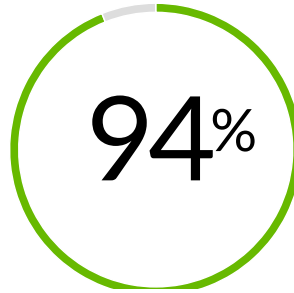


Adwords Health Check

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\*\*\*\*\*'s AdWords Performance Grade is



As of May 04, 2018

**4.90%**

**Your click-through rate**

Are your ads being clicked enough? You should be targeting a click-through rate of 7.32%.

**28.69%**

**Your impression share lost**

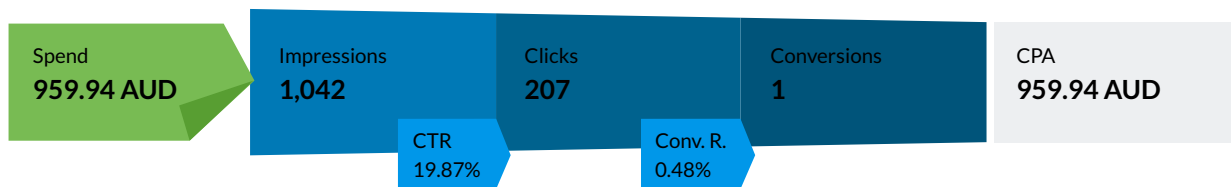
Increasing your impression share would result in 34 more impressions and 1 more clicks.

**5.1**

**Your quality score**

You're missing out on high-quality leads for new business. You should be targeting a quality score of 7 or more.

## Performance Metrics



Size of Account

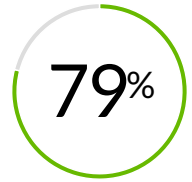
Feb. 3 - May 4, 2018

Active Campaigns	1
Avg Ad Groups per Campaign	22.0
Active Ad Groups	22
Avg Keywords per Ad Group	4.3
Active Keywords	95
Active Text Ads	64

## Wasted Spend

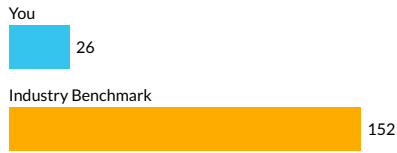
334.25 AUD in projected 12 month wasted  
83.56 AUD already wasted in the last 90 days

---



↑ 79%  
since last  
report

### # of Negative Keywords Added



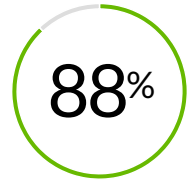
### What does it mean?

**You're off to a good start, but you need to add negative keywords more frequently.**

You're doing OK, but utilizing more negative keywords could save you up to 27.85 AUD per month. Learn how you could be saving more...

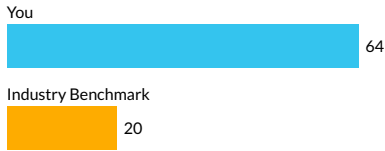
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# Text Ad Optimization

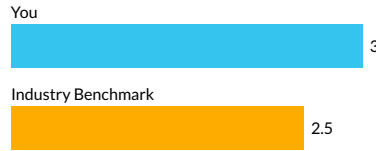


↑ 13%  
since last  
report

## # of Active Text Ads



## # of Text Ads Per Ad Group



## Best / Worst / Average Text Ads In Your Account

### Your Best Ad

Best Ad	Imp	Clicks	CTR	Avg Pos	Expected CTR
On Mobile	0	0	0.0%	0.0	0.0%
On Desktop	192	0	0.0%	2.8	2.6%

### Your Worst Ad

Worst Ad	Imp	Clicks	CTR	Avg Pos	Expected CTR
On Mobile	0	0	0.0%	0.0	0.0%
On Desktop	0	0	0.0%	0.0	0.0%

### Your Average Ad

Overall Average	Total Imp	Total Clicks	CTR	Avg Pos	Expected CTR
On Mobile	386	18	5.3%	2.5	3.1%
On Desktop	617	12	5.9%	2.6	2.8%

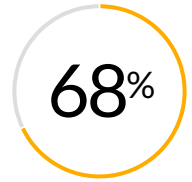
## What does it mean?

**Good work -- you've written more text ads than the average advertiser in your monthly spend range.**

Make sure you have a unique text ad for each keyword. Then test 3-5 variations of each ad to make sure you're optimizing clicks and conversions.

## Quality Score Optimization

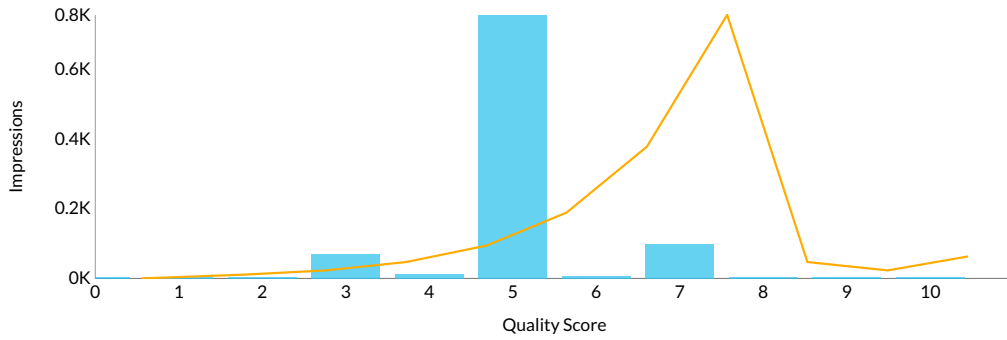
Your Quality Score is 5.1. By improving your score by 1.0, you could save 84.84 AUD or get 11 more clicks / month.



↑ 14%  
since last  
report

### Active Keyword Quality Score Distribution

■ Your Account ■ Industry Benchmark



### What does it mean?

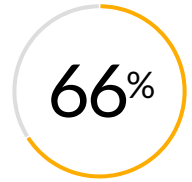
**Raising your Quality Scores could help you achieve higher ROI.**

Your quality score is 5.1. We recommend that you target a score of 7.0 or higher.

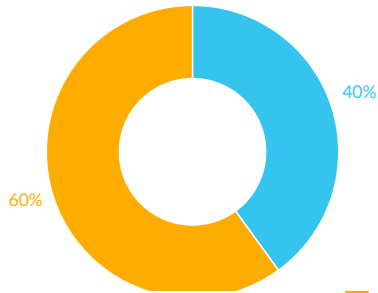
Higher Quality Scores will increase your impressions and lower your costs. Splitting ad groups, finding more targeted keywords and testing different ad text will improve your Quality Scores.

## Click-Through Rate (CTR) Optimization

If you increased your CTR to 7.32%, you could expect 1 more clicks or 1 more conversions a month.



Based on their average position, 60% of your keywords have a lower than expected Click-Through Rate.



Higher than expected Click-Through Rate based on average position Lower than expected Click-Through Rate based on average position

### Best and Worst Performing Keywords in Your Account.

#### Your Best Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
+*****+*****	188	7	2.5	3.7%	3.7%
***** *****	68	6	1.3	8.8%	7.3%

#### Your Worst Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
***** *****	83	1	2.6	1.2%	3.7%
** *****	56	4	1.0	7.1%	7.3%
***** **	44	1	2.6	2.3%	3.7%

### Keywords with impressions, but no clicks

#### Your Worst Ad

Keyword	Total Impressions	Total Clicks	Avg Pos	CTR	Expected CTR
***** *****	276	0	2.5	0.0%	3.7%
+***** +*****	67	0	2.4	0.0%	3.7%
+***** +*** +*****	48	0	2.2	0.0%	3.7%
** *** *****	12	0	2.9	0.0%	3.7%
**** *****	11	0	1.6	0.0%	7.3%

You have 21 other keyword(s) in your account that have received impressions, but drive no clicks.

## Your Account Click-Through Rate

### Search Network

Mobile	Desktop	Overall
CTR: 6.23%	CTR: 3.83%	CTR: 4.90%
AVG Pos: 2.23	AVG Pos: 2.39	AVG Pos: 2.32

### Display Network

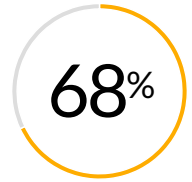
Mobile	Desktop	Overall
CTR: 0.00%	CTR: 0.00%	CTR: 0.00%
AVG Pos: 0.00	AVG Pos: 0.00	AVG Pos: 0.00

## What does it mean?

**Your CTRs are pretty good, but it looks like your keywords and ads could be better targeted.**

Increasing your click-through rates would drive more traffic and improve your Quality Scores. To raise CTRs, try finding more targeted keywords and using negatives.

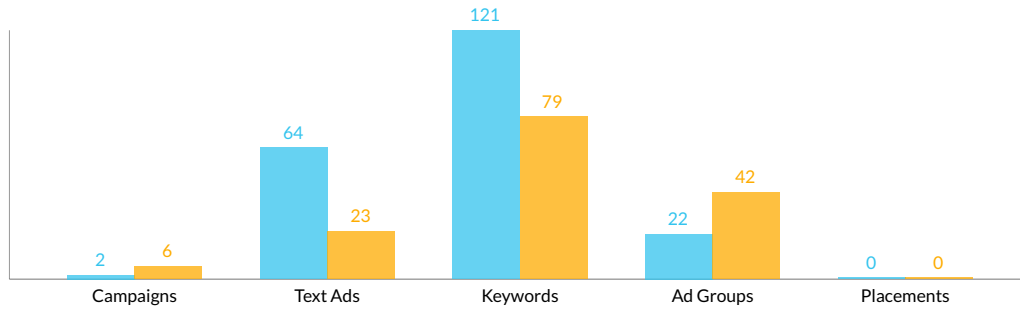
## Account Activity



↑ 49%  
since last  
report

### # of Actions Taken by Category

■ You ■ Industry Benchmark



### What does it mean?

**By spending more time in your account, you could improve key metrics and get better results.**

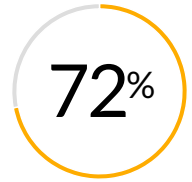
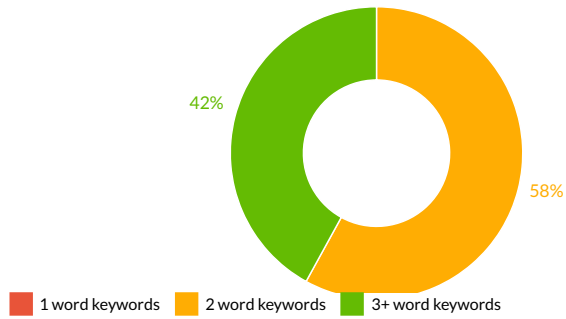
It's important to adhere to an established, proven set of PPC best practices for optimal campaign performance and high ROI. Learn the best practices that PPC experts follow.



## Long-Tail Keyword Optimization

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### Percentage of Long-Tail Impressions



↑ 64%  
since last  
report

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### What does it mean?

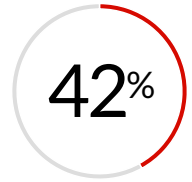
**Adding more long-tail keywords to your campaigns could improve your conversion rates and lower costs per click.**

By adding more long-tail keywords to your account, you could improve CTRs and conversion rates while lowering costs. Start finding more long-tail keywords...

---

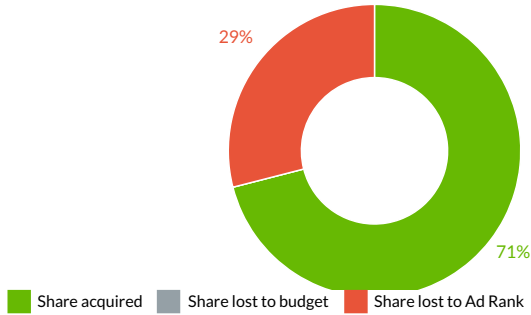
## Impression Share Optimization

You're losing 29% of your impression share.



↓ -13%  
since last  
report

### Budget Weighted Impression Share



### What does it mean?

**You're missing out on opportunities for impressions and clicks. Raising your impression share would increase your exposure and bring in more leads.**

Increasing your impression share would result in 34 more impressions and 1 more clicks.

You need to troubleshoot your relatively low impression share. The problem could be low budget, low Quality Scores, poor targeting or all three.

## Mobile Advertising

2,283.92 AUD in projected 12 month mobile spend representing 59% of your overall PPC spend



88%

### Mobile % of Total Budget




You



Industry Benchmark



### Device Comparison Analysis

Device	Cost	CTR	Avg Position	Avg CPC	Industry Comparison CPC
 e	Cost	CTR	Avg Position	Avg CPC	Industry Comparison CPC
 Mobile	2,283.92 AUD	6%	2.2	4.57 AUD	1.14 AUD
	1,301.48 AUD	4%	2.4	4.93 AUD	1.70 AUD

### What does it mean?

You're still missing out on opportunities to optimize for your mobile ad performance:

- 1 of your 1 campaigns have mobile sitelink extension set up
- 1 of your 1 campaigns have mobile call extension set up

## PPC Best Practices

You failed in 1 out of 10 areas



### FAILED

- ✘ Mobile Bid Adjustments**  
None of your ad groups are using mobile bid modifiers.

### PASSED

- ✔ Network Targeting**  
None of your campaigns target both Search and Display with the same bid amount.
- ✔ Geo Targeting**  
All of your campaigns employ some form of geo-targeting.
- ✔ Language Targeting**  
All of your campaigns are targeted to specific languages.
- ✔ Conversion Tracking**  
You are tracking your conversions.
- ✔ Multiple Text Ads Running**  
All of your ad groups have at least 2 active text ads.
- ✔ Modified Broad Match Type**  
You are using modified broad match keywords.
- ✔ Negative Keywords**  
You are using negative keywords.
- ✔ Use of AdWords Ad Extensions**  
You are using ad extensions.
- ✔ Use of Expanded Text Ads**  
You have upgraded all of your ads to the expanded text ad format.

### What does it mean?

Your campaigns will suffer if you're not following PPC best practices, ensuring you properly target your PPC advertising efforts. Learn what to check and tweak for optimized performance.



## Report Summary

Although you scored better than most similar advertisers, there are a number of optimizations that could improve your campaign performance and save you money.