

## The Spine Center

www.spinecenterbr.com

### Monthly Search Engine Marketing Performance Report October 1-31, 2016

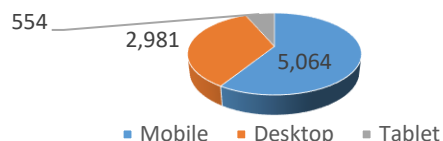
Prepared 11-07-2016

#### SEARCH ADS

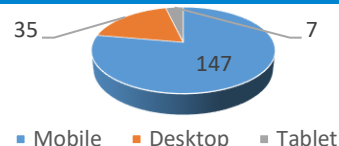
##### Campaign Cumulative Monthly Stats

Total Clicks	189
Total Impressions	8,599
Total Click-Through Rate	2.20%
Average Cost Per Click	\$1.87
Avg. Position on Google	2.6
Phone Calls	46

##### Total Monthly Impressions By Device



##### Total Monthly Clicks By Device



#### Top Performing Search Ad

Clicks	10
Impressions	121
Click-Through Rate	8.26%
Cost Per Click	\$1.44
Avg. Position on Google	1.7

(Keyword: Lumbar Surgery)

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

[spinecenterbr.com/spine\\_surgeon](http://spinecenterbr.com/spine_surgeon)

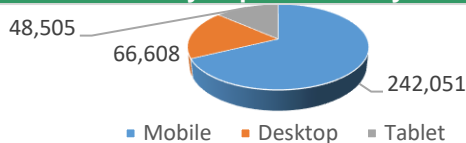
(MOBILE)

#### DISPLAY ADS

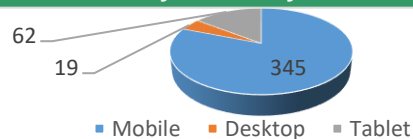
##### Campaign Cumulative Monthly Stats

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	264
Impressions	172,681
Click-Through Rate	0.15%
Cost Per Click	\$0.80
Avg. Position on Google	1.0

