

## Total Impressions

Google Ads

Impressions

40,715

↑ 35.3%

Website

Users

2,935

↓ -3.4%

Clicks

Clicks

1,317

↑ 42.7%

## Spend this period

We have spent \$2,735 in this reporting period vs. \$2,727 previous period.

Our Google Adwords conversion in Mar period vs. prior period Feb is 58 vs. 30

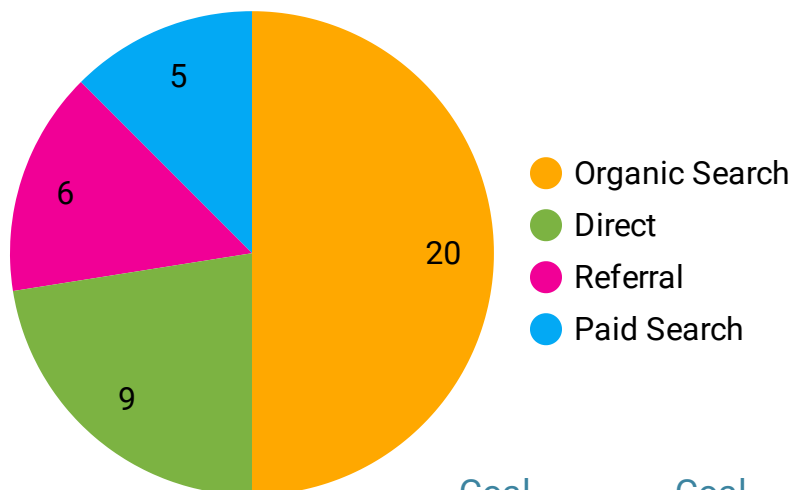
We had a total of 119 tracked phone calls in Mar and 34 in Feb period

For Google ads, Total leads (58 + 119 = 177) in Mar and (30 + 34 = 64) in Feb

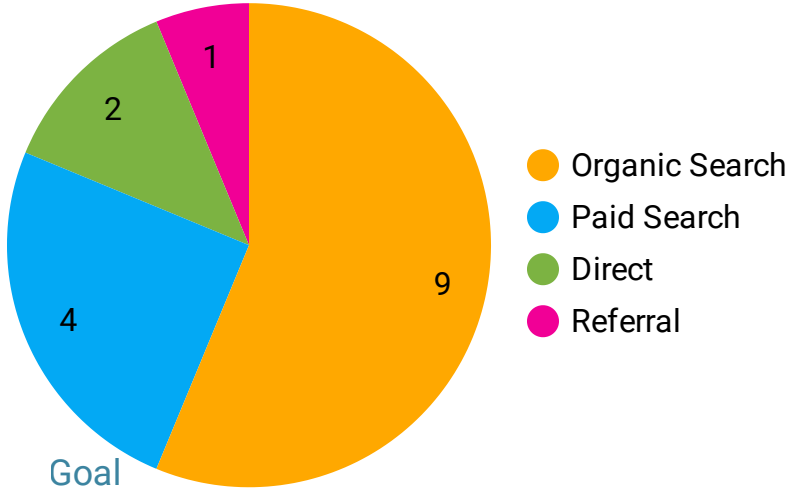
Our average paid CPL is \$15 vs \$42 in previous month.

## All Leads Inquiries (Goals) + Website Events FOR MONTH

### Goals By Source



### Events By Source



### Referral Source Goals:

Source	Goals
1 thebristol.com	3
2 ultimatecaremg...	1
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### Referral Source Events:

Source	Goals
1 ultimatecaremg...	1
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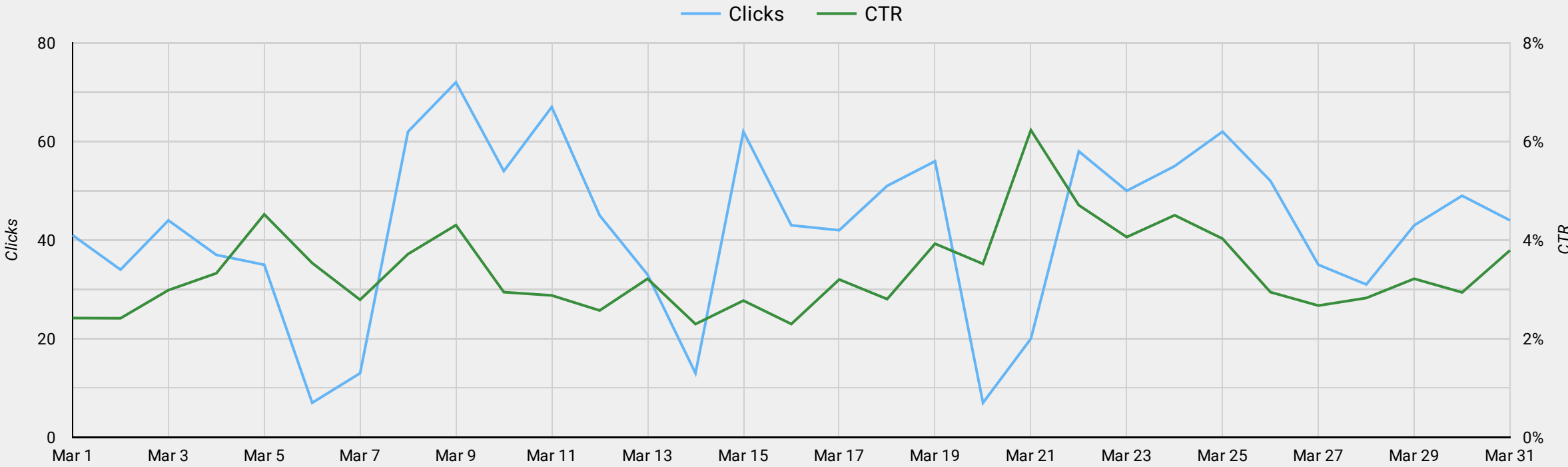
Channel ^	Contact Form Submit	Stay Connect Submit	Click to Email info@	Click to Email prequal@	FB Icon Click	LinkedIn Icon Click	Click to Call	Contact Form Landing Page
1. Direct	3	0	6	2	0	0	0	2
2. Organic Search	7	3	10	6	0	0	3	1
3. Paid Search	2	1	2	2	0	0	2	26
4. Referral	2	1	3	1	0	0	0	0

\*paid goals occurred on main site as part of secondary action site action after user navigated from the landing page to main site

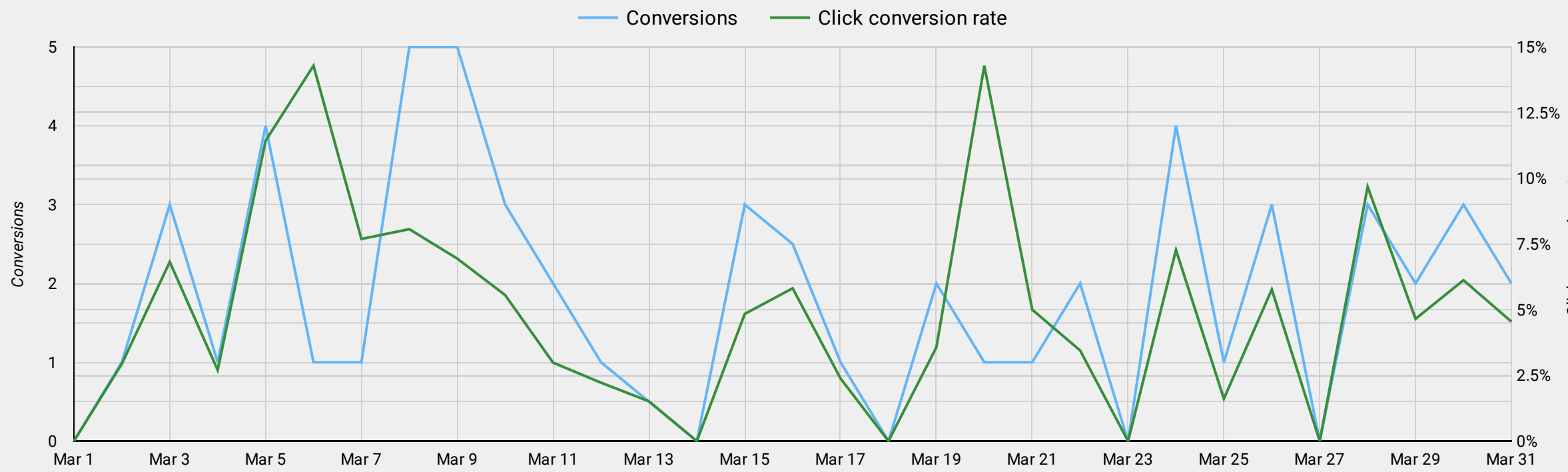
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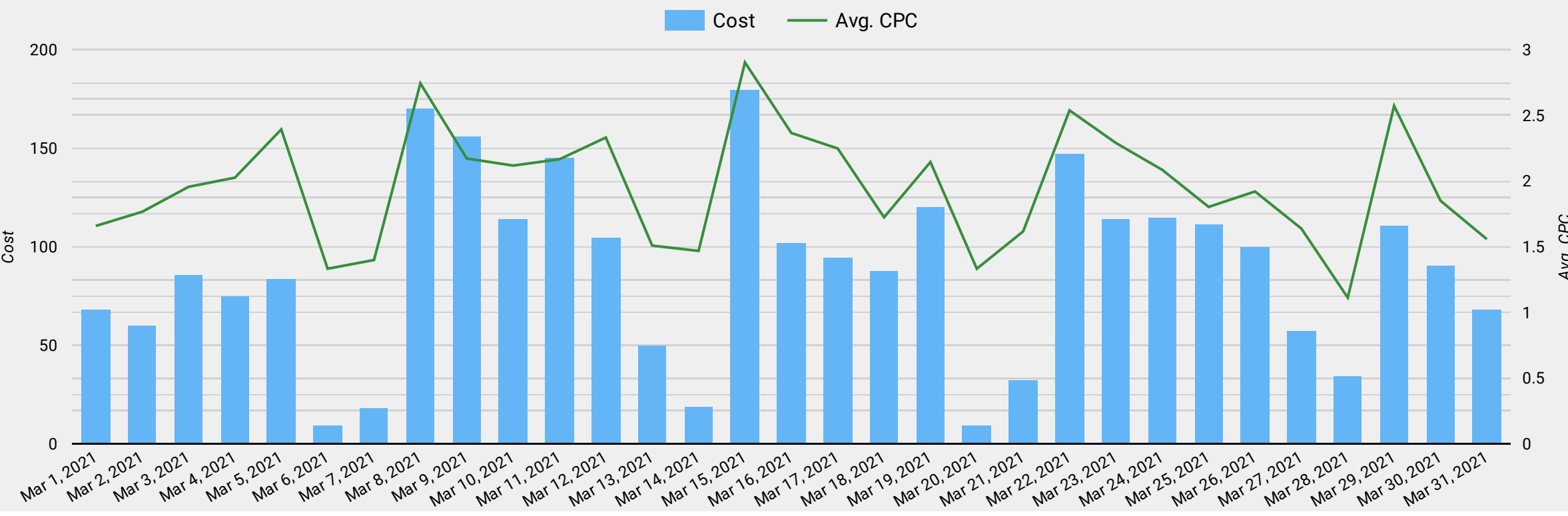
## Clicks & Click through rates (CTR) Progression



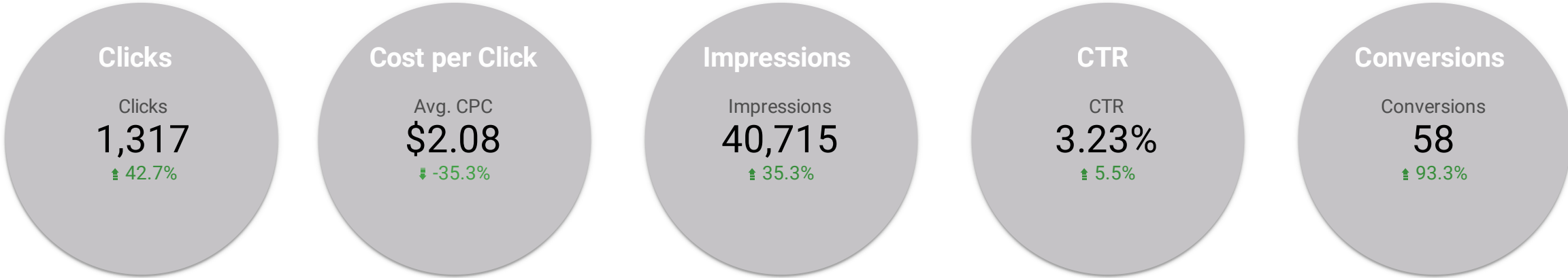
## Conversions Vs Click Conversion rate



## Cost Vs Avg. CPC (Cost per Click)



Google Ads



Spend & Cost per Conversion

Cost

\$2,735.74

Click conversion rate

4.40%

↑ 35.5%

Avg. CPC

\$2.08

↓ -35.3%

Cost / conv.

\$47.17

↓ -52.2%

Cost Data

Top Campaign: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Campaign	Impressions ▾	Clicks	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
1.	Development	40,715	1,317	3.23%	\$2.08	\$2,735.74	58	4.4%	\$47.17
2.	Brand Awareness	0	0	0%	\$0	\$0	0	0%	\$0
3.	Construction	0	0	0%	\$0	\$0	0	0%	\$0

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Top Ad Group: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Ad group	Impressions ▾	Clicks	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
1.	Property Development	15,557	474	3.05%	\$2.01	\$951.88	27.67	5.84%	\$34.41
2.	Land Development	12,101	329	2.72%	\$2.19	\$721.96	8	2.43%	\$90.25
3.	Real Estate Development	6,496	229	3.53%	\$1.92	\$440.47	12.33	5.39%	\$35.71
4.	Commercial Development	6,299	278	4.41%	\$2.14	\$595.72	9	3.24%	\$66.19
5.	Senior Living	262	7	2.67%	\$3.67	\$25.71	1	14.29%	\$25.71
6.	Awareness	0	0	0%	\$0	\$0	0	0%	\$0
7.	Commercial Construction	0	0	0%	\$0	\$0	0	0%	\$0
8.	Luxury Development	0	0	0%	\$0	\$0	0	0%	\$0

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Top Keywords: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Ad group	Search keyword	Impr...	Clicks ② ...	CTR	Avg. CPC	Cost	Conv...	Conv. rate	Cost / conv.
1.	Property Devel...	construction building	2,889	71	2.46%	\$2.21	\$156.93	3	4.23%	\$52.31
2.	Land Develop...	sell property	2,238	60	2.68%	\$2.46	\$147.58	2	3.33%	\$73.79
3.	Land Develop...	sale of property	2,087	75	3.59%	\$2.38	\$178.7	0	0%	\$0
4.	Land Develop...	property to sell	1,816	63	3.47%	\$2.31	\$145.28	3	4.76%	\$48.43
5.	Land Develop...	property for sell	1,337	28	2.09%	\$2.11	\$59	0	0%	\$0
6.	Property Devel...	construction builder	1,324	30	2.27%	\$2.12	\$63.63	0	0%	\$0
7.	Property Devel...	housing developer	1,266	94	7.42%	\$1.95	\$183.08	8.33	8.87%	\$21.97
8.	Commercial De...	business properties	1,087	49	4.51%	\$2.71	\$132.78	4	8.16%	\$33.2
9.	Commercial De...	commercial estate	1,024	45	4.39%	\$2.81	\$126.28	1	2.22%	\$126.28
10.	Commercial De...	commercial spaces	1,014	55	5.42%	\$2.01	\$110.56	1	1.82%	\$110.56
11.	Property Devel...	building and construction	1,000	25	2.5%	\$1.88	\$46.91	3.5	14%	\$13.4
12.	Real Estate De...	real estate development	983	47	4.78%	\$2.14	\$100.65	1	2.13%	\$100.65
13.	Real Estate De...	construction development	979	50	5.11%	\$1.94	\$96.95	2	4%	\$48.48
14.	Real Estate De...	real estate developer	952	35	3.68%	\$1.9	\$66.35	2	5.71%	\$33.18
15.	Property Devel...	housing developers	914	58	6.35%	\$2.25	\$130.46	6	10.34%	\$21.74
16.	Real Estate De...	estate developer	847	31	3.66%	\$1.54	\$47.78	1	3.23%	\$47.78
17.	Property Devel...	the construction	835	14	1.68%	\$1.95	\$27.27	1	7.14%	\$27.27
18.	Real Estate De...	development firm	832	11	1.32%	\$2.44	\$26.81	2	18.18%	\$13.41
19.	Property Devel...	construction companys	825	13	1.58%	\$2.05	\$26.68	0	0%	\$0
20.	Property Devel...	construction contractors	793	12	1.51%	\$1.36	\$16.26	1	8.33%	\$16.26

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Search Terms: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Search term	Ad group	Impressions ▾	Clicks	CTR	Avg. CPC	Cost	Conversions	Conv. ra...	Cost / co...
1.	low income housing	Property Develop...	119	11	9.24%	\$1.67	\$18.38	1	9.09%	\$18.38
2.	housing connect	Property Develop...	91	9	9.89%	\$2.22	\$19.95	1	11.11%	\$19.95
3.	building department	Property Develop...	61	8	13.11%	\$2.89	\$23.12	0	0%	\$0
4.	apply for housing assista...	Property Develop...	57	13	22.81%	\$1.99	\$25.85	2	15.38%	\$12.93
5.	sec 8 housing rental list	Property Develop...	52	13	25%	\$2.03	\$26.43	3	23.08%	\$8.81
6.	zillow	Land Development	43	5	11.63%	\$1.73	\$8.64	0	0%	\$0
7.	application for section 8 ...	Property Develop...	37	10	27.03%	\$2.6	\$25.97	1	10%	\$25.97
8.	zillow com	Land Development	34	5	14.71%	\$1.64	\$8.2	0	0%	\$0
9.	real estate development ...	Real Estate Devel...	27	0	0%	\$0	\$0	0	0%	\$0
10.	colliers international	Commercial Deve...	24	3	12.5%	\$1.03	\$3.09	0	0%	\$0

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