

SPIN MODERN WEB ADVERTISING

REPORTING

**KEY QUESTIONS
ANSWERED IN AN
EFFECTIVE REPORT**



ARE WE
**BRINGING IN
REVENUE?**



ARE WE
**GENERATING
QUOTABLE LEADS?**

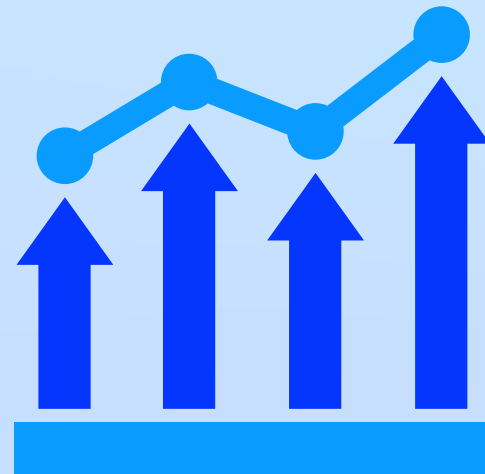


ARE WE
**MEETING OUR
GOALS?**

OUTCOMES OF A QUALITY REPORT



SHOWS THE
**VALUE OF
YOUR WORK**



MEASURES
PROGRESS



IDENTIFIES
**ACTIONABLE
STEPS**

SUMMARY PAGE

Always the **first page** of a report

Includes a **project overview** and **highlights** the **most important metrics**

3 QUESTIONS TO ASK YOURSELF AFTER COMPLETING A SUMMARY

Did you update the reader on the **work completed**?

Did you give a succinct update on the **status of the client's campaign(s)**?

Did you share updates on **progress toward your targets and/or goals**?

Summary

Hi John,

We're another month into your marketing campaign. This month, we continued to make headway towards your business and SEO goals.

Organic traffic (from Google and Bing) increased by about 15% this month. Our new page "example" drove the majority of that new traffic, which is great news.

The Google Ads and Facebook Ads campaigns continue to drive leads under your target cost per conversion.

Please look through the pages of this report for a thorough overview of results.

Recommendations

We recommend increasing the monthly budget to \$25,000 across the PPC accounts (Google Ads + Facebook Ads). There is an opportunity to drive more qualified leads under the cost per conversion that we agreed upon.

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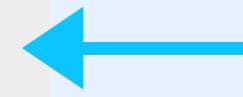
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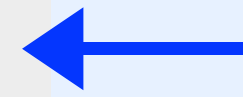
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PROJECT OVERVIEW

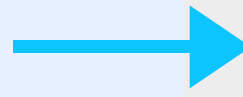


MOST IMPORTANT METRICS

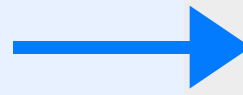


CONTINUED SUCCESSES

RECOMMENDATION



OPPORTUNITY



Recommendations

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What is the **current scope** of this project?

YOUR MARKETING STRATEGY

Lay the groundwork for the rest of the report



Who is the **target market**?

Talk about what PPC campaigns are and how they contribute to the overall marketing strategy



What **growth opportunities** are currently being pursued?

Give a brief overview of what SEO is and how you're boosting your client's rankings

Discuss target audience and elaborate on how you're reaching those customers



What are the main **marketing channels**?

Address any changes to the market, target audience(s), or competition.

CONVERSION METRICS

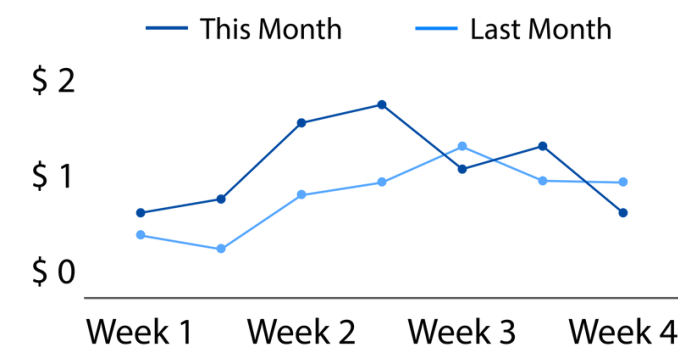
CONVERSIONS

COST/CONVERSION

GOAL COMPLETIONS

CHARTS, GRAPHS,
& STATS

COST PER CONVERSION



Goal Completions



1,023

Goal Completions

\$51,168.72

Goal Value

18.89%

Conversion Rate

CPC

ORGANIC

\$2.46

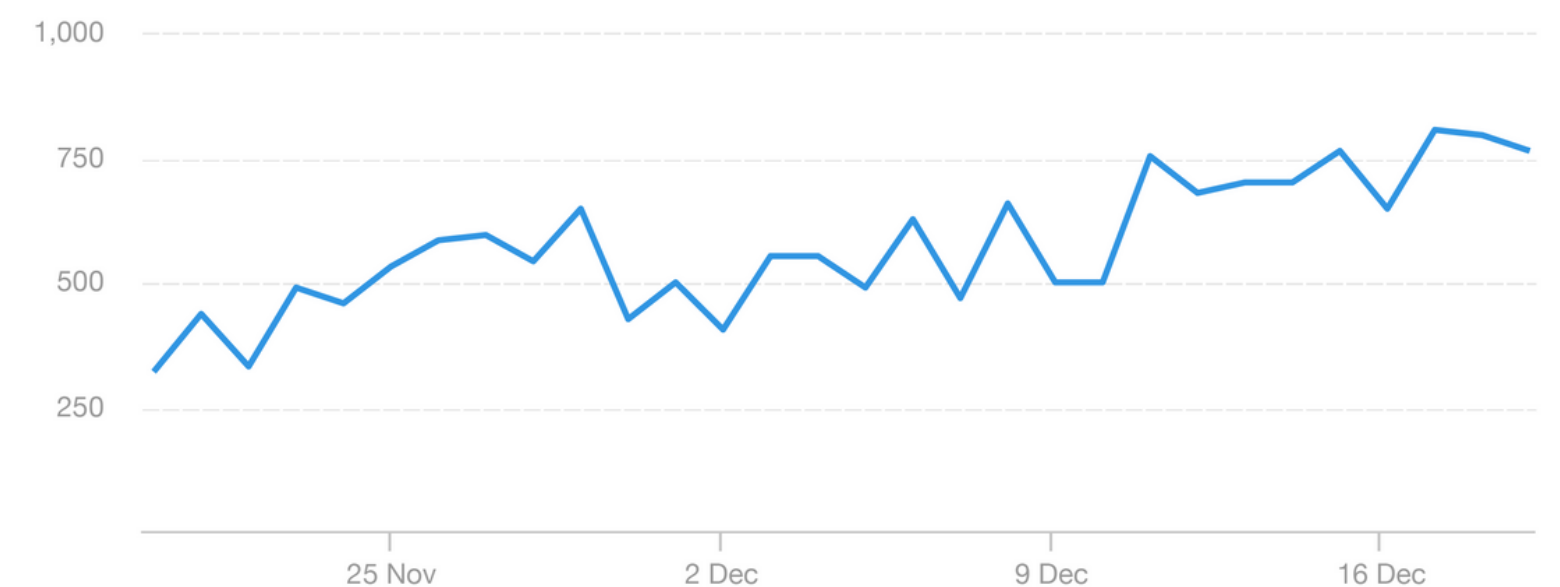
Average CPC

28

Conversions

316

Clicks



LEADS SUMMARY

TOTAL LEADS

LEADS BY TYPE

TOP 5 SOURCES

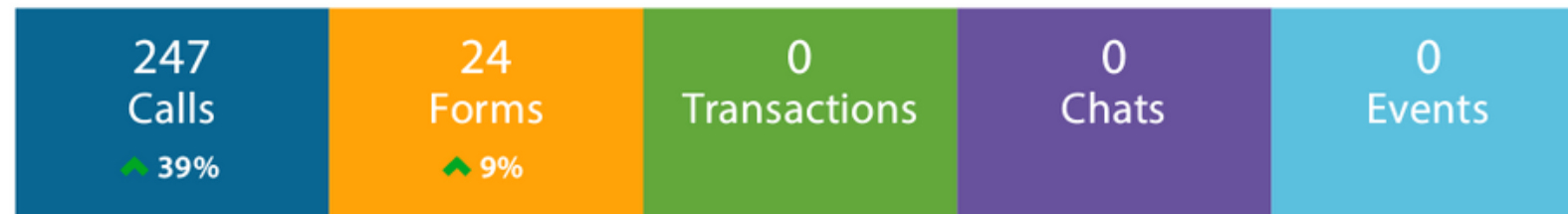
TOP 5 KEYWORDS

TOP 5 LANDING PAGES

271 Total Leads

Compared to Previous Month ▲ 27% from 213

84 Quotable Leads ▲ 56%



Top Sources

Source	Medium	Total Leads
google	cpc	127 ▲ 17%
google	organic	118 ▲ 39%
call only - va beach	not set	21 ▲ 163%
(direct)	(none)	5 ▼ 40%

Top Keywords

Source	Medium	Keyword	Total Leads
google	cpc	dr schreiber	13 ▲ 86%
google	cpc	need +tooth pulled	9 ▲ 50%
google	cpc	oral and maxillofacial surgery	8 ▲ 300%
google	cpc	oral surgeons in	7 ▲ 250%
google	cpc	norfolk oral surgeon	6 ▲ 500%

Top Landing Pages

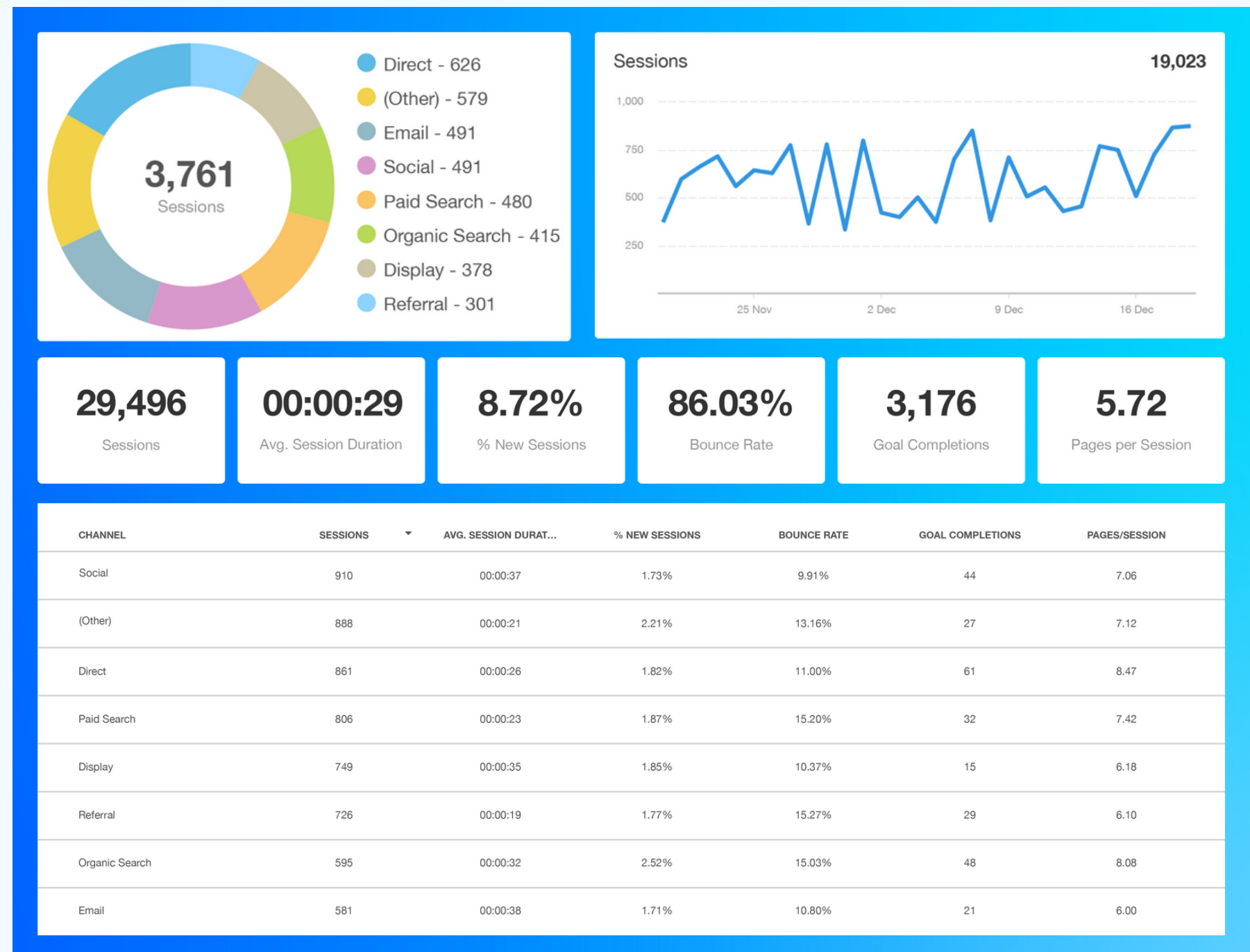
Source	Total Leads
/	131 ▲ 36%
/meet-the-doctors/	38 ▲ 52%
/procedures/	35 ▲ 9%
/procedures/dental-extractions/	17 ▲ 55%
/procedures/dental-implants/	6 ▲ 11%

TRAFFIC METRICS

Demonstrate how you spend **your time** and **their money**.

? **Where** is your web traffic coming from?

? How are **different channels** performing individually?

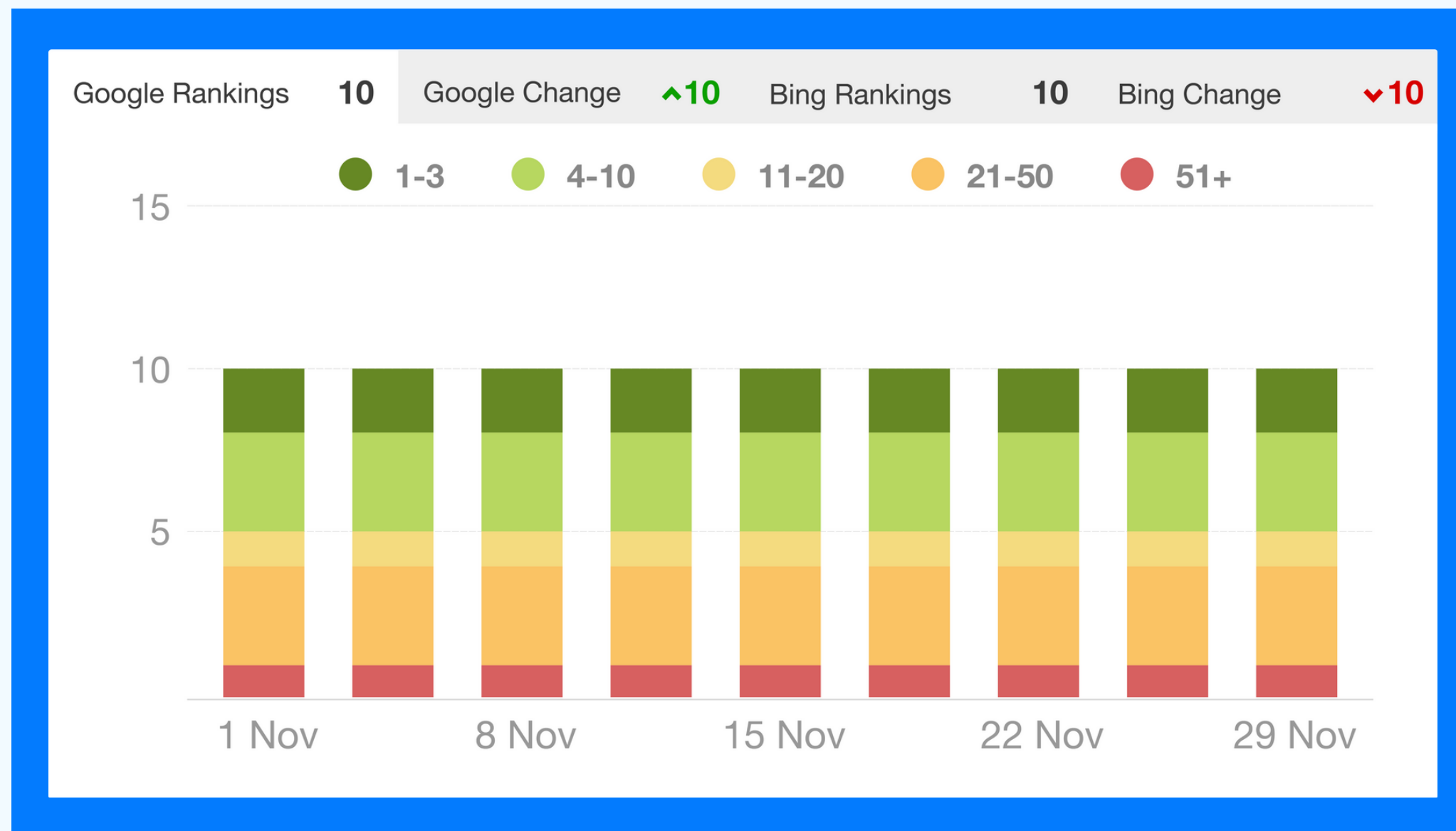


SEO OVERVIEW

Show how rankings have shifted over time

Include additional information as needed

Examples: keywords, links built



PPC OVERVIEW

CONVERSIONS

COST / CONVERSION

CLICK-THROUGH RATE

IMPRESSIONS

AD SPEND

IMPRESSION RATE

compare
OVER TIME
and
by **CHANNELS**

1113

Conversions

\$6,601.00

Cost

\$186.67

Cost / Conversion

753

Impressions

Showing 4 of 4 Rows

CAMPAIGN	VIEW-THROU...	AVG CPC	CLICKS	CONVERSION...	CONVERSIONS	COST	COST / CONV...	IMPRESSIONS
Acme Auto Body	90	\$263.00	79	17.42%	52.00	\$111.00	\$247.00	5
Acme Dental	88	\$259.00	74	17.72%	47.00	\$101.00	\$132.00	5
default	98	\$106.00	72	16.00%	46.00	\$212.00	\$199.00	3
Acme Law	116	\$294.00	71	16.95%	51.00	\$118.00	\$131.00	3

GOALS & IDEAS

Discuss any ideas you have and include the goals they might accomplish

Revisit the goals from month to month

Highlight any **future plans** you have for marketing campaigns

BENEFITS OF A GOALS & IDEAS PAGE

Demonstrates that you're setting goals **and** striving to achieve them

Gives clients a chance to ask questions and follow your progress