Long Island Bed Bug Inspections

L.I.B.I

Long Island Bed Bug Inspections

DBA: NYC Bed Bug Inspection Dogs and Green Pro Pest Control

Google Ads & Facebook Analysis

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Points of Discussion

General Information About Bed Bug Infestations in NYC

Client Objectives

Client Data Analyses (Google Ads & Facebook)
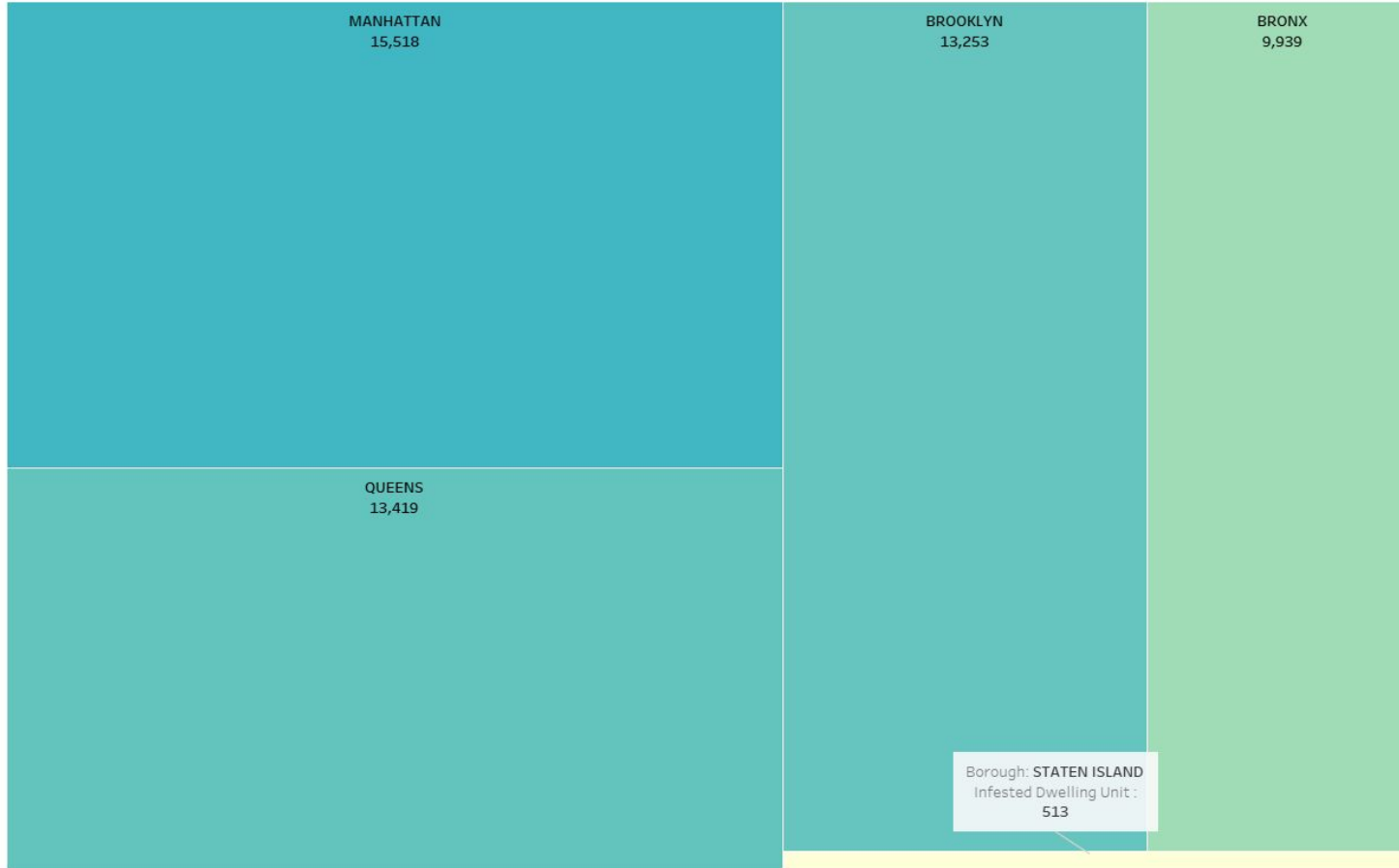
Conclusion & Recommendations

Q&A
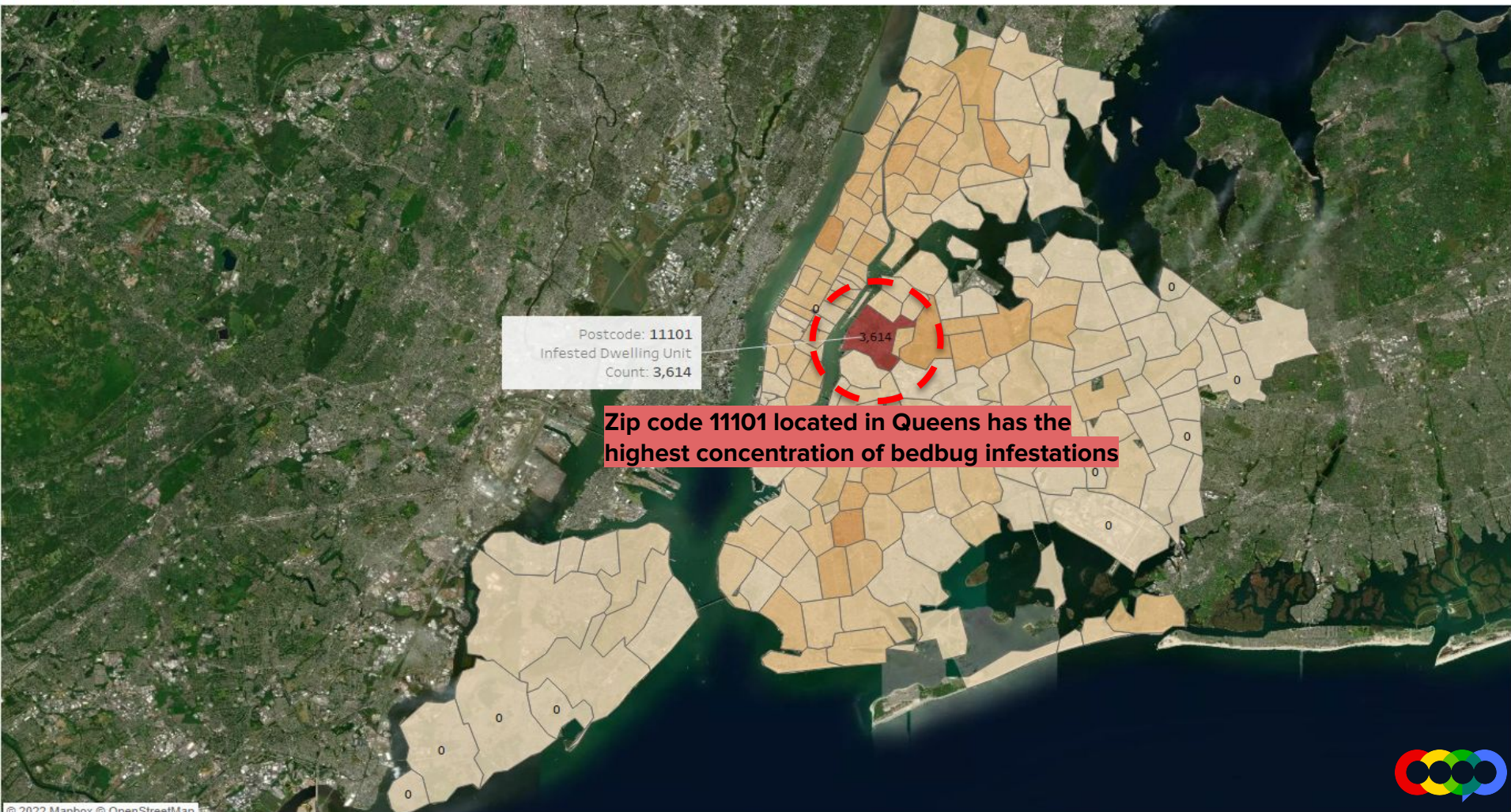
General Information About Bed Bug Infestations in NYC

NYC Borough of Most Infested

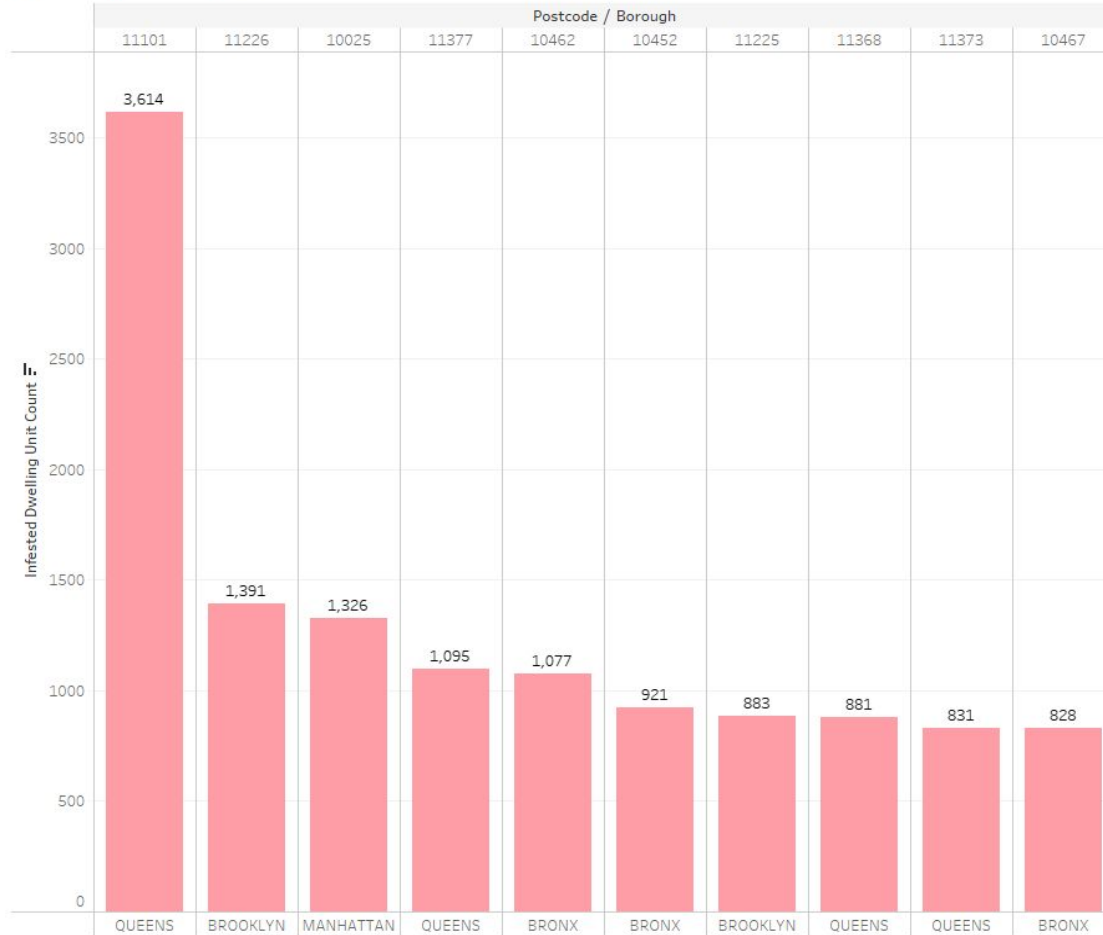| MANHATTAN 15,518	BROOKLYN 13,253	BRONX 9,939
QUEENS 13,419	Borough: **STATEN ISLAND** Infested Dwelling Unit: 513	

- Based on data from OpenNYC, Manhattan has the most cases of bedbugs and Staten Island has the least cases of bedbugs compared to the rest of NYC.

Postcode: **11101**
Infested Dwelling Unit
Count: **3,614**

3,614

Zip code 11101 located in Queens has the highest concentration of bedbug infestations

© 2022 Mapbox © OpenStreetMap

Top 10 Infested ZipCode

- Compared to the rest of the zip codes, 11101 had almost doubled the amount.

Client Objectives

Client Objectives

- To achieve ~20 phone phone calls a day
- To understand the analytics behind the social media & paid search.
    - To increase Facebook page reach
    - To increase Facebook likes
    - To improve Google Ads/Traffic

Google Ads Analysis

Google Ad Analysis Outline

- Bed Bug Related Google Searches by Region
- Top Devices used to access the website
  - Impression by gender & age
- Search Keyword by Cost
- Search Keyword by Phone Impressions
- Search Keyword by CPM (Cost per thousand impression)

Location

Region (Geographic)	New York

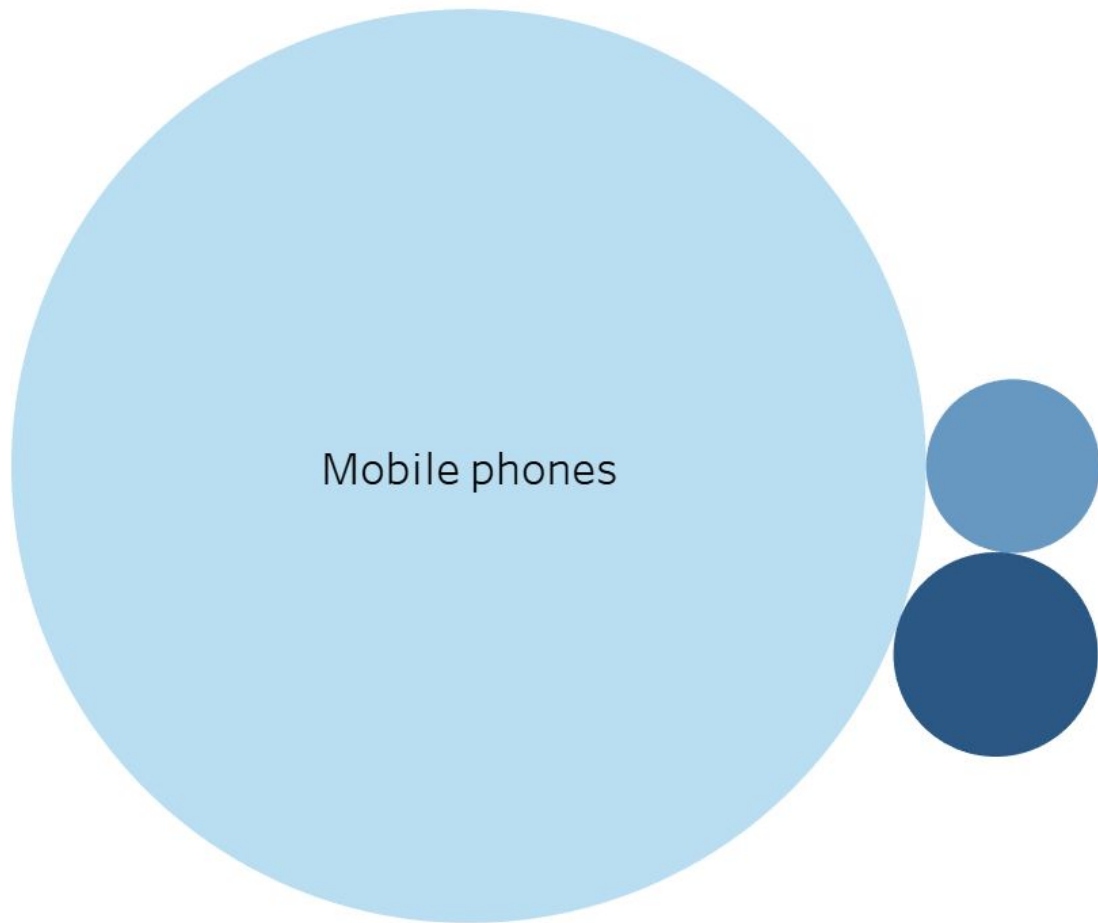| Row Labels	Count of Region (Geographic)
Manhattan (New York)	31807
Staten Island	2874
Yonkers	938
Brooklyn	930
Bronx	636
Hempstead	541
Irvington	461
White Plains	460
Mount Vernon	345
New Rochelle	327

Locations where your Ad was Seen

Age vs Impressions

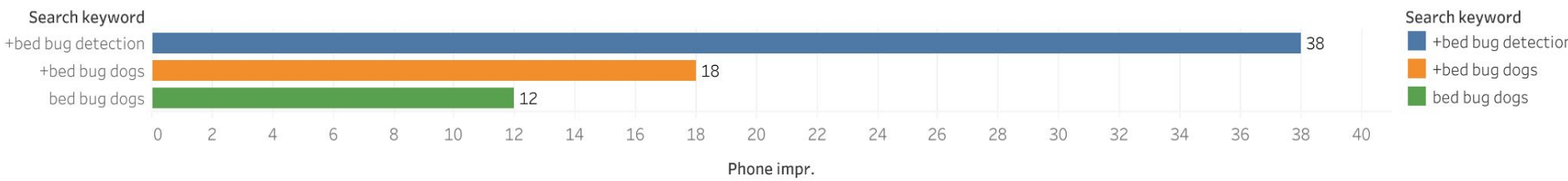# Device Users

Device
- Mobile phones
- Tablets
- Computers

Mobile phones are used over 10 times more often to when viewing ads.

Which Search Keywords have the most Phone Impressions?

- Phone Impressions are the amount of times your Google Phone number pops up.

- Out of 100+ keywords, only 3 of them have Phone Impressions.
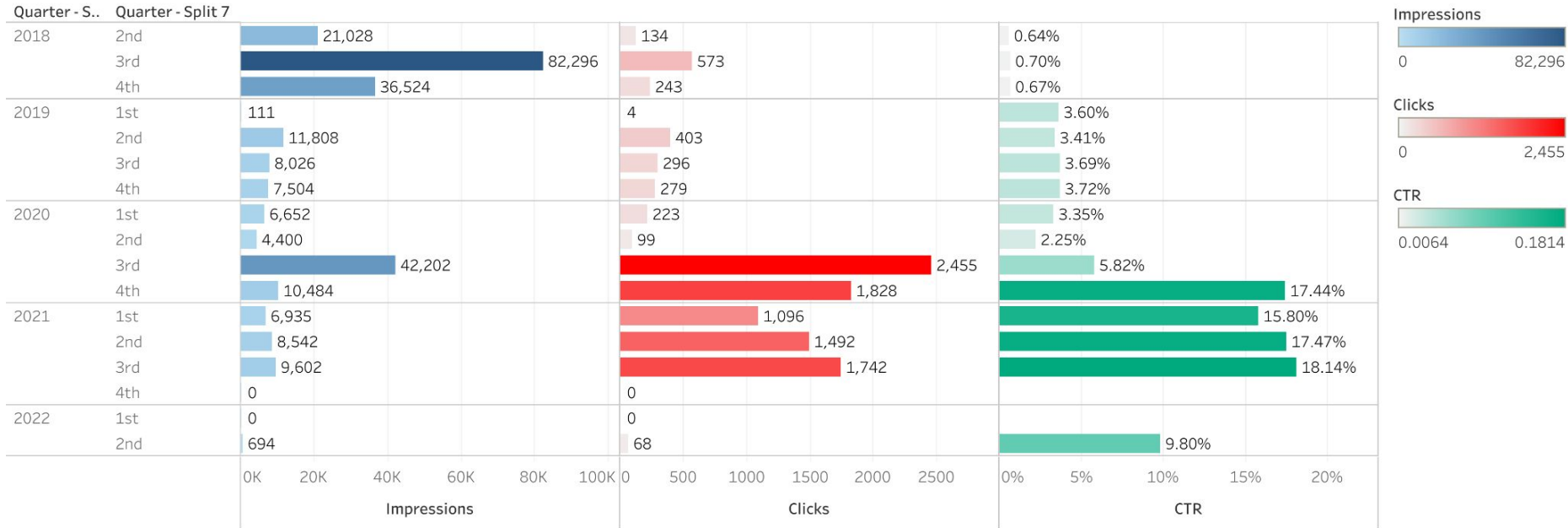
- ⅔ of the terms contain the term 'dogs'.

Overview of Quarterly Data (2018 - 2022)

- We can see here that besides 2019 the 3rd quarter

Impressions, Clicks, and CTR by each Quarter

Quarter - S..	Quarter - Split 7	Impressions	Clicks	CTR
2018	2nd	21,028	134	0.64%
	3rd	82,296	573	0.70%
	4th	36,524	243	0.67%
2019	1st	111	4	3.60%
	2nd	11,808	403	3.41%
	3rd	8,026	296	3.69%
	4th	7,504	279	3.72%
2020	1st	6,652	223	3.35%
	2nd	4,400	99	2.25%
	3rd	42,202	2,455	5.82%
	4th	10,484	1,828	17.44%
2021	1st	6,935	1,096	15.80%
	2nd	8,542	1,492	17.47%
	3rd	9,602	1,742	18.14%
	4th	0	0	
2022	1st	0	0	
	2nd	694	68	9.80%

Impressions
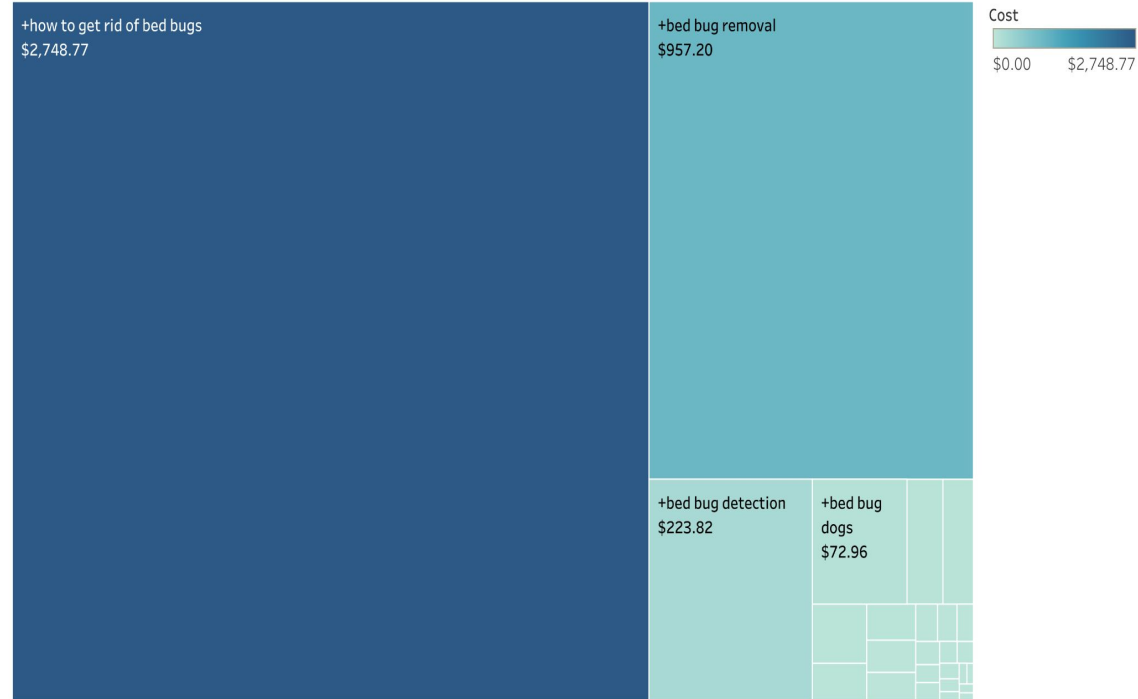0 — 82,296

Clicks
0 — 2,455

CTR
0.0064 — 0.1814

- Noticed a spike in Impressions, Clicks, and CTR around 2020 and onwards.
- Had a huge amount of Impressions in 2018, but bad conversions.
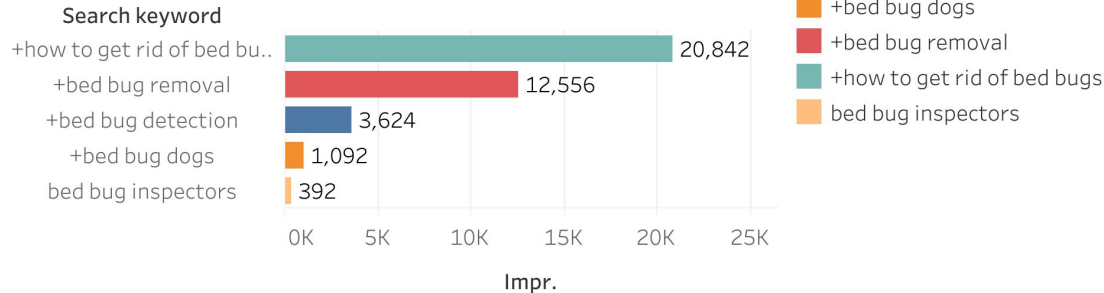- Gaps in data around 2021 and 2022.

- '+how to get rid of bed bugs' costs $2750.

- Google Ads is utilizing 100+ keywords.

- The top costing keywords contain 'bed bug'.
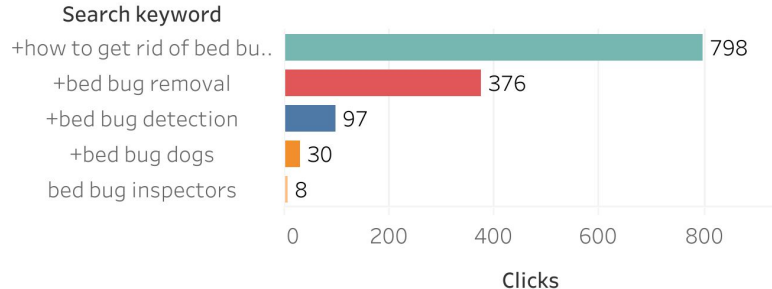
- Total campaign costs $4151.07.

Which Search Keywords cost the Most?

+how to get rid of bed bugs
$2,748.77

+bed bug removal
$957.20

+bed bug detection
$223.82

+bed bug dogs
$72.96

Cost

$0.00 $2,748.77

Top 5 Impressions

Search keyword

+how to get rid of bed bu..	20,842
+bed bug removal	12,556
+bed bug detection	3,624
+bed bug dogs	1,092
bed bug inspectors	392

0K   5K   10K   15K   20K   25K

Impr.

Top 5 Clicks

Search keyword

+how to get rid of bed bu..	798
+bed bug removal	376
+bed bug detection	97
+bed bug dogs	30
bed bug inspectors	8

0   200   400   600   800

Clicks

Search keyword
- +bed bug detection
- +bed bug dogs
- +bed bug removal
- +how to get rid of bed bugs
- bed bug inspectors
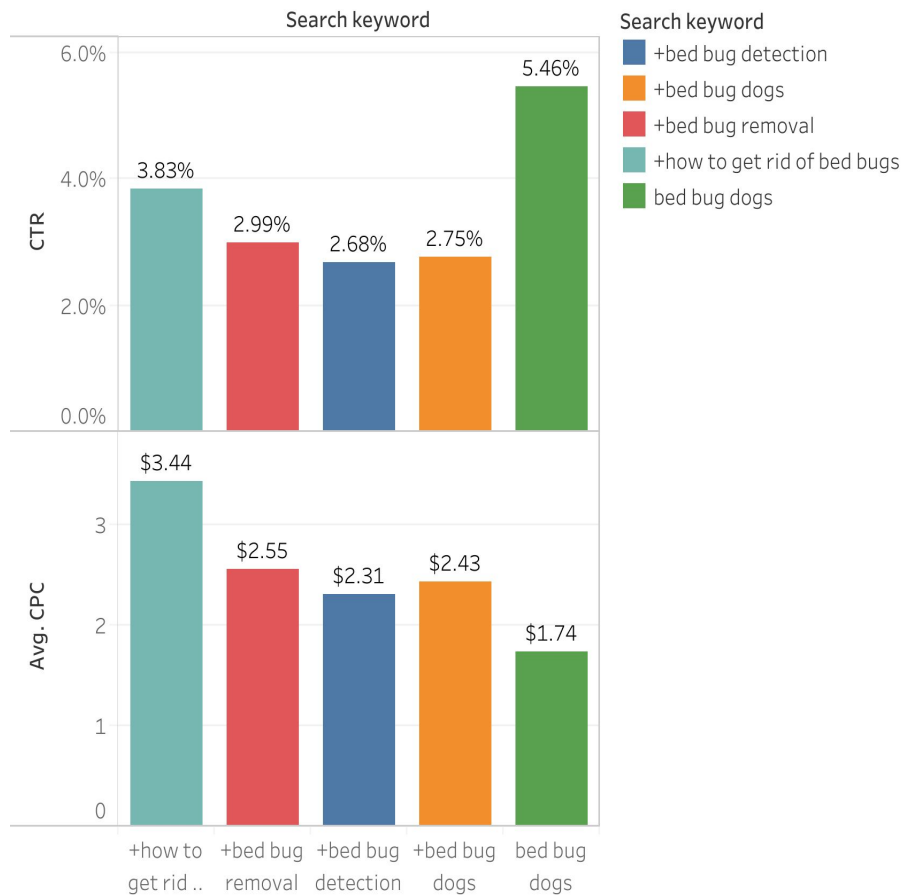
- The top Impressions and Clicks have the same keywords.

- '+how to get rid of bed bugs' is on the #1 rank for both Impressions and Clicks.

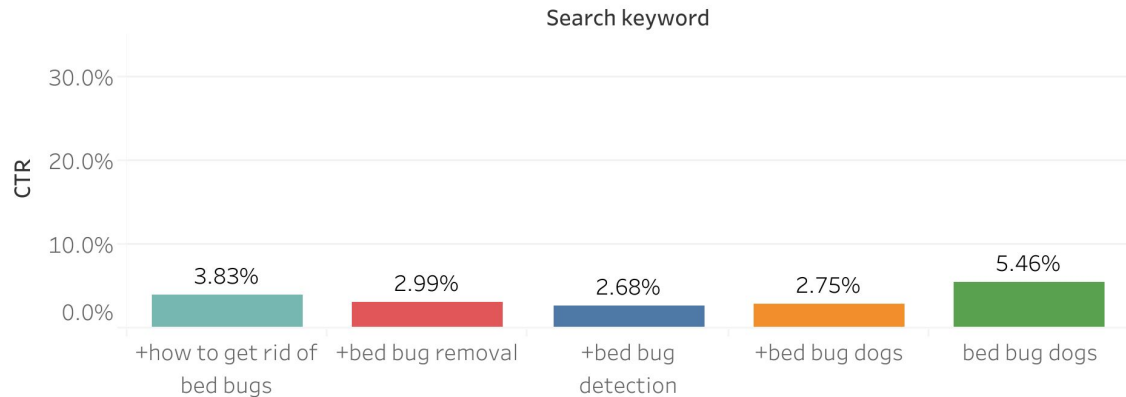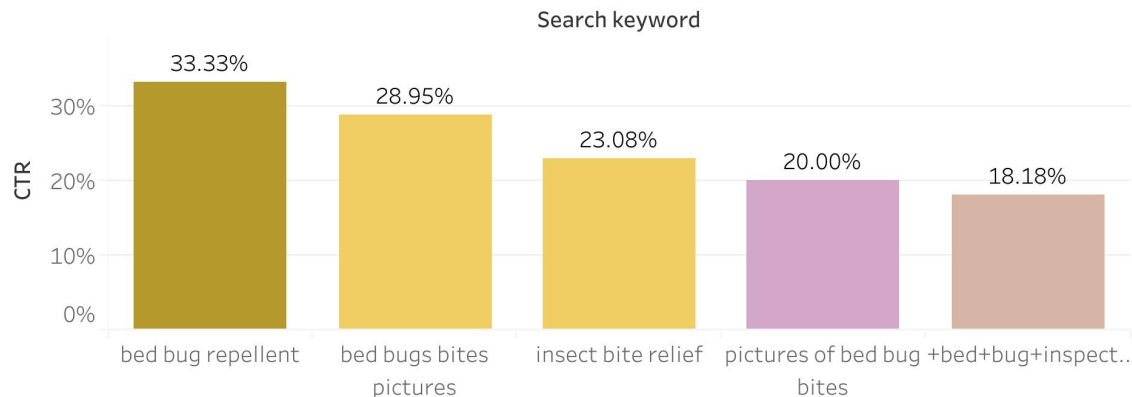# CTR of the Top 5 Expensive Keywords

Search keyword

Search keyword
- ■ +bed bug detection
- ■ +bed bug dogs
- ■ +bed bug removal
- ■ +how to get rid of bed bugs
- ■ bed bug dogs

- ● '+how to get rid of bed bugs' has the highest CTR out of the 5 keywords.

- ● Our efficiencies of Impression to Clicks is in single digits.

CTR of the Top 5 Expensive Campaigns

Search keyword

CTR chart (top):
- +how to get rid of bed bugs: 3.83%
- +bed bug removal: 2.99%
- +bed bug detection: 2.68%
- +bed bug dogs: 2.75%
- bed bug dogs: 5.46%

Top 5 CTR

Search keyword

CTR chart (bottom):
- bed bug repellent: 33.33%
- bed bugs bites pictures: 28.95%
- insect bite relief: 23.08%
- pictures of bed bug bites: 20.00%
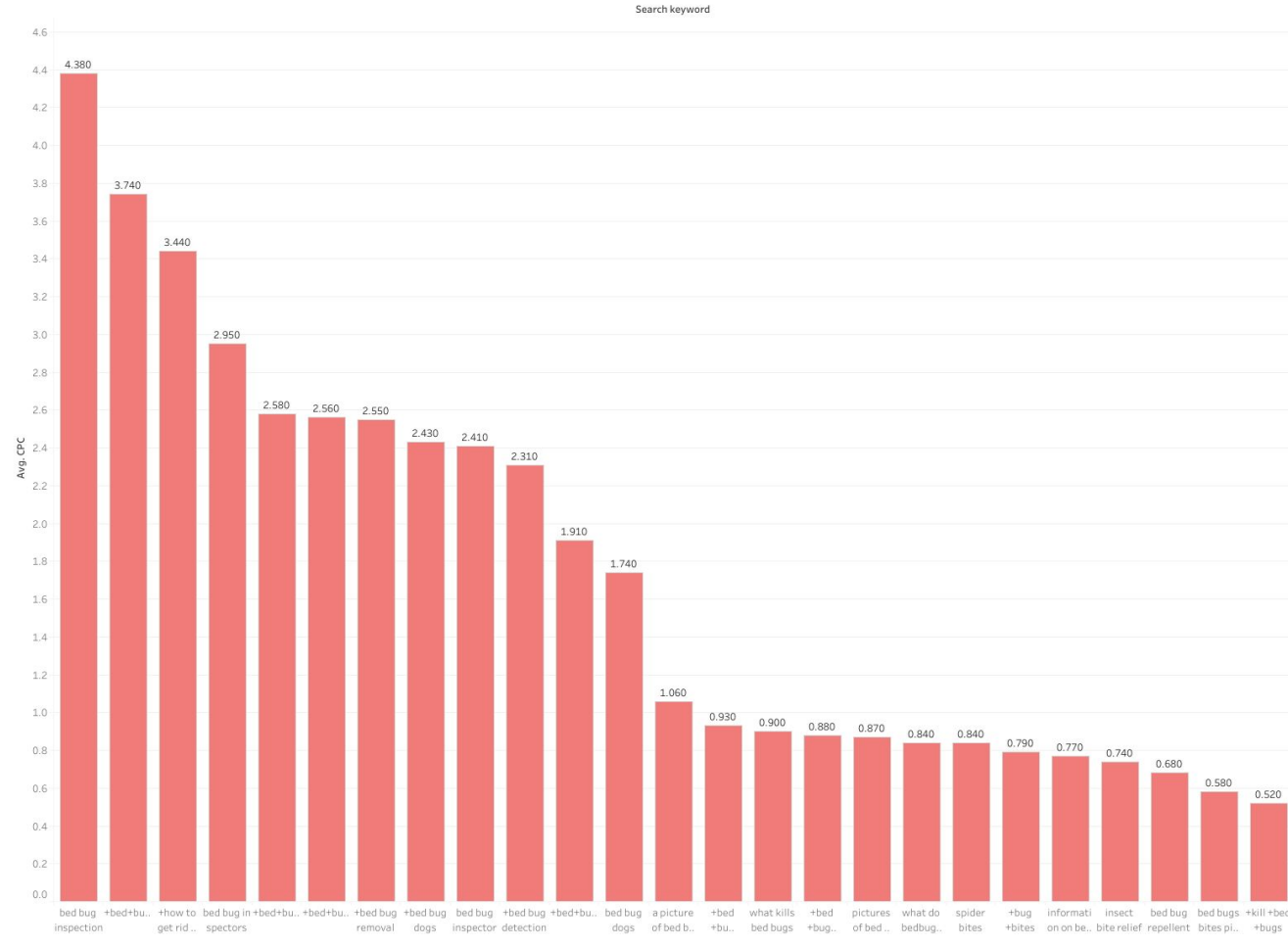- +bed+bug+inspect..: 18.18%

- ● 'Bed bug repellent' has the highest CTR at 33%.

- ● The Top 5 Expensive Keywords pale in comparison to the Top 5 CTRs.

- ● The Top 5 CTRs' campaigns cost $22.

CPC
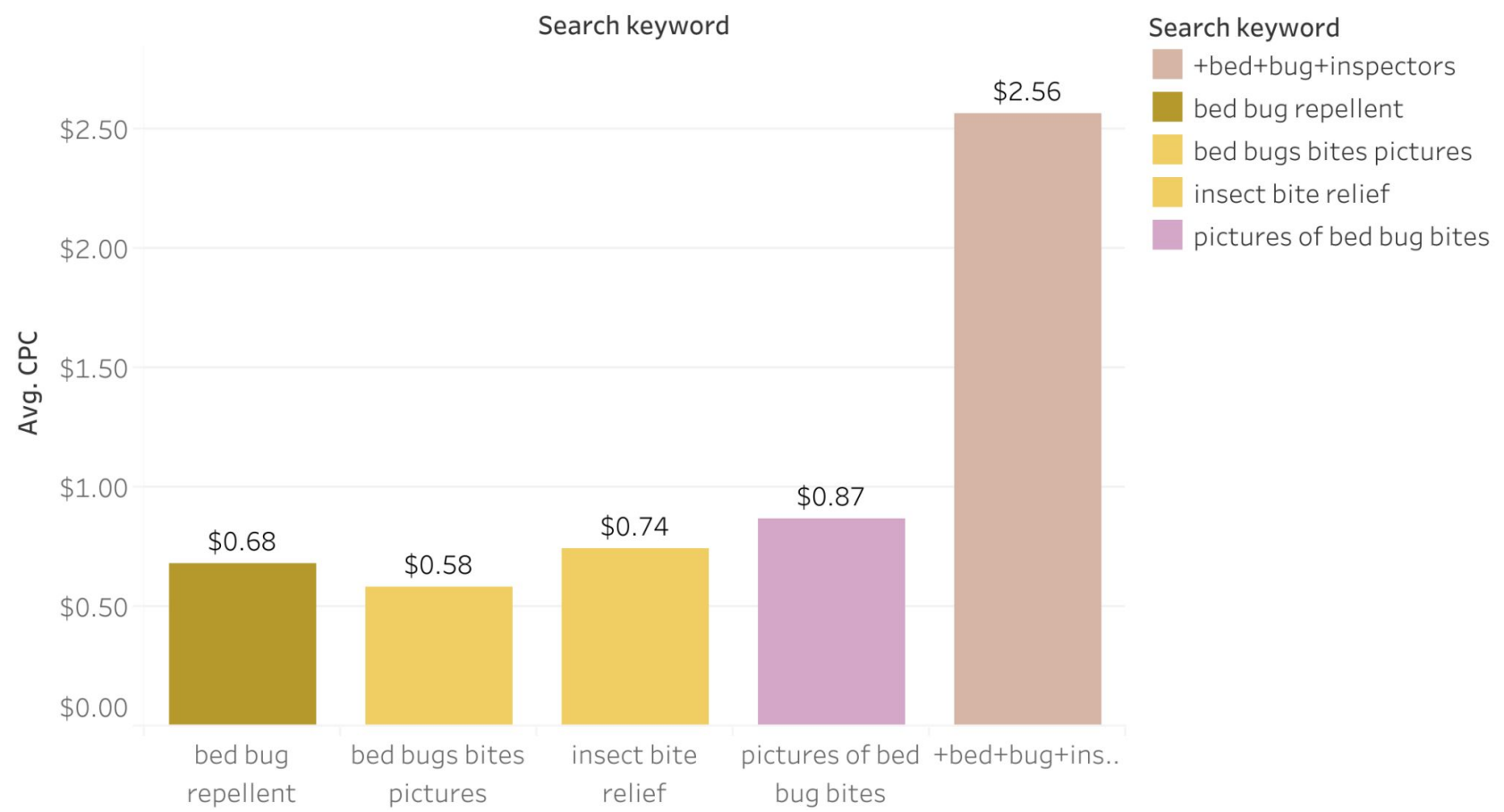
Search Keyword Vs Average CPC

- CPC is defined as the average cost of each click per keyword.

- Search Keyword "bed bug inspection" has the highest average CPC and "+kill +bed +bugs" has the lowest average CPC.

- Search Keyword "+how to get rid of bed bugs" ranks at #3.
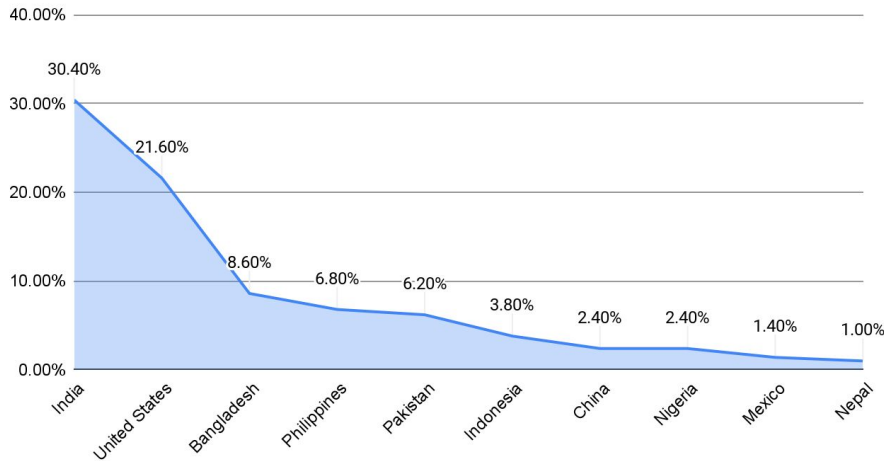
Facebook Analysis

Facebook Analysis Outline

- Facebook Likes by Top 10 Countries
- Facebook Likes by Age Groups & Gender
- Monthly Growth of Facebook Likes (2021-2022)
- Monthly Changes of Facebook Page Reach (2021-2022)
- Breakdown of Facebook Impressions

# **India** Accounts for Majority of Facebook Likes

Facebook Page Likes by Top Countries

- The data shows Facebook likes by top 10 countries broken down by percentage.
- India accounts for the majority of the Facebook likes followed by the United States.
- Target audience in the US are not being reached.

Ages 18-24 and 25-34 Account for Majority of Likes

Facebook Page Likes by Gender and Age
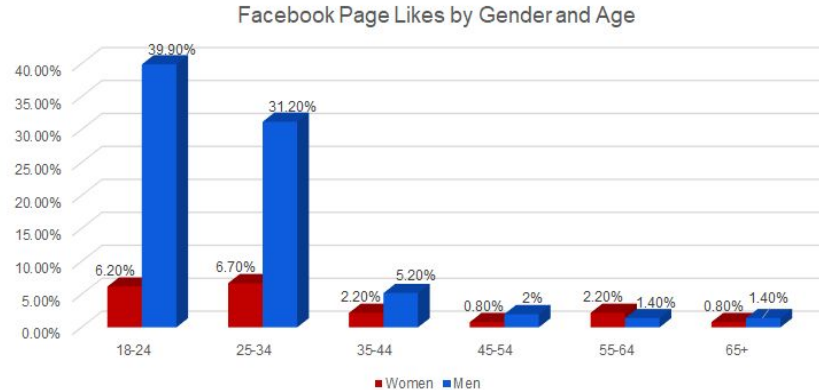
- The data shows Facebook likes by gender and age groups broken down by percentage.
- Ages 18-24 and 25-34 make up the majority of Facebook likes.
  - Ages 18-24 has the majority of likes from men (~40%)
 - Ages 25-34 has the majority of likes from women (~7%)

Facebook likes expected to Outperform Previous Year in Q2 (April - June)

Monthly Growth of Facebook Likes (2021 v. 2022)
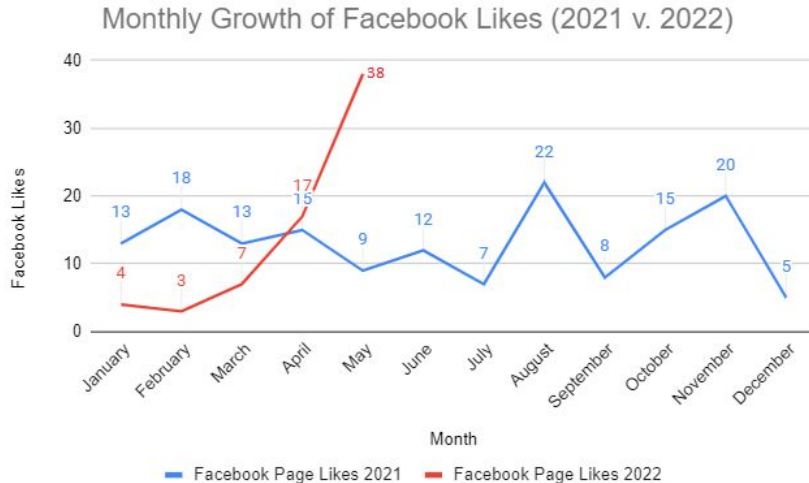
- The data shows the number of likes gained throughout each month for 2021 and 2022.
- In 2021, August gained the most likes and December gained the least likes
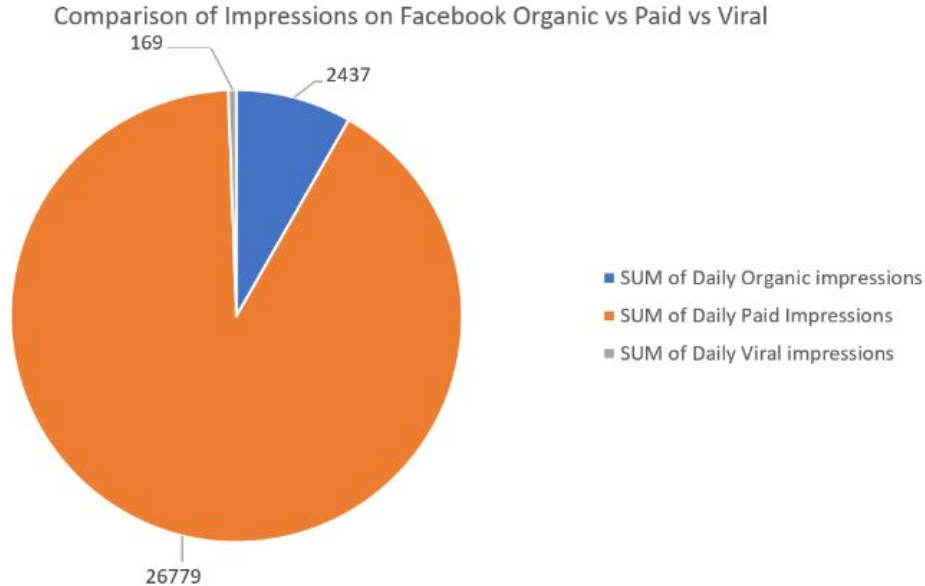- Q2 2022 expected to outperform Q2 2021 in Facebook likes gained.

Facebook page reach expected to decline in the following months

Monthly Growth of Facebook Page Reach (2021 v. 2022)
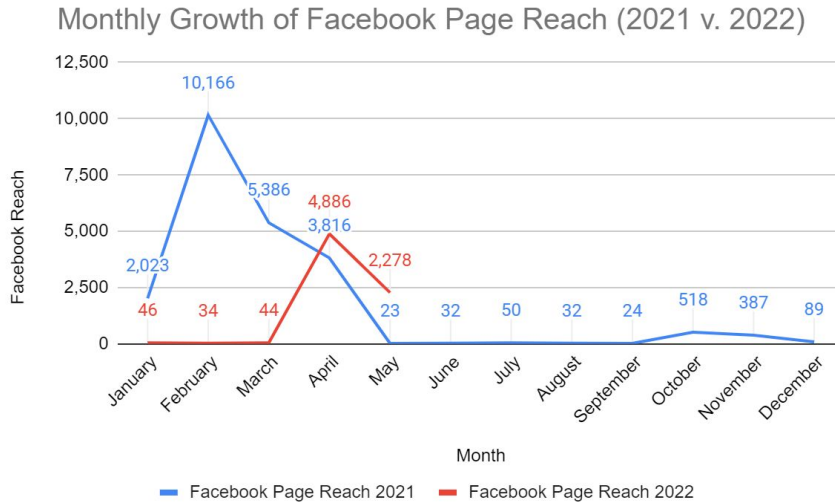
- Page reach is defined as the number of people who saw any content from your page or about your page.
- In 2021, February had the highest page reach and May had the least page reach.
- So far, April has the highest page reach.
  - By looking at the trajectory of the previous year, page reach for the current year is expected to decline in the following months.

Paid Impressions Account for the Majority of all Facebook Impressions

Comparison of Impressions on Facebook Organic vs Paid vs Viral

169
2437

- SUM of Daily Organic impressions
- SUM of Daily Paid Impressions
- SUM of Daily Viral impressions

26779

- Impression is defined # of times your page's posts entered a person's screen.
  - Organic Impression: Impression gained via unpaid distribution.
  - Paid Impression: Impression gained via paid distribution such as an ad.
  - Viral Impression: Impressions gained via content with social information attached. Social information displays when a follower's friend interacted with you Page or post.
- Paid Impressions makes up the majority of the Facebook page impressions.

Conclusion & Recommendations

Conclusion

- Demographics of Facebook likes:
    - Audience are mostly 18-34 year old male
    - Audience are mostly from India

- Current quarter (Q2 2022) is outperforming Q2 of the previous year in Facebook likes.

- By looking at the trajectory of the previous year, page reach for the current year is expected to decline in the following months.

- Paid impressions make up the majority of Facebook impressions at 91%.

Conclusion

By looking at your companies Google Data

- We can see that most of your audience uses a mobile phone and your core audience is 34 and under Male or Female
- Most of the people who view your ads are living in Manhattan, New York
- 3rd quarter is when your ads usually outperform the other quarters
- 'how to get rid of bed bugs' is your highest paid search keyword
- However it isn't your most efficient with 'Bed Bug Repellent' having a CTR of around 33 percent

Recommendations

- Do local advertisement in locations with high reports of bedbugs
  - I.e.) Queens and Manhattan.
- Update the business card
  - I.e.) advertise your dog more and how your company operates with dogs.
- Utilize reviews on Facebook as well as YELP to increase the popularity
- Go back and look at which Search Keywords you have and gear them more towards 'Inspection' , 'Removal', 'Bed Bug Dogs', and move away from using Ad campaigns that use 'how to'
- Fix up your website to have your call me now button toward the top of your website rather further on the bottom, Less is more when it comes to the home Page
- In Google Ads set up Conversions to track your phone calls, as well as who fills out your forum to better track if your Ad Campaign is reaching your target audience

Recommendations

- Wait for more data (at least one year's worth) and re-apply to COOP in the near future
    - In the meantime, invest more time into building digital presence
        - Engage your followers via content that they can relate to
        - Try other social media platforms like Tik Tok, Instagram that targets younger clients
        - Market your dog more and the process he plays into it your business
        - Showing what you do for other clients and the results can be a big boost for others to want to pick you over competitors
        - You can market google ads terms that are more questions based and answer it on your website so you can increase traffic to your website