

Landscaper Marketing Program

Total Leads

68

Total Investment

\$4,500

Average Cost Per Lead

\$66

Leads Breakdown

Website Phone Calls

25

Form Submissions

19

Emails

3

Call Extensions

2

GBP Calls

29

ROI Calculator

Qualified Leads

Total Leads

68

X

Lead Quality Rate

50%

=

Qualified Leads

34

Converted Leads

Qualified Leads

34

X

Sales Conversion Rate

25%

=

Converted Leads

9

Anticipated Revenue

Converted Leads

9

X

Average Service Revenue

\$45,000

=

Anticipated Revenue

\$382,500

Expected ROI

Anticipated Revenue

\$382,500

/

Total Investment

\$4,500

=

Anticipated ROI

85

Lead Sources

Type	Source	Medium	Leads
szl_phone_call_inquiry	google	cpc	17.24
form_submit	google	organic	6
szl_phone_call_inquiry	google	organic	5.59
szl_phone_call_inquiry	(direct)	(none)	5
szl_google_ads_extension_c...	(direct)	(none)	3
szl_phone_call_inquiry	googlemybusiness	Organic	2.16
form_submit	googlemybusiness	Organic	2
form_submit	google	cpc	2

Leads By Location & Device

City	Leads	Device category	Leads
Vancouver	5	mobile	30
West Vancouver	5	desktop	17
(not set)	4	tablet	0
North Vancouver	4		
Surrey	3		

Google Business Profile

CallClicks
29

WebClicks
116

SearchImpressions
1,182

MapsImpressions
326

Google Organic

Impressions
39,124

Organic Clicks
278

Website Visitor Metrics

New users
1,015

Sessions
1,340

Engaged sessions
773

Engagement rate
57.69%

Top Landing Pages

Page title	Full page URL	Users
	/	475
	/outdoor-living-services/	161
	/team/	135
	/landscape-design/	134
	/contact/	112
	/maintenance/	87
	/hardscape-install/	76
	/careers/	69
	/gallery/	54
	/about/	38

Google Rankings When Started (Nov 2020)

All Keywords Ranking

165

Top 3

5

4 - 10

4

Google Rankings Now

All Keywords Ranking

428

Top 3

16

4 - 10

28

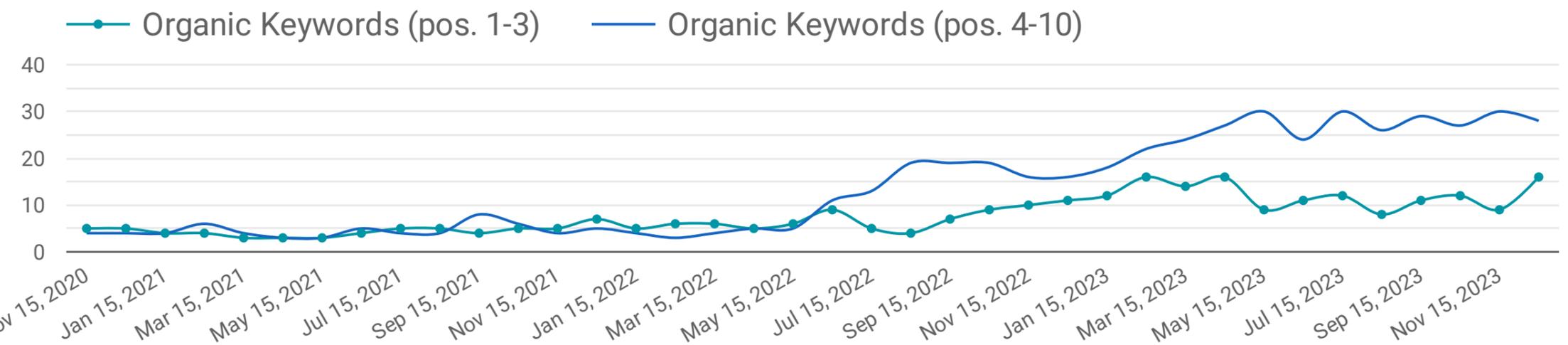
Top 6 Focus Keywords - Last 90 Days - North Vancouver

Keyword	Landing page	Tags	Improvement ▾	New Position
landsc		top 6	18	25
snow		top 6	null	7
landsc		top 6	null	9
landsc		top 6	null	12
landsc		top 6	null	6
landsc		top 6	null	16

Top 5 Fastest Growing Keywords - Last 90 Days - North Vancouver

Keyword	Landing page	Improvement ▾	New Position
		82	18
		63	37
		39	22
		32	68
		19	55

SEO Growth Over Time



Technical SEO Website Performance



Performance

94

Crawlability

90

Linking

90

Security

99

Cost
\$8,456

Conversions
198

Cost / conv.
\$43

Google Ads Types of Conversions

Conversion Type	Conversions
	118
	50
	27
	3

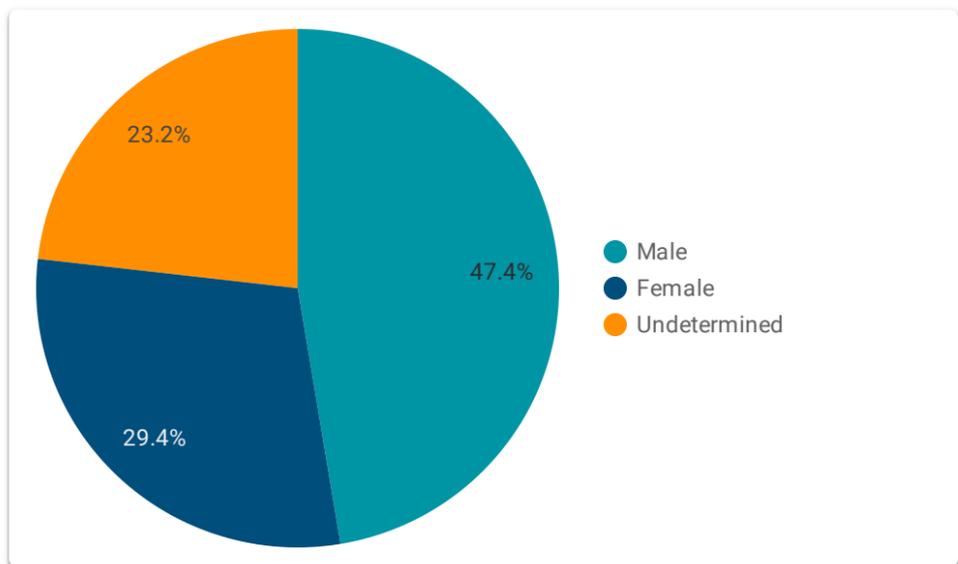
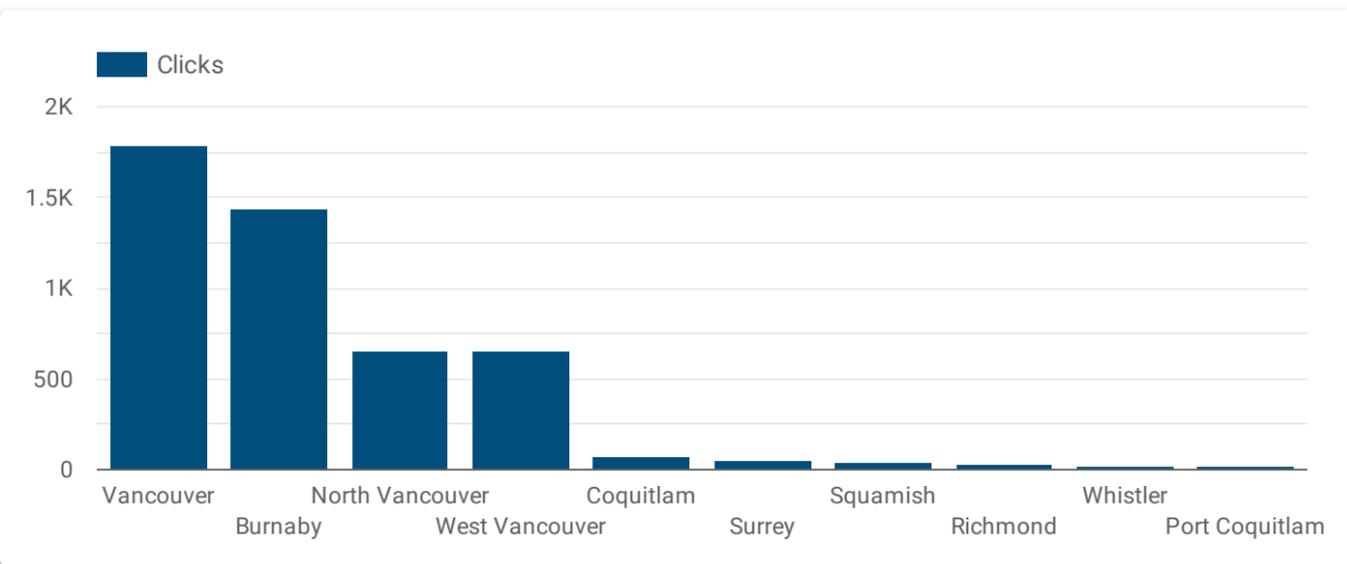
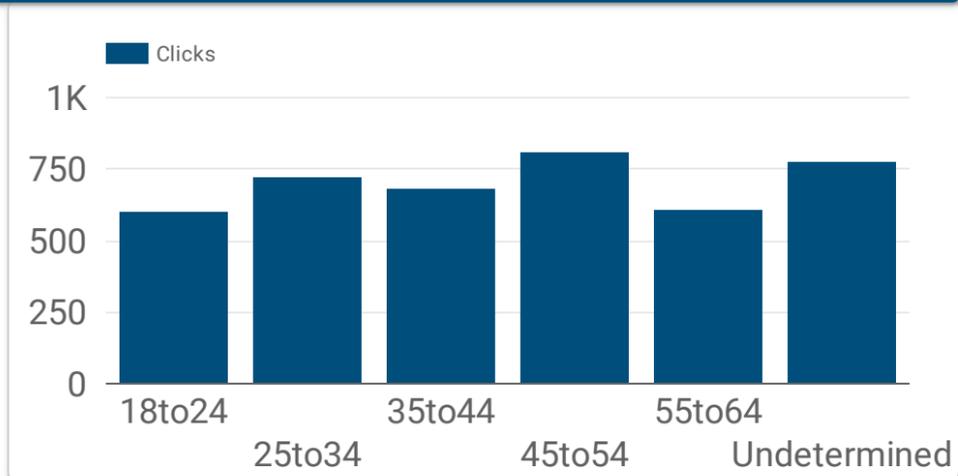
Google Ads Search Term Performance

Search term	Clicks	CTR	Conversions
	285	44.05%	30
	8	28.57%	4
	30	40%	4
	6	9.38%	3
	9	5.66%	3

1 - 100 / 7738

Google Ads Campaign & Audience Performance

Campaign	Clicks	CTR	Conversions
	497	14.64%	61
	499	6.78%	39
	302	6.57%	1
	276	6.23%	15.5
	179	4.94%	3
	215	4.73%	17.5



Account name

Ad name

Amount spent
243.56

Phone Calls
8

CTR
0.61%

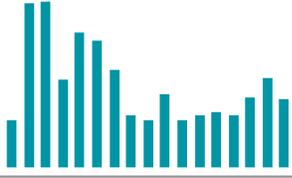
CPC
1.03

Reach
17,344

Cost Per Action
0.23

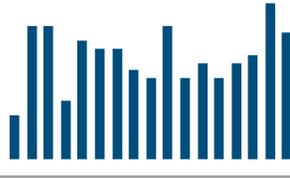
Conversion

Events
1,060



Engagement

Link clicks
237

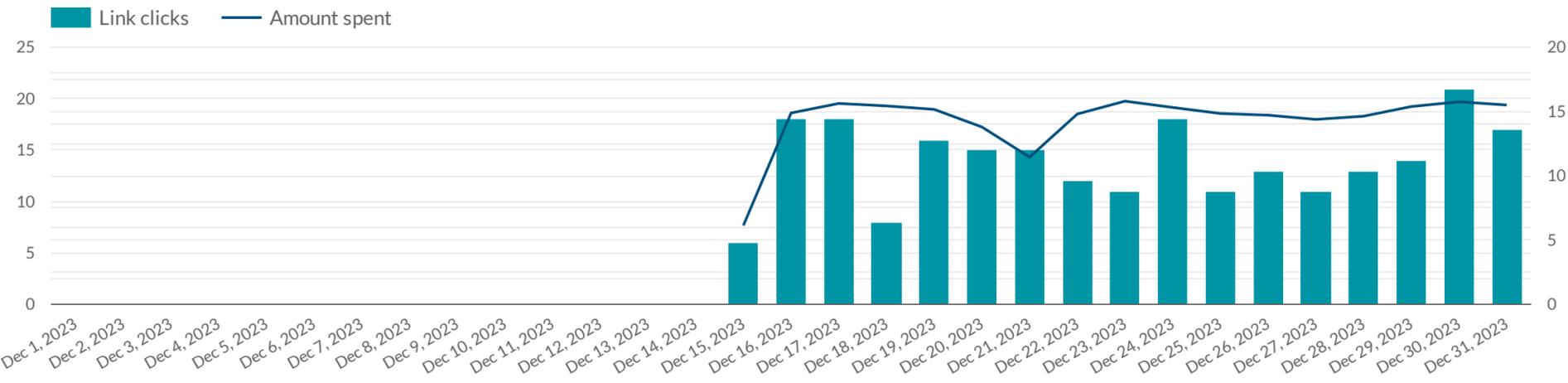


Visibility

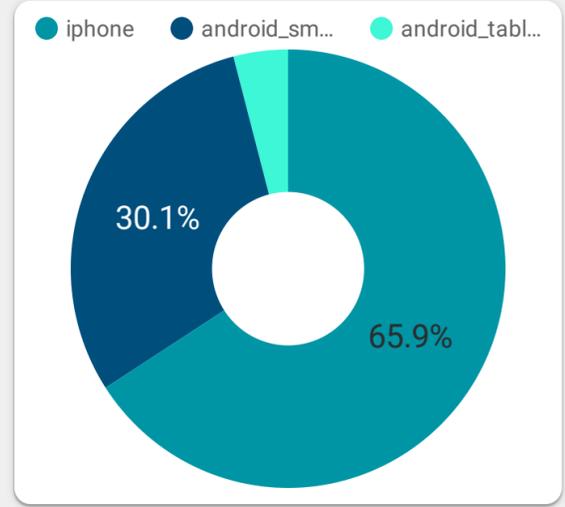
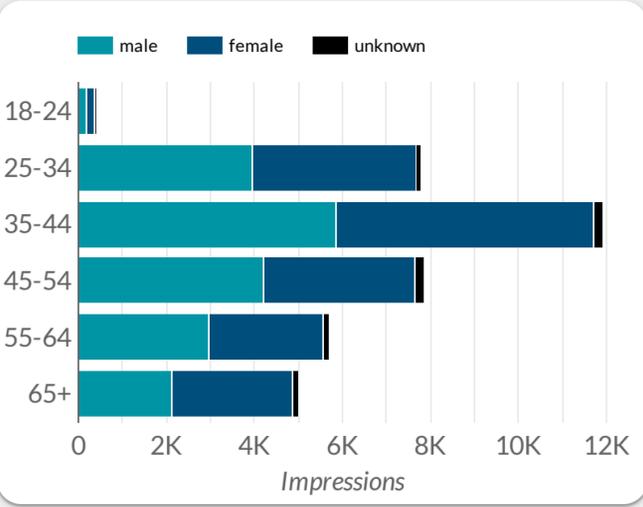
Impressions
38,651



Link Clicks vs. Amount Spent



Audience Performance & Targeting



Individual Ad Creative Performance

Ad image	CTR (Link click-through rate)	CPC (Cost per link Click)	Amount spent	Link clicks	Impressions
	0.57%	1.05	157.08	149	26,230
Grand to...	0.61%	1.03	243.56	237	38,651





Post impressions
1,791
↓ -59.7%

Page likes
1,382
↑ 0.1%

Reach
43.0



Taps on website link
0

Page new likes
3
↑ N/A

Custom Button Clicks
0.0



Reels shares
7

Page new followers
8
↑ 700.0%

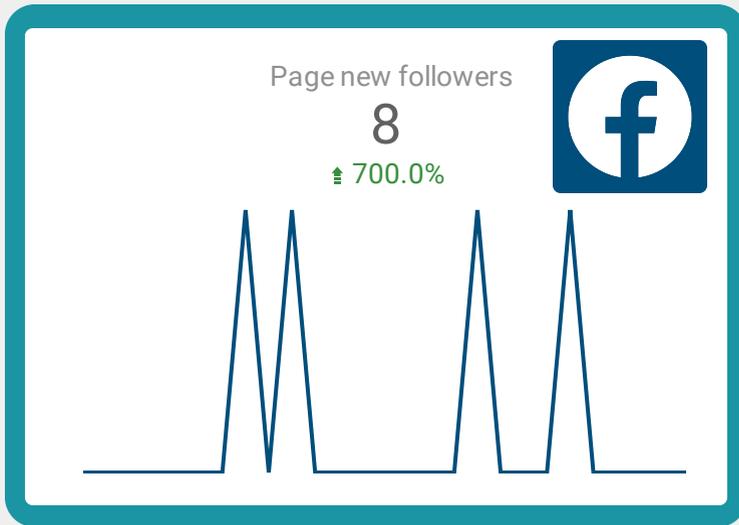
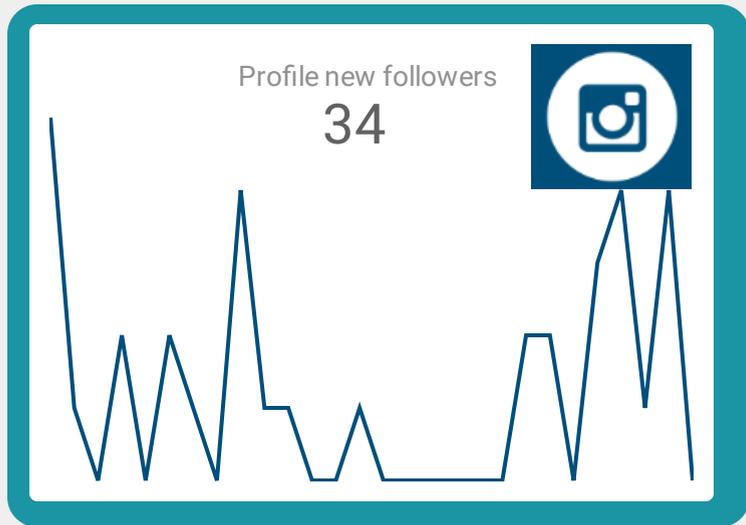
CTR
4.3%



Post Engagement Rate
8.13%

Post Engagement Rate
3.22%
↑ 53.9%

Lifetime Page Views
1.3K



- 1 - **Regular Communication:** maintain clear communication via email and watch any video explanations we send to you.
- 2 - **Access to Online Platforms & Resources:** please ensure that we have access to platforms such as your website, Google Analytics, Google Ads and branding materials, such as logos, images, and videos needed to execute campaigns effectively.
- 3 - **Clearly Defined Goals:** please provide well-defined goals and objectives for your campaigns. These goals will guide strategies and efforts.
- 4 - **Timely Feedback:** important updates, feedback, and decisions should be communicated in a clear, organized, and timely manner. Timely feedback helps us make necessary adjustments in a timely manner.
- 5 - **Budget Alignment:** please allocate a realistic budget that aligns with your goals. Adequate funding ensures that we can implement effective strategies without constraints.
- 6 - **Realistic Expectations:** please have realistic expectations about the outcomes of your digital marketing efforts. Results take time and may vary based on the industry and competition.
- 7 - **Prompt Approvals:** Approvals for campaign materials, content, and strategies should be given promptly. Delays in approvals can hinder timelines.
- 8 - **Trust and Autonomy:** please trust our expertise and allow us autonomy to make strategic decisions. Avoid your own changes to campaigns. Changing our configuration may interfere with strategy and management.
- 9 - **Openness to Suggestions:** please be open to considering our recommendations and suggestions based on our expertise. Collaboration leads to more effective strategies.
- 10 - **Payment Method:** please ensure we have an up-to-date payment method on record. Credit cards often expire and this leads to the pausing of Google Ads campaigns and wasted time.

