

The Spine Center

www.spinecenterbr.com

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

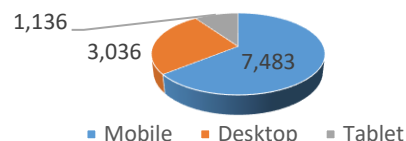
Prepared 10-04-2016

TEXT ADS

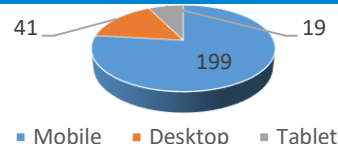
Campaign Cumulative Monthly Stats

Total Clicks	259
Total Impressions	11,655
Total Click-Through Rate	2.22%
Average Cost Per Click	\$1.41
Avg. Position on Google	3.3
Phone Calls	49

Total Monthly Impressions By Device



Total Monthly Clicks By Device



Top Performing Text Ad

Clicks	109
Impressions	3,971
Click-Through Rate	2.74%
Cost Per Click	\$1.59
Avg. Position on Google	1.7

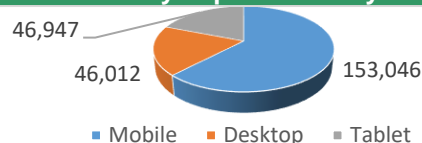
Baton Rouge Spine Surgeon
The Spine Center of Baton Rouge
Complete Spine Care. Call Now!
spinecenterbr.com/spine_surgeon
(MOBILE)

DISPLAY ADS

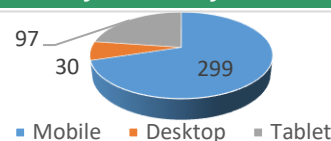
Campaign Cumulative Monthly Stats

Total Clicks	426
Total Impressions	246,005
Total Click-Through Rate	0.17%
Average Cost Per Click	\$0.65
Avg. Position on Google	1.0

Total Monthly Impressions By Device



Total Monthly Clicks By Device



Top Performing Display Ad

Clicks	106
Impressions	46,876
Click-Through Rate	0.23%
Cost Per Click	\$0.43
Avg. Position on Google	1.0

