**This weekly PPC report outlines all Pay Per Click activity from 11 May, 2018 to 17 May, 2018**

WEEKLY PPC REPORT

**Glo Sun and Shades**

http://www.glosunandshades.com/

 **WEEKLY CAMPAIGN REPORT FOR GLOSUNANDSHADES**

|  |  |
| --- | --- |
| Week: | 2 |
| Time Period: | 5/11/2018 – 5/17/2018 |

This document highlights statistics pertaining to the PPC Campaign for your website. Please go over the report and be sure to provide us with any feedback. There were 10 clicks on your campaign, based on 146 impressions. Your average cost per click for the allotted budget is $1.33.

## **CAMPAIGN RESULTS:**

|  |  |  |
| --- | --- | --- |
| **Campaign** | **Glo Sun and Shades** | **Total** |
| Budget | $7.00 | **$7.00** |
| Clicks | 10 | **10** |
| Impressions | 146 | **146** |
| CTR | 6.85% | **6.85%** |
| Avg. CPC | $1.33 | **$1.33** |
| Cost | $13.30 | **$13.30** |
| Avg. Position | 1.4 | **1.4** |
| Conversions | 0.00 | **0.00** |
| Cost/Conv. | $0.00 | **$0.00** |
| Conv. Rate | 0.00% | **0.00%** |
| Est. Total Conv. | 0.00 | **0.00** |

There are positive results on your PPC campaign. Your Ads average position is very high. Your Ads are showing in Top position in Google Search Engine. Your Ads are being triggered for very relevant search terms, we haven’t find any negative search term in this week. Your Ads CTR is also high. Your campaign CTR is **6.85%**. The average click-through rate on Adwords paid search ads is about 2%. Accordingly, anything over 2% can be considered an above average CTR.

**CALL-ONLY Campaign:**

We have noticed that the clicks on your Ads are coming from Mobile devices, in this week you got all clicks from Mobile devices. To target Mobile devices, we would like to create CALL ONLY campaign for your website. Call Only Ads show only on mobile devices. This PPC campaign encourage customers to call you by clicking or tapping your ad. With call-only campaigns, you bid to drive calls to your business instead of clicks to your website. We are suggesting you CALL ONLY campaign, due to your business nature and your current PPC campaign progress.

Kindly let us know, how to proceed.

## **TOP SEARCH TERMS:**

These were the top search terms for your campaign this week:

|  |
| --- |
| 1. glo tanning muskegon
 |
| 1. tanning places near me
 |
| 1. tanning salons near me
 |
| 1. tanning salons in muskegon michigan
 |
| 1. glo tanning salon muskegon
 |

You can view the entire search terms list by clicking on the following document below.



## **KEYWORDS WITH MAXIMUM CLICKS**

The following keywords have attained maximum clicks this week:

|  |
| --- |
| 1. tanning salon
 |
| 1. [tanning salons near me]
 |
| 1. tanning membership
 |
| 1. [tanning places near me]
 |

You can view the keyword list by clicking on the following document below.



## **NEGATIVE KEYWORDS IDENTIFIED:**

We haven’t identified any negative keyword:

You can view the entire list by clicking on the following document below:



## **CONCLUSION:**

We will continue to manage and monitor your PPC campaign and will send you an updated progress report next week. Should you have any questions or concerns, please feel free to contact us by phone or email.

**END OF REPORT**