

Google Ads Report

June 1st 2024 → August 31st 2024

Google Ads Summary

\$2,576 Total Spend ↓ 5.03%	253 Conversions ↑ 65.36%	\$10.18 Cost Per Conversion ↓ 42.59%
1,003 Clicks ↑ 66.33%	\$2.57 Cost Per Click ↓ 42.90%	23,366 Impressions ↑ 46.36%

Over the reporting period, we spent a total of **\$2,576** and generated **253** conversions. Our average cost per conversion dropped from **\$17.73** to **\$10.18**. We received a total of **23,366** impressions, which resulted in **1,003** clicks at a cost of **\$2.57** each.

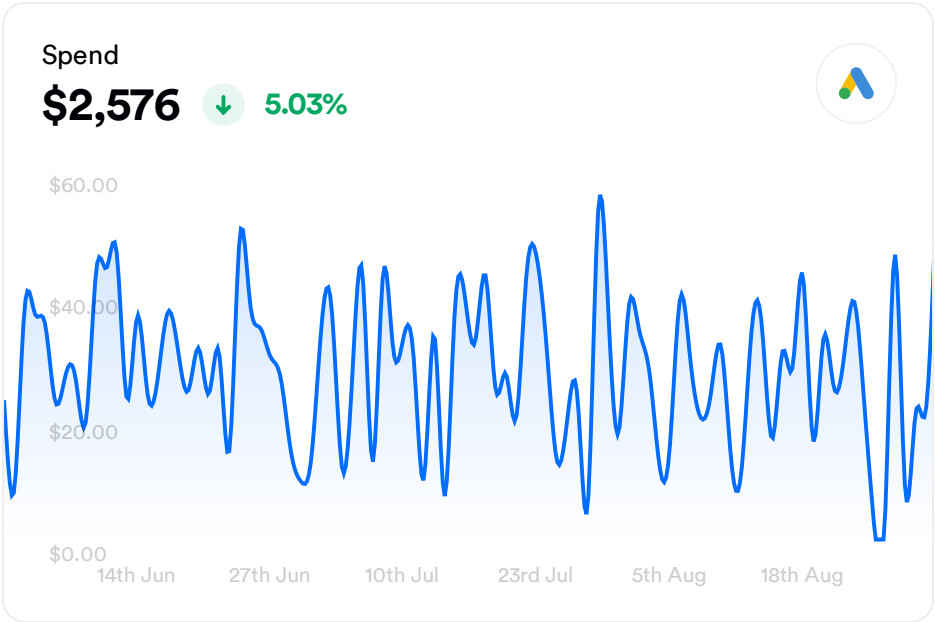
Google Analytics Summary

5,347 Users ↑ 2.39%	5,224 New Users ↑ 2.09%	10.32% Users From Ads ↑ 55.81%
41.1% Bounce Rate ↑ 3.66%	3m 2s Time On Site ↑ 7.61%	2.82 Pages Per Session ↑ 0.03%

Over the reporting period, Google Analytics tracked **5,347** total users, **5,224** of which were new. **10.32%** of total traffic came from Google Ads.

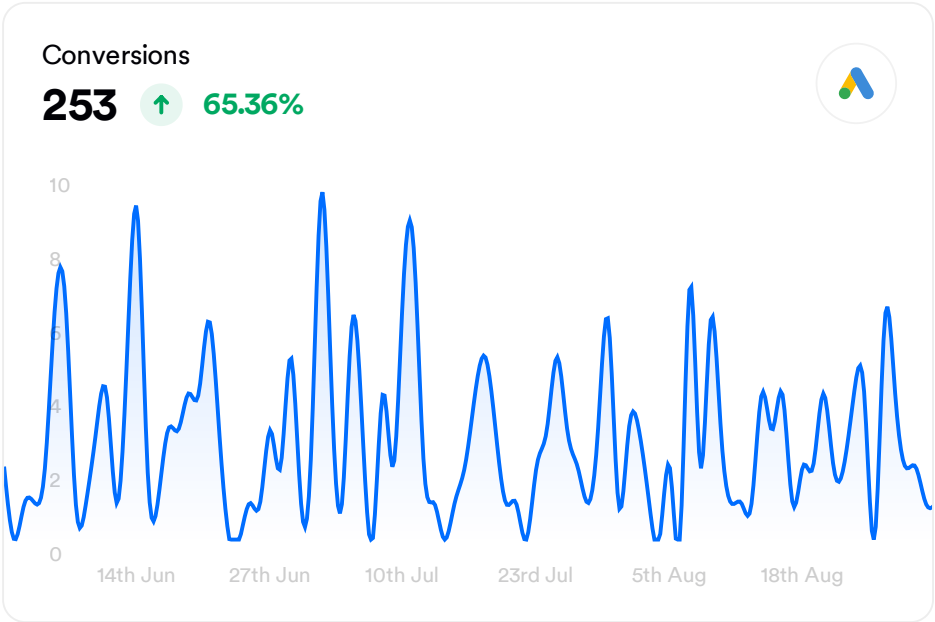
Users are spending more time on site and viewing more pages per session than the previous period.

Spend Summary



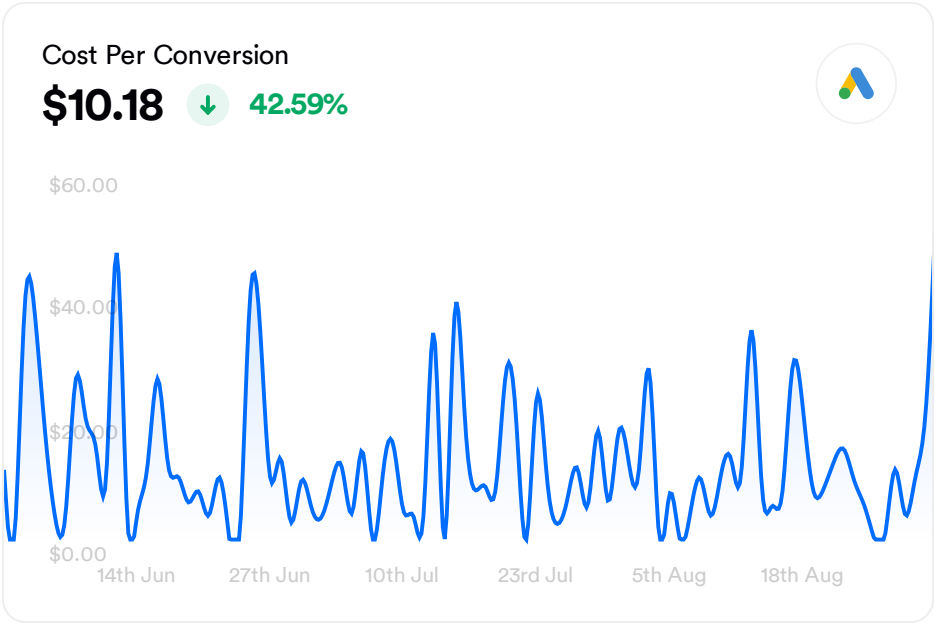
From **June 1st** → **August 31st**, total spend across all campaigns was **\$2,576**. Spend decreased by **5.03%** compared to the previous period — **March 1st** → **May 31st**.

Conversions Summary



We generated **253** conversions between **June 1st → August 31st**, an increase compared to the previous total of **153**.

Cost Per Conversion Summary



Over the reporting period, our cost per conversion decreased — from **\$17.73** to **\$10.18**.

Impressions Summary



Impressions is a helpful metric that shows us how many times our ads were seen by searchers. This period, our ads were seen **23,366** times.

Clicks Summary



Clicks are up **66.33%** this period, from **603** to **1,003**. With a total of **23,366** impressions generating **1,003** clicks, our CTR is **4.29%** this period.

Cost Per Click Summary



Over the reporting period, we paid an average cost of **\$2.57** per click. This is a **42.9%** reduction compared to the last reporting period. Each click varies in cost, depending on the keyword that triggered the ad.

Top Performing Keywords (1/2)

Keyword	Impressions	Clicks	Conv.	Conv. %
invidia salon	1,246	442	133.5	30.2%
invidia sudbury	162	62	18.08	29.16%
hair and beauty salon near me	1,469	45	11	24.44%
hair styling	6,238	61	14	22.95%
hair and nails spa	1,147	50	10	20%
hair cutting	3,016	70	10	14.29%

Top Performing Keywords (2/2)

When someone searches Google using a phrase that matches one of our keywords, one of our ads is shown on the search results page. In simple terms, keywords connect searches to our ads.

Keywords like **invidia** **salon** and **invidia** **salon** are performing well.

Over the reporting period, **invidia salon** appeared in search results **1,246** times, generating **442** clicks through to your website. These clicks resulted in **133.5** conversions.

Next Steps

Moving forward, we're working towards:

- Cutting back on spend to meet our target range.
- Reducing cost per conversion.
- Improving our conversion rate.

This period, we're pleased to report:

- An increase in conversions.
- A reduction in our cost per click.
- An improved click-through rate.