

# Google Ads

# Google Ads Overview

## Google Ads: Performance Overview

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020

Impressions

**1620** +1%

The number of times your ads are shown in Google's search results or on the Google Network.

Clicks

**455** +9%

The number of clicks on your ads.

CTR (%)

**28.08%** +9%

The number of clicks that your ad receives divided by the number of times your ad is shown.

Cost

**\$227.80** +49%

The total amount you paid for your ads.

CPC

**\$0.50** +36%

The average cost you pay for each click on your ads.

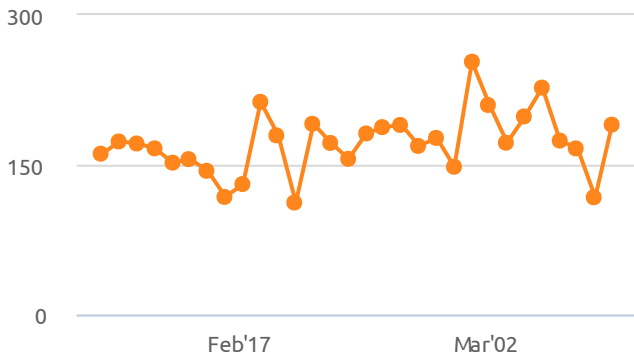
Conversions

**105** +8%

An action that's counted when someone interacts with your ad, and then takes an action that you've defined as valuable to your business.

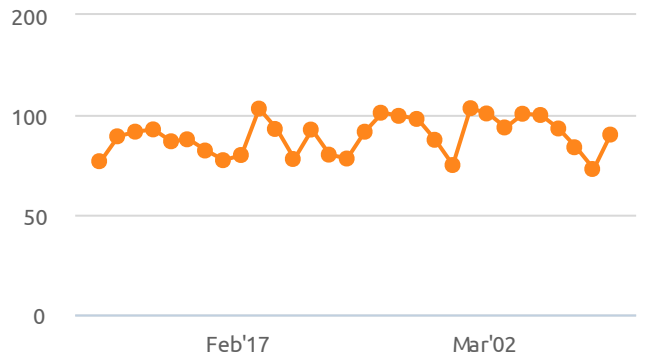
## Google Ads: Impressions

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020



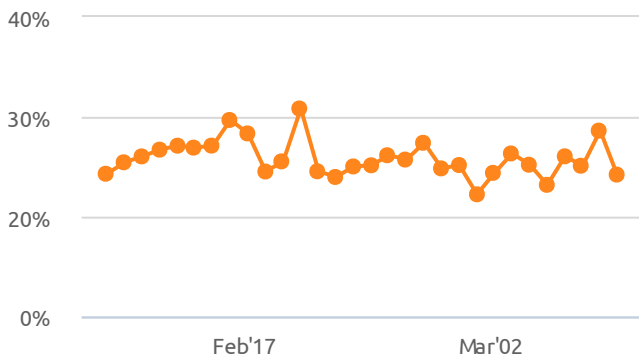
## Google Ads: Clicks

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020



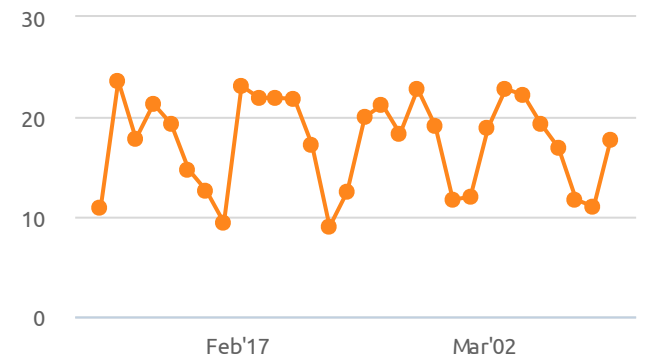
## Google Ads: CTR (%)

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020



## Google Ads: Conversions

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020



# Campaigns performance

## Google Ads: Top Campaigns by Clicks

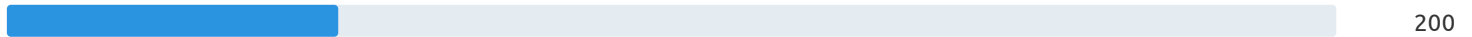
Campaign: All | Period: 09 Feb - 09 Mar, 2020

Total clicks (for all keywords): 4550

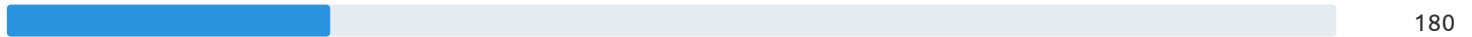
US-search-brand



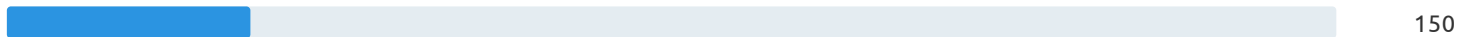
US-search-nonbrand



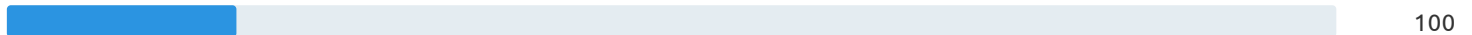
UK-search-brand



UK-search-nonbrand



US-search-retargeting-home



## Google Ads: Performance Table

Campaign: All Period: 09 Feb - 09 Mar, 2020

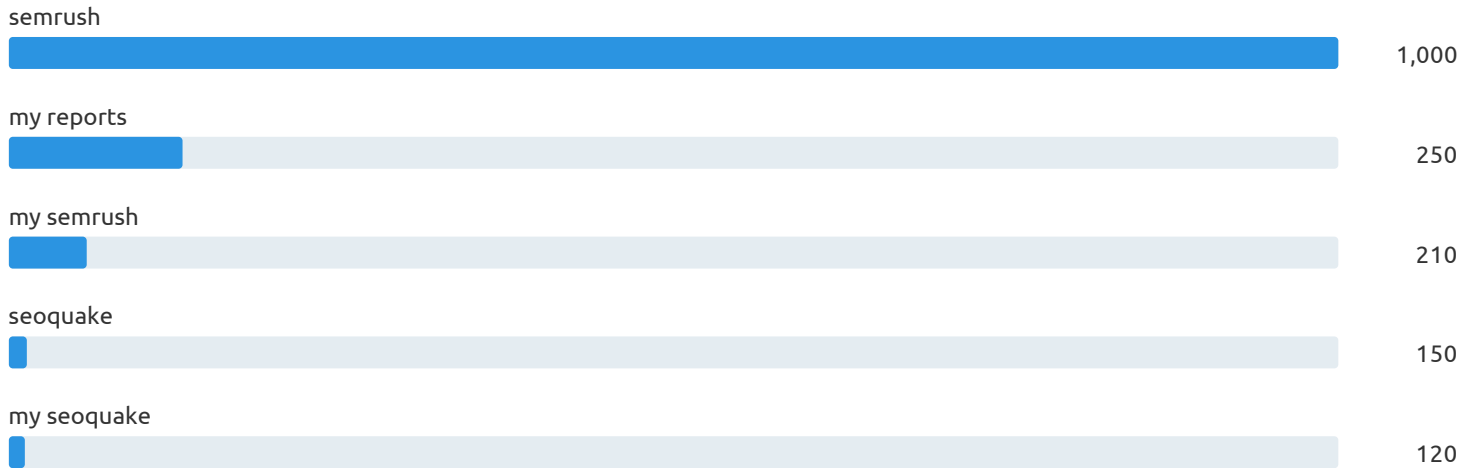
No.	Campaigns	Impressions ▼	Clicks	Average CPC	Sessions	CTR%
1	FR-search-brand	83	25 (0.67%)	\$0.45	30 (0.69%)	28.10%
2	FR-search-nonbrand	72	21 (0.54%)	\$0.40	22 (0.58%)	30.20%
3	ES-search-brand	70	20 (0.51%)	\$0.60	20 (0.54%)	27.15%
4	ES-search-nonbrand	20	9 (0.26%)	\$0.50	9 (0.21%)	27.30%
5	IT-search-brand	15	2 (0.06%)	\$0.45	2 (0.05%)	20.10%
6	IT-search-nonbrand	15	5 (0.20%)	\$0.55	5 (0.10%)	30.00%
7	DE-search-brand	12	3 (0.12%)	\$0.44	3 (0.12%)	20.00%
8	DE-search-nonbrand	10	4 (0.19%)	\$0.32	5 (0.10%)	40.00%
9	BR-search-brand	8	2 (0.06%)	\$0.61	3 (0.12%)	39.00%
10	BR-search-nonbrand	5	2 (0.06%)	\$0.65	2 (0.05%)	38.00%

# Keywords performance

## Google Ads: Top Keywords by Clicks

Campaign: All | Group: All | Period: 09 Feb - 09 Mar, 2020

Total clicks (for all keywords): 4550



## Google Ads: Keywords Performance

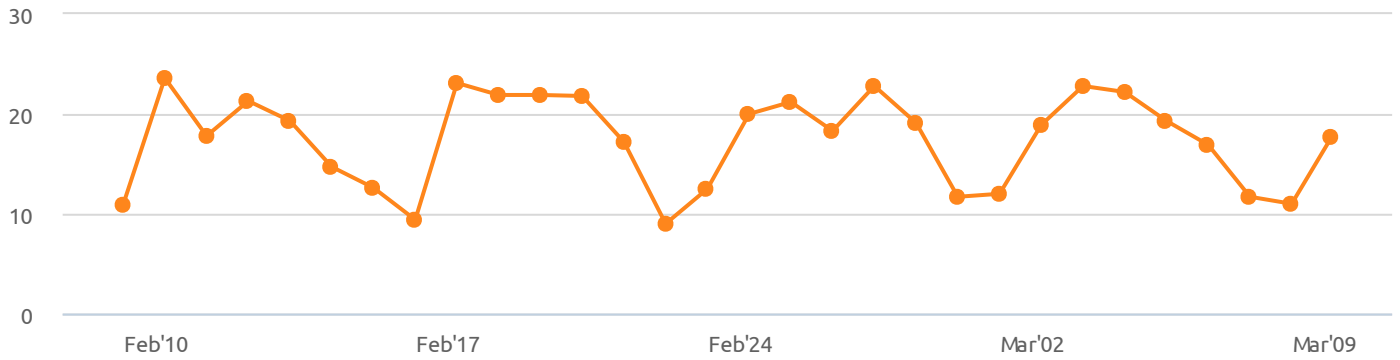
Campaign: All Period: 09 Feb - 09 Mar, 2020

No.	Keyword	Clicks	Impressions ▼	CTR%	Average CPC	Conversions
1	semrush	830 (10.50%)	93	28.10%	\$0.45	38
2	my reports	721 (9.60%)	72	9.60%	\$0.40	39
3	my semrush	705 (9.12%)	70	30.20%	\$0.60	40
4	seoquake	680 (8.95%)	56	27.15%	\$0.50	29
5	my seoquake	648 (8.68%)	32	27.30%	\$0.44	30
6	position tracking	264 (2.96%)	26	20.10%	\$0.32	10
7	site audit	180 (2.03%)	20	30.00%	\$0.61	35
8	traffic analytics	145 (1.64%)	18	20.40%	\$0.65	60
9	my audit	112 (1.24%)	12	40.00%	\$0.40	85
10	my site	50 (0.48%)	10	38.00%	\$0.32	76

# Conversions

## Google Ads: Conversions

Campaign: All | Ad group: All | Period: 09 Feb - 09 Mar, 2020



## Google Ads: Top Campaigns by Conversions

Campaign: All | Period: 09 Feb - 09 Mar, 2020

Total conversions (for all keywords): 1050

