



Client Name | PPC Report | Month Year

Keyword Analysis

Add New High CTR Keywords

Ad group	Keyword	Type	Clicks	Impr.	CTR
Brand	clients name associates	Exact	2	2	100%
Brand	clients name associates harrisburg	Phrase	2	2	100%
Workers Comp Lawyer	+work +comp +lawyer in +harrisburg pa	Broad	1	2	50%

Recommendation: Based on the last 30 days' data from the search term report, add the above high CTR keywords to help increase CTR.

Add New Converted Keywords

Ad group	Keyword	Type	Conv.	CPA	Conv.%
Workers Comp	workers comp	exact	2	73.3	7.1%
Brand	Clients name associates	phrase	1	4.6	25%
Brand	ron clients name	exact	1	7.17	6.7%
Workers Comp	workers comp settlement	exact	1	11.81	50%
Workers Comp Lawyer	workers comp lawyers	exact	1	23.02	33.3%
Workman Comp	workman compensation	exact	1	48.02	14.3%
Workman Comp	workman's compensation	phrase	1	52.2	20%
Workers Comp	workers comp settlements	exact	1	53.8	10%
Brand	clients name & associates	exact	1	69.03	1.9%
Workman Comp	workmen's compensation	exact	1	78.84	6.7%
Workers Comp Law	pa workers compensation act	exact	1	94.6	4.2%

Recommendation: Based on the last 30 days' data from the search term report, add the above converted keywords to help increase conversions.

Pausing Keywords

Ad Group	Keyword	Type	Conv.	CPA	Conv.%
Workman Comp	workmans comp	Phrase	1	\$513	1.1%
Workers Comp Lawyer	workers compensation lawyers	Broad	1	\$430	2.8%
Workers Comp Lawyer	workers comp lawyer pa	Broad	1	\$305	3.3%

Recommendation: Based on the last 3 months' data, pause the above keywords due to poor performance.



Client Name | PPC Report | Month Year

Restructuring Keywords

Workers Comp In Denver

Recommendation: Break out the above new ad group from existing Worker's Comp ad group utilizing the geo specific keywords.

Negative Keywords

Negatives				
1199c	amazon	bureau	churches	compromise
conference	falsify	forced	irs	jail
mexico	offshore	ohio	payrole	quitting
removal	removed	restrictions	threaten	york

Recommendation: Add the above negative keywords to help reduce irrelevant traffic and improve CTR.

Ad Analysis

New Ads

Recommendation: Take the best performing ad and make a mobile only version to try and improve CTR.

Pausing Ads

Sample Line One of Test Ad - Sample Line Two of Test Ad

Ad www.example.com/Path-One/Path-Two
www.example.com

Recommendation: Pause the above ads due to poor performance.



Client Name | PPC Report | Month Year

Conversion Tracking

Ideas

Verification: Conversion tracking on site has been verified.

About Recommendations: *If you agree with the above recommendations no action is required by you. The above recommendations will be implemented by default after 7 business days from the date this report is submitted to you, unless you object to any of the proposed improvements. If you have questions or comments about the recommendations, then please drop us a line or phone us.*