	mobile	295	485
North Vancouver	62	desktop	167	358
West Vancouver	32	tablet	0	3
Burnaby	18			
(not set)	14			
Richmond	12			
Salmon Arm	12			
Smithers	12			
Terrace	12			
Chilliwack	10			

Website	Google Business Profile			
Total users 846	CallClicks 32	WebClicks 284	SearchImpressions 1,440	MapsImpressions 1,154

Website Visitor Metrics				Google Organic	
New users 719	Sessions 1,350	Engaged sessions 1,210	Engagement rate 89.63%	Impressions 28,163	Organic Clicks 1,106

Top Landing Pages		
Page title	Full page URL	Users
<div></div>		495
		284
		153
		136
		91
		80
		77
		70
		57
		53

Google Rankings		
All Keywords Ranking	Top 3	4 - 10
247	13	7

Top Fastest Growing Keywords - Last 90 Days - North Vancouver		
Keyword	Landing page	Improvement ▾ New Position
		46 54
		27 73
		25 75
		23 60
		21 18
		21 32
		18 27
		11 23
		7 3
		5 16
		5 16
		3 11
		2 3



Technical SEO Website Performance

Site health

89

Performance90

Crawlability81

Linking83

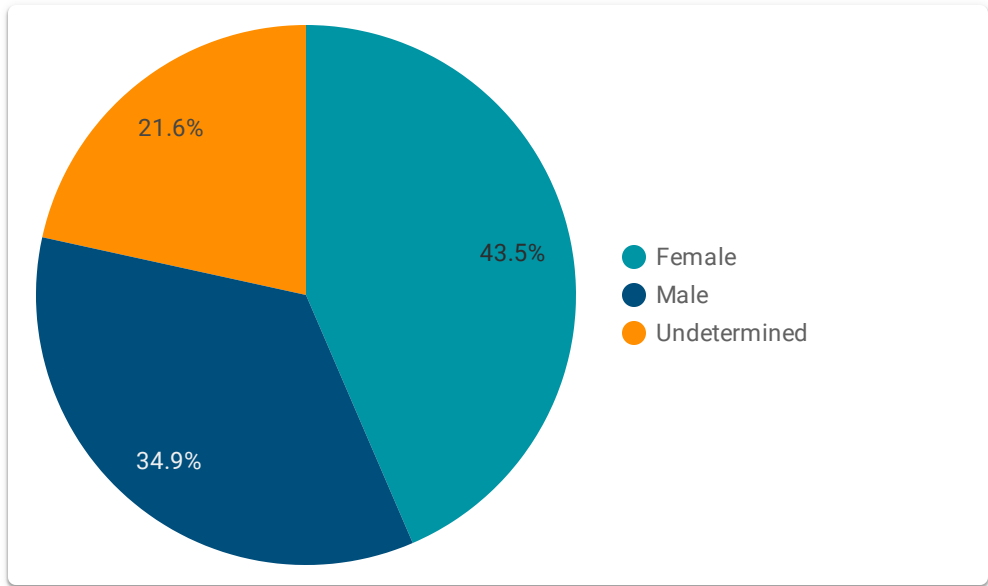
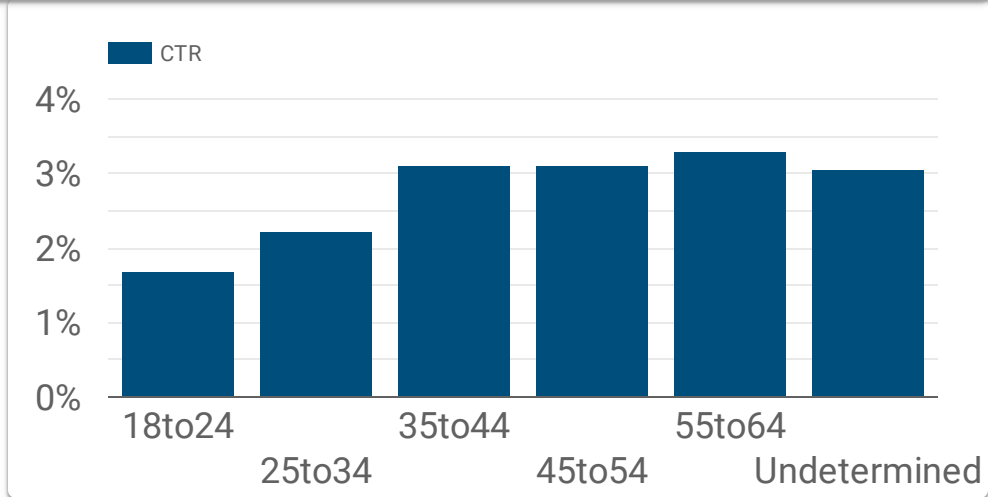
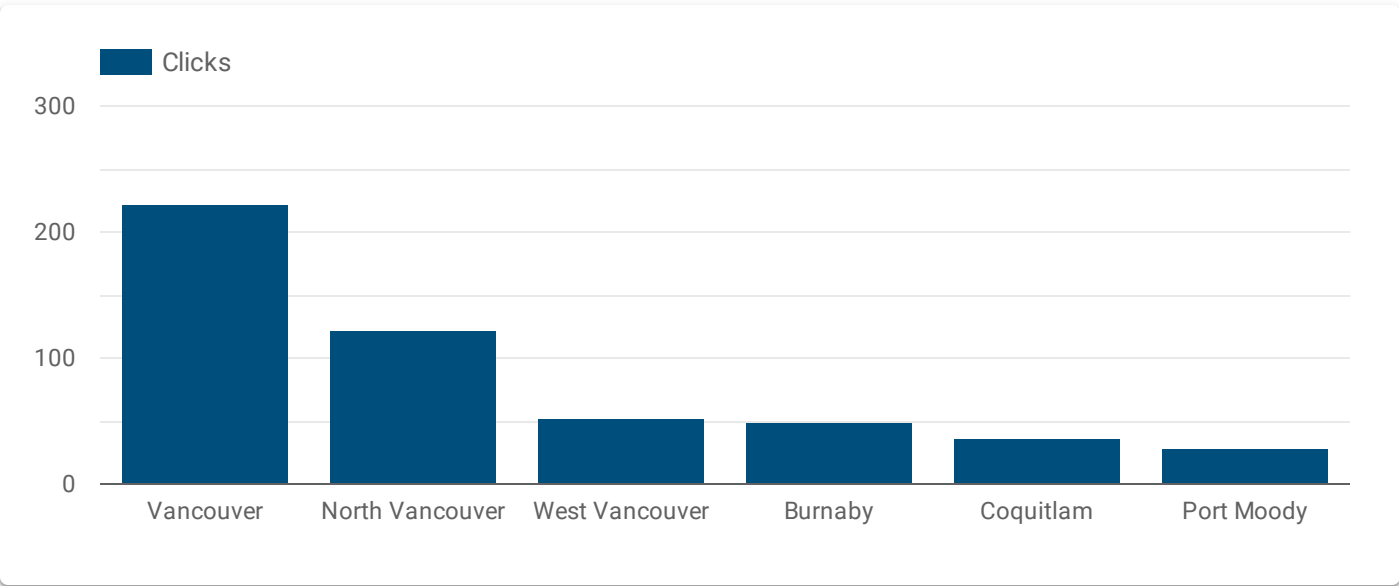
Security99

Cost \$954	Conversions 43.08	Cost / conv. \$22
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Google Ads Types of Conversions	
Conversion Type	Conversions ▾
	35.22
	6
	1
	0.86

Google Ads Search Term Performance			
Search term	Clicks	CTR	Conversions ▾
	17	35.42%	4.01
	1	8.33%	4
	3	50%	4
	1	16.67%	2
	4	23.53%	1
1 - 100 / 741 < >			

Google Ads Campaign & Audience Performance			
Campaign	Clicks	CTR ▾	Conversions
	112	9.71%	12.87
	107	7.43%	5
	100	5.36%	7.21
	191	1.22%	18
	0	0%	0
	0	0%	0



- 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.

