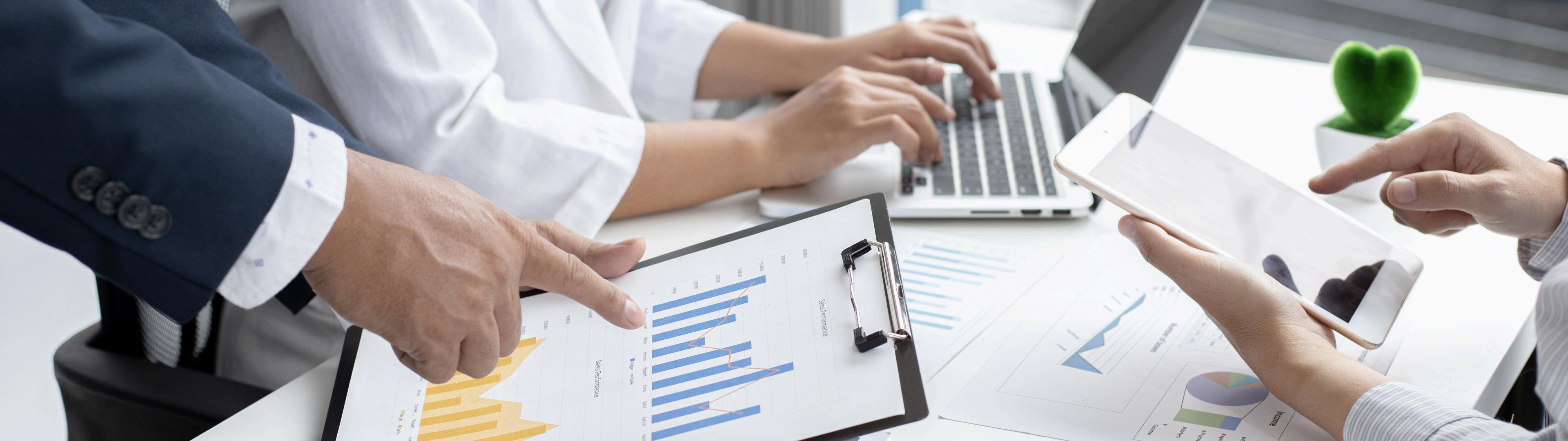


SEARCH TERMS ANALYSIS

Created by Alexander Tamayo

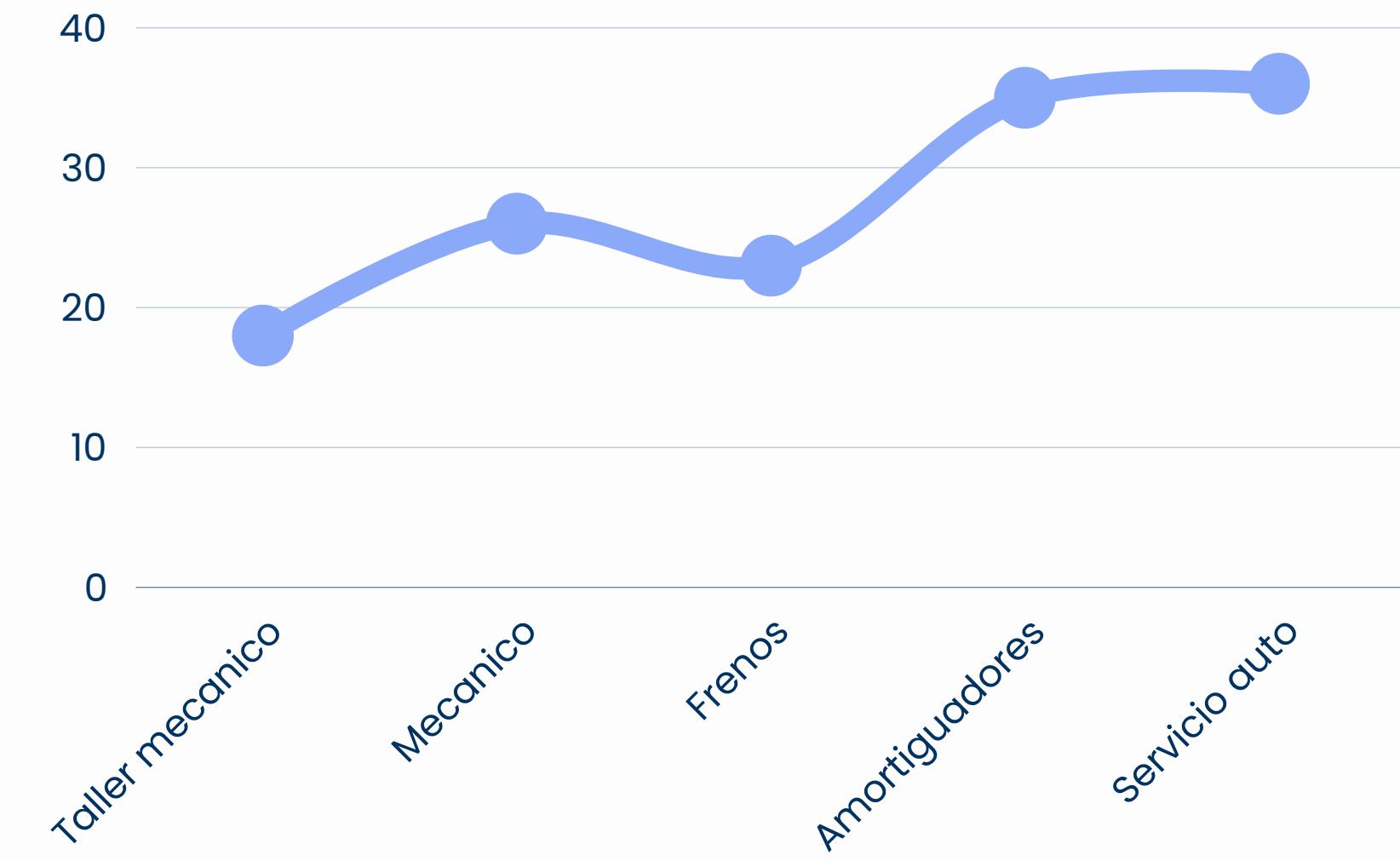


CAR DOCTOR

Car Doctor is an Auto repair shop that create ads using Google Ads platform.

IDENTIFICATION

34,893 search terms were identified in their Google Ads account.



METRICS

Search Term	Impresions	Clicks	Conversions
mecanico automotriz moderno	1	0	0
amortiguadores	1	0	0
servicio de frenos	1	0	0



CONCLUSION

After grouping all search terms and summarizing impressions, clicks and conversions, 22 search teams were identified as the main search teams to generate conversions.

Search Term	Clicks	Conversions
m***** c*** d* m*	411	101
m***** a d*****	206	62
t***** m*****	125	48

