**This weekly PPC report outlines all Pay Per Click activity from 9 Mar, 2018 to 15 Mar, 2018**

WEEKLY PPC REPORT

**Glo Sun and Shades**

http://www.glosunandshades.com/

 **WEEKLY CAMPAIGN REPORT FOR GLOSUNANDSHADES**

|  |  |
| --- | --- |
| Week: | 2 |
| Time Period: | 3/09/2018 – 3/15/2018 |

This document highlights statistics pertaining to the PPC Campaign for your website. Please go over the report and be sure to provide us with any feedback. There were 12 clicks on your campaign, based on 235 impressions. Your average cost per click for the allotted budget is $1.32.

## **CAMPAIGN RESULTS:**

|  |  |  |
| --- | --- | --- |
| **Campaign** | **Glo Sun and Shades** | **Total** |
| Budget | $7.00 | **$7.00** |
| Clicks | 12 | **12** |
| Impressions | 235 | **235** |
| CTR | 5.11% | **5.11%** |
| Avg. CPC | $1.32 | **$1.32** |
| Cost | $15.78 | **$15.78** |
| Avg. Position | 1.3 | **1.3** |
| Conversions | 1.00 | **1.00** |
| Cost/Conv. | $15.78 | **$15.78** |
| Conv. Rate | 8.33% | **8.33%** |
| Est. Total Conv. | 1.00 | **1.00** |

There are positive results on your PPC campaign. There is **1 Conversion** tracked in your Adwords account in this week. Your Campaign’s CTR is **5.11%**. Click through rate (CTR) measures how often people click on your ad after it's shown to them. The average click-through rate on Adwords paid search ads is about 2%. Accordingly, anything over 2% can be considered an above average CTR. Your Ads impressions have improved by **74.07%**. Impressions help you understand how often your ad is being seen. You don't pay for impressions but clicks. Impressions are very important for brand awareness.

On the basis of these, we can say, your campaign is on right track and there will be more positive results in coming weeks.



## **TOP SEARCH TERMS:**

These were the top search terms for your campaign this week:

|  |
| --- |
| 1. tanning near me
 |
| 1. tanning salons near me
 |
| 1. glo tanning muskegon mi
 |
| 1. tanning places in muskegon mi
 |
| 1. muskegon tanning salons close to avalon drive
 |

You can view the entire search terms list by clicking on the following document below.



## **KEYWORDS WITH MAXIMUM CLICKS**

The following keywords have attained maximum clicks this week:

|  |
| --- |
| 1. tanning salon
 |
| 1. tanning salons
 |
| 1. +closest +tanning +salon
 |
| 1. [tanning salons near me]
 |

You can view the keyword list by clicking on the following document below.



## **NEGATIVE KEYWORDS IDENTIFIED:**

We have identified the following negative keyword:

|  |
| --- |
| * sunspot
 |

You can view the entire list by clicking on the following document below:



## **CONCLUSION:**

We will continue to manage and monitor your PPC campaign and will send you an updated progress report next week. Should you have any questions or concerns, please feel free to contact us by phone or email.

**END OF REPORT**