



Monthly Pay-Per-Click Report

Prepared For:

Laith - Arlington Dental Excellence

By: Pexel SA

Laith - Arlington Dental Excellence

Executive Summary (Google Ads): Last Month Compared to Previous Month

64,217

32,146
Impressions
▲ 101.99%

2.81%

2.74% CTR
▼ -2.19%

1,756

902
Clicks
▲ 94.78%

38.22%

43.29%
Conversion Rate
▼ -10.89%

671.50

390.50
Conversions
▲ 76.06%

\$8.76

\$11.61
Cost Per Click
▼ -24.46%

\$15,432.58

\$10,468.65
Cost
▲ 48.93%

\$22.93

\$26.81
Cost Per Conversion
▼ -15.41%%

Notes & Analysis

Month Over Month Changes:

Clicks +859

Conversions +281.00

Average Cost Per Click - \$2.84

Reduce cost per customer by \$188

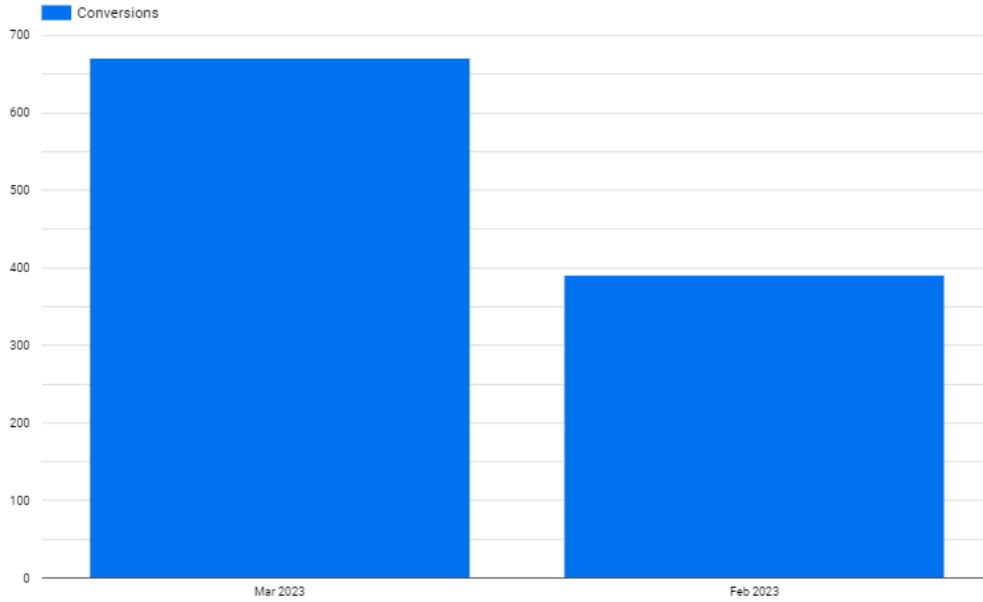
Best Performing Campaign : Emergency Campaign (253.00 conversions)

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CONVERSION PERFORMANCE - UP TO 2 MONTHS

Feb 1 – 28, 2023

Mar 1 – 31, 2023

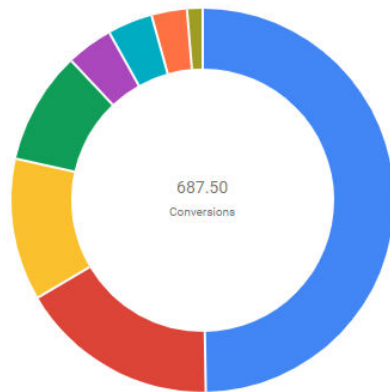


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Which of My Conversions This Period Were Calls? Contact Forms? Other?

REPORTING PERIOD CONVERSION BY TYPE

Mar 1 – 31, 2023



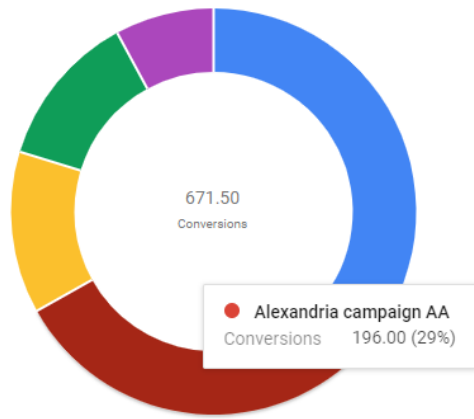
Conversion Type	Percentage
contact page track durat...	50%
Emergency duration 2.5 ...	17%
Google Paid Calls (Laith ...	12%
tracking clicks on appoi...	9%
form filler	4%
emergency form	4%
Call Conversions	3%
contact form submissio...	1%

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How Do My Conversions Break Down By Ad Campaign?

REPORTING PERIOD CAMPAIGN CONVERSION SHARE

Mar 1 – 31, 2023



- Emergency Campaign 38%
- Alexandria campaign AA 29%
- Arlington Campaign 13%
- ORAL SURGERY 12%
- Specialists 8%

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Which of My Keywords Are Converting Best?

KEYWORD PERFORMANCE: TOP 32 BY CONVERSIONS

Search keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	Cost / conv.	Conv. rate
dentist emergency care	147	3,038	4.84%	\$13.01	\$1,911.77	1.56	102.50	\$18.65	69.73%
24 hour emergency dentist	68	517	13.15%	\$10.12	\$688.24	1.87	69.50	\$9.90	102.21%
oral surgeon	196	9,533	2.06%	\$9.66	\$1,894.34	1.28	47.00	\$40.31	23.98%
dentist near by	63	1,483	4.25%	\$10.07	\$634.27	1.95	41.00	\$15.47	65.08%
dental doctor	106	3,303	3.21%	\$5.95	\$631.01	1.60	26.00	\$24.27	24.53%
Arlington dental excellence	26	199	13.07%	\$6.78	\$176.26	1.02	21.50	\$8.20	82.69%
Dentist Near me	61	1,594	3.83%	\$10.54	\$643.19	1.71	20.00	\$32.16	32.79%
emergency dentist near me	34	579	5.87%	\$15.23	\$517.82	1.57	20.00	\$25.89	58.82%
Arlington dentist	48	882	5.44%	\$7.67	\$367.98	1.32	18.00	\$20.44	37.50%
dentist arlington	53	1,152	4.60%	\$11.01	\$583.69	1.14	18.00	\$32.43	33.96%
dentist in arlington	25	505	4.95%	\$11.64	\$290.95	1.14	17.00	\$17.11	68.00%
emergency dentist	23	220	10.45%	\$9.42	\$216.73	2.11	17.00	\$12.75	73.91%
dentist and oral surgeon	72	4,252	1.69%	\$6.05	\$435.95	2.08	14.00	\$31.14	19.44%
dental extraction	20	786	2.54%	\$6.34	\$126.75	1.90	13.00	\$9.75	65.00%
dentist or oral surgeon	56	3,528	1.59%	\$6.08	\$340.27	2.16	11.00	\$30.93	19.64%
is an oral surgeon a dentist	64	4,146	1.54%	\$6.12	\$391.58	2.11	10.00	\$39.16	15.62%
wisdom teeth	31	2,430	1.28%	\$8.63	\$267.61	1.71	10.00	\$26.76	32.26%
emergency dentist in	11	259	4.25%	\$7.43	\$81.70	1.97	9.00	\$9.08	81.82%
24 hour emergency dentist	10	75	13.33%	\$12.31	\$123.06	1.53	7.00	\$17.58	70.00%
arlington dental	11	367	3.00%	\$11.06	\$121.64	1.03	7.00	\$17.38	63.64%
best family dentist	13	262	4.96%	\$12.18	\$158.33	1.62	7.00	\$22.62	53.85%
Emergency dentist	8	120	6.67%	\$9.01	\$72.09	2.46	6.00	\$12.02	75.00%
affordable dental	9	165	5.45%	\$5.77	\$51.91	3.26	6.00	\$8.65	66.67%
cosmetic dentistry porcelain veneers	7	77	9.09%	\$6.03	\$42.19	1.68	6.00	\$7.03	85.71%
dental plans	21	913	2.30%	\$7.38	\$154.89	2.20	6.00	\$25.82	28.57%
free urgent dental care	17	281	6.05%	\$8.79	\$149.36	1.12	6.00	\$24.89	35.29%
your dentist	13	644	2.02%	\$6.59	\$85.64	2.12	6.00	\$14.27	46.15%
Alexandria dentist	2	217	0.92%	\$8.54	\$17.07	2.06	5.00	\$3.41	250.00%
Pediatric Dentist	26	1,086	2.39%	\$7.16	\$186.11	1.95	5.00	\$37.22	19.23%
affordable dental plans	5	150	3.33%	\$4.91	\$24.56	4.48	5.00	\$4.91	100.00%
dental implant center	12	261	4.60%	\$10.63	\$127.55	2.69	5.00	\$25.51	41.67%
dentist alexandria	16	634	2.52%	\$8.48	\$135.65	1.68	5.00	\$27.13	31.25%

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What Do My Top Converting Ads Say?

Mar 1 – 31, 2023

Ad	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	Cost / conv.	Conv. rate
Emergency Dental Walk-ins welcome Affordable Dental Care www.arlingtondentistva.c... Emergency Dental, 24 Hour care dedicated to serving all dental emergencies. Call us today for your immediate care!	226	4,140	5.46%	\$12.95	\$2,927.67	1.65	148.50	\$19.71	65.71%
24 Hour Emergency Dentist Walk-ins welcome Affordable Dental Care www.arlingtondentistva.c... 24 Hour Emergency Dentist dedicated to serving all dental emergencies. Call us today for your immediate care!	97	795	12.20%	\$9.93	\$963.22	1.96	90.50	\$10.64	93.30%
#1 Dentist in Arlington Arlington Dental Excellence www.arlingtondentistva.c... pain-free, Passionate, & high quality dental care w/ over 38 years of experience	130	2,410	5.39%	\$10.22	\$1,329.25	1.10	61.50	\$21.61	47.31%
Top Group of Oral Surgeons Arlington Dental Excellence 40+ Years of experience www.arlingtondentistva.c... Gentle, Compassionate, and caring group of Surgeons dedicated to delivering top notch care. Extremely experienced & talented group as well with 40+ years of experience. Call Today!	235	11,062	2.12%	\$9.53	\$2,239.17	1.33	56.00	\$39.99	23.83%
Best rated oral surgeon 40+ YRS of experience Arlington Dental Excellence www.arlingtondentistva.c... Dr. Devylder has been an oral surgeon for over 40 years. We utilize the most advanced tech. We care for each single patient on a personal level and treat everyone like family	191	11,955	1.60%	\$6.09	\$1,162.78	2.10	35.00	\$33.22	18.32%

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