

The Spine Center

www.spinecenterbr.com

Monthly Search Engine Marketing Performance Report November 1-30, 2016

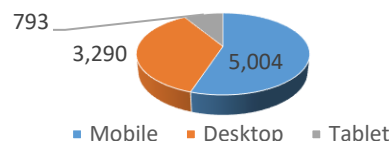
Prepared 12-01-2016

SEARCH ADS

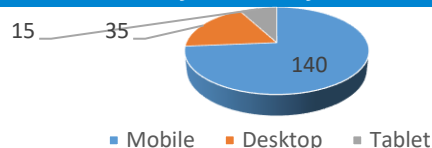
Campaign Cumulative Monthly Stats

Total Clicks	190
Total Impressions	9,087
Total Click-Through Rate	2.09%
Average Cost Per Click	\$2.02
Avg. Position on Google	2.6
Phone Calls	49

Total Monthly Impressions By Device



Total Monthly Clicks By Device



Top Performing Search Ad

Clicks	105
Impressions	2,878
Click-Through Rate	3.65%
Cost Per Click	\$2.53
Avg. Position on Google	2.2

(Keyword: Spine Surgeon)

Need An Urgent Spine Specialist?
Same Day Appointments! Call Today.

spinecenterbr.com/spine_surgeon

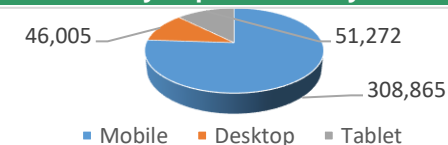
(MOBILE)

DISPLAY ADS

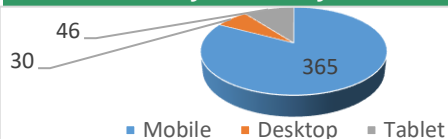
Campaign Cumulative Monthly Stats

Total Clicks	441
Total Impressions	406,142
Total Click-Through Rate	0.11%
Average Cost Per Click	\$0.76
Avg. Position on Google	1.0

Total Monthly Impressions By Device



Total Monthly Clicks By Device



Top Performing Display Ad

Clicks	84
Impressions	65,191
Click-Through Rate	0.13%
Cost Per Click	\$0.68
Avg. Position on Google	1.0

