

Date: 21-Jul-21 Prepared by: Marketing Agency Name

Hi [Client Name],

It was a pleasure providing our marketing services for you.

Please see the results below for the month of July:

**Website Bookings:** [this could be “sales” if relevant, but in this case, it’s a service business]

Total Bookings: **61**

June Bookings: 55

May Bookings: 49

**Google Maps:** [from Google My Business data]

Total Calls: **91**

Direction Requests: 13

**SEO Ranking:**

“Insurance Broker Melbourne” [just an example]

Google Map: 1st Position

Google Search: 1st page, 3rd Position

“Life Cover Quote Melbourne” [just an example]

Google Search: 1st page, 6th Position

**General Visitor Analytics:**

Total Visitors: 1,130

Average Duration on Website: 2:26 minutes

**Device Type:**

Mobile Phones: 48.78%

Laptops/Computers: 50.00%

Tablets: 2.27%

Bounce Rate: 37%

**AdWords Spend Overview:**

**Totals:**

Total Spent: $1,000

Total Clicks: 212

**Statistics of AdWords Visitors:**

**Gender:**

Male: 58%

Female: 42%

**Age:**

18-24: 6.32%

25-34: 22.29%

35-44: 25.19%

45-54: 17.79%

55-64: 16.51%

65+: 11.90%

**Conclusion:**

We achieved a record month with new bookings (great news!). We’re optimistic for what lies ahead in the coming months as we make SEO improvements.

It was a pleasure providing you with this report.

As always, please let me know if you have any questions, and I’ll be glad to help.

Regards,

Your Name

Contact Number

*AgencyWebsite.com*