**This weekly PPC report outlines all Pay Per Click activity from 20 Apr, 2018 to 27 Apr, 2018**

WEEKLY PPC REPORT

**Glo Sun and Shades**

http://www.glosunandshades.com/

 **WEEKLY CAMPAIGN REPORT FOR GLOSUNANDSHADES**

|  |  |
| --- | --- |
| Week: | 4 |
| Time Period: | 4/20/2018 – 4/27/2018 |

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 13 clicks on your campaign, based on 257 impressions. Your average cost per click for the allotted budget is $1.20.

## **CAMPAIGN RESULTS:**

|  |  |  |
| --- | --- | --- |
| **Campaign** | **Glo Sun and Shades** | **Total** |
| Budget | $14.00 | **$14.00** |
| Clicks | 11 | **11** |
| Impressions | 199 | **199** |
| CTR | 5.53% | **5.53%** |
| Avg. CPC | $0.74 | **$0.74** |
| Cost | $8.03 | **$8.03** |
| Avg. Position | 2.4 | **2.4** |
| Conversions | 0 | **0** |
| Cost/Conv. | $0 | **$0** |
| Conv. Rate | 0% | **0%** |
| Est. Total Conv. | 0 | **0** |

## **TOP SEARCH TERMS:**

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

|  |
| --- |
| 1. glo tanning muskegon
 |
| 1. glo tanning harvey
 |
| 1. glow tanning
 |
| 1. tanning in spring lake mi
 |
| 1. glo tanning muskegon mi
 |

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:

|  |
| --- |
| * tanning salon
 |
| * tanning salons
 |
| * sunless tanning locations
 |

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



## **NEGATIVE KEYWORDS IDENTIFIED:**

No negative Keywords identified In this Week:

|  |
| --- |
|  |

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**