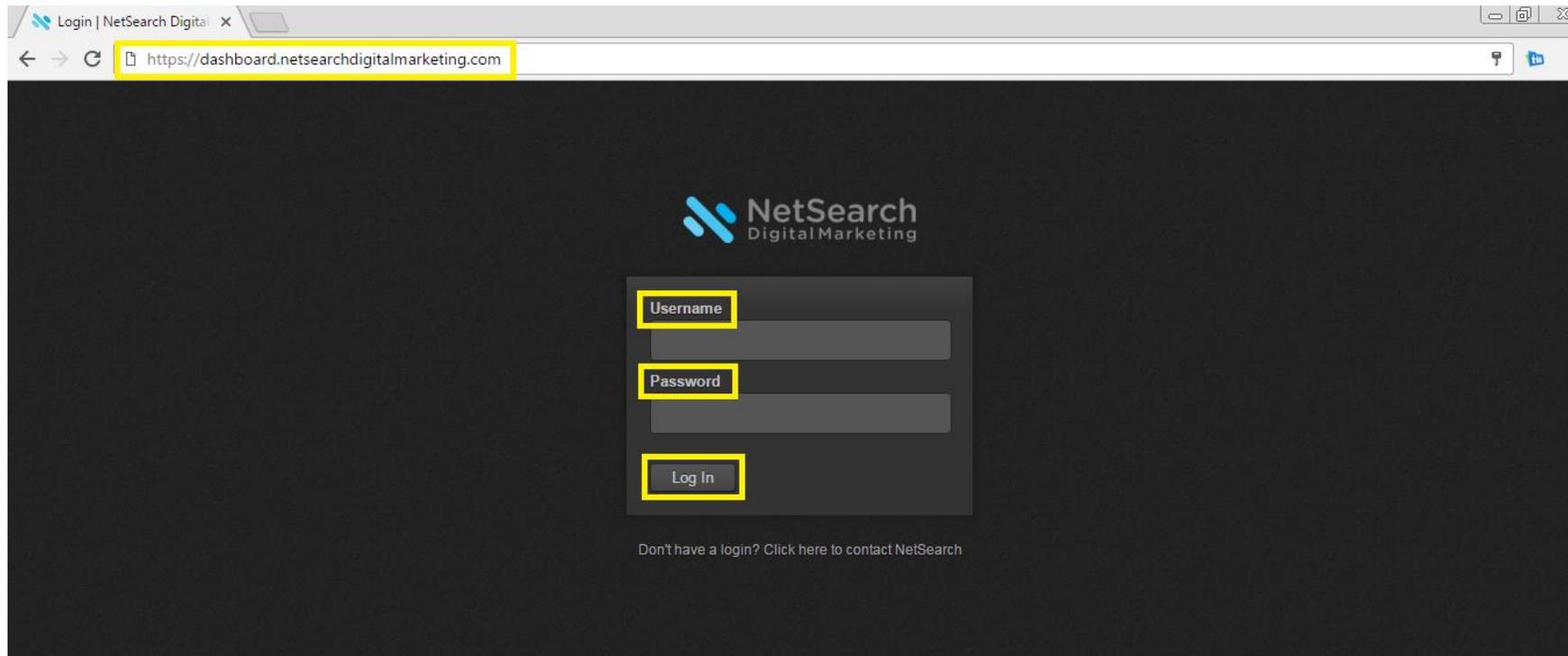




**NetSearch**  
Digital Marketing

## **NetSearch PPC Dashboard Training Guide**

# Login



- You should have already received your dashboard login credentials – if not, you should reach out to your Client Services Coordinator.
- Once you have your login, you should bookmark the new dashboard URL: <https://dashboard.netsearchdigitalmarketing.com>
- You can always request a new password if you forget yours from the login screen. If you run into any issues, you can reach out to your Client Services Coordinator.

# Inside the Dashboard

- Once logged in, you will see your campaign dashboard options in the top navigation bar below the NetSearch logo. There should be a tab for PPC & Calls.



- Please continue to read the following slides in order to understand what each metric means. This will help you understand if you are getting the best ROI for your marketing dollars.
- These step by step instructions will take you through each tab of performance in-depth.
- If you have any questions as you go through the step by step instructions, then please reach out to your Client Services Coordinator.

# PPC Dashboard Review



Definition of metrics are on the following page.

- As you login, you will immediately see your PPC results.
- You can switch to review your PPC call data by clicking the Calls tab next to PPC.
- When you login, the dashboard will automatically update to the last 30 days from the day prior.
- You can click on the date range (yellow highlighted box) and update it to whatever time frame you would like to view. Once chosen, click "Apply" and the metrics will update automatically.
- The first 10 metrics are what we believe to be the most important in understanding your campaign results. These are the top metrics shown on your PPC monthly report. Each metric is defined on the next page.

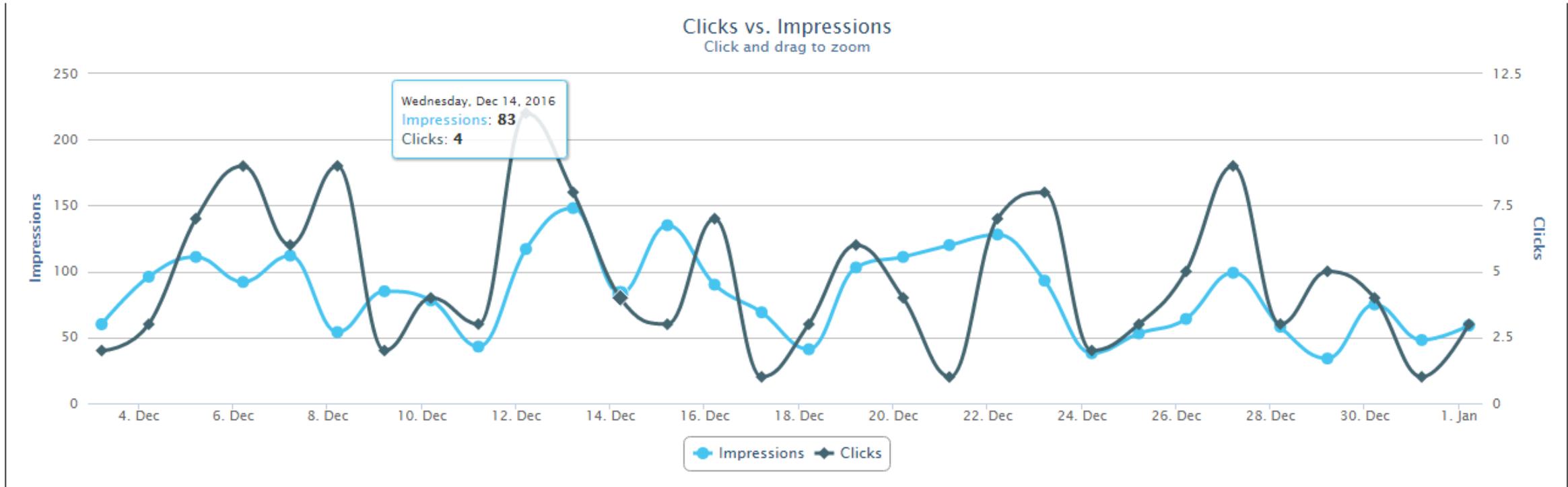
# PPC Dashboard Review

## Understanding the Metrics



- **Impressions:** Amount of times your ads are shown after a search query that is being targeted within your campaign is searched. Number of people who see your ad.
- **Clicks:** Are visits to your landing page or website after a user has seen your ad and physically clicks it.
- **Click Through Rate (CTR):** Percentage of people who see your ad and then physically click on the ad to visit your landing page or website. This is calculated by dividing the total amount of impressions by total clicks. A good average for all industries is between 1-2% to be considered a successful CTR.
- **Cost:** Total amount of \$ spent during the time frame chosen.
- **Average CPC:** CPC stands for cost-per-click –This is the average amount that your campaign has been charged for a click on each ad. It is calculated by dividing the total cost of clicks by the total number of clicks that occurred.
- **Conversions:** An action or event that has taken place by an interested website visitor. This can be a phone call, a contact form submission, or a purchase made.
- **Web Conversions:** Total amount of form submissions filled out on your website and/ or landing page.
- **Conversion Rate (CVR):** The percentage of people who have clicked on your ad and then physically converted on your website or landing page. A conversion can be a phone call or form submit. This is calculated by dividing the total amount of conversions by total clicks.
- **Average CPA:** CPA stands for Cost per Acquisition, which is another name for Cost Per Conversion, Cost Per Contact, Cost Per Lead – This is the dollar amount you pay the search engines and other publishers by the total amount of leads generated by the campaign. This is calculated by the total cost/spend divided by the total amount of conversions.

# PPC Dashboard Review



## Clicks vs. Impressions:

- Below the main metrics you will find a chart showing your daily impressions and clicks.
- You can drag your cursor across the chart in order to see the exact number of impressions and clicks by day.
- You can also click and drag to zoom in on the chart. When reviewing your click to impression percentage a good benchmark to note as successful is 1-2%.
- Again, the click through rate percentage is calculated by dividing your total clicks by total impressions.

# PPC Dashboard Review

- The next section of data gives you a daily break down of your top metrics + average position. The Avg. Pos. is the spot your ad is seen on average for the keywords we are targeting. We do not target the number 1 spot all of the time as this is the most expensive position. The sweet spot is typically the 2<sup>nd</sup> position, but can vary based on your industry.

- You can view all data from both Google & Bing by clicking “All Traffic”. This is also the default. You can then separate the results by the two search engines, either Google or Bing. It is good to note that more advertisers are spending more money on Google as it is the #1 search engine tool, thus making all Google clicks more expensive than Bing.

[All Traffic](#) | [Google](#) | [Bing](#)

[Export](#)

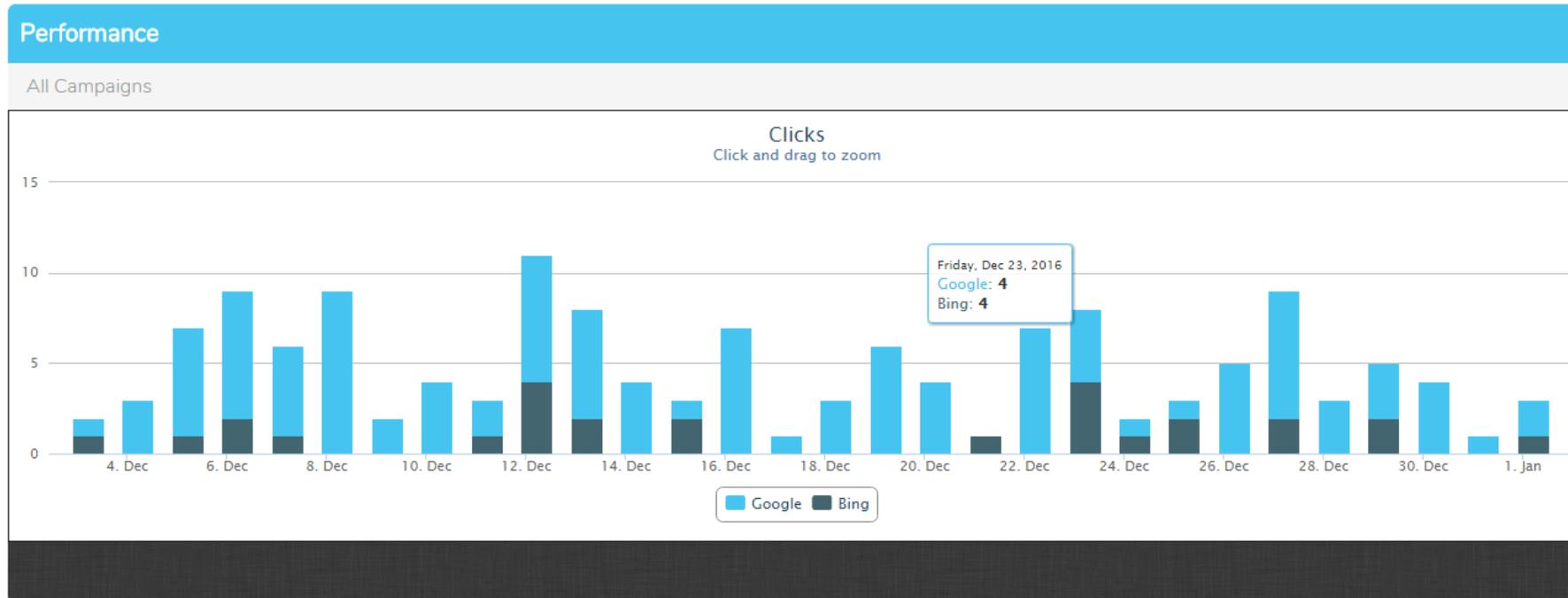
Date	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Phone Convs.	Total Convs.	Conv. Rate	Avg. CPA
01/01/2017	59	3	5.08%	\$7.47	\$2.49	1.90	1	0	1	33.33%	\$7.47
12/31/2016	48	1	2.08%	\$1.20	\$1.20	2.23	0	1	1	100.00%	\$1.20
12/30/2016	75	4	5.33%	\$26.32	\$6.58	1.58	0	0	0	0.00%	n/a
12/29/2016	34	5	14.71%	\$58.62	\$11.72	1.87	0	4	4	80.00%	\$14.65
12/28/2016	58	3	5.17%	\$37.02	\$12.34	1.67	0	3	3	100.00%	\$12.34
12/27/2016	99	9	9.09%	\$52.73	\$5.86	1.82	1	4	5	55.56%	\$10.55
12/26/2016	64	5	7.81%	\$9.70	\$1.94	1.51	2	2	4	80.00%	\$2.43
12/25/2016	53	3	5.66%	\$17.60	\$5.87	1.38	0	0	0	0.00%	n/a
12/24/2016	38	2	5.26%	\$7.65	\$3.83	1.05	0	0	0	0.00%	n/a
12/23/2016	93	8	8.60%	\$59.40	\$7.43	1.17	0	2	2	25.00%	\$29.70
<b>Totals</b>	<b>2,497</b>	<b>143</b>	<b>5.73%</b>	<b>\$676.78</b>	<b>\$4.73</b>	<b>1.81</b>	<b>9</b>	<b>43</b>	<b>52</b>	<b>36.36%</b>	<b>\$13.02</b>

« ‹ 1 2 3 › » [Show All](#)

- You can export all Daily Account Details into an Excel spreadsheet.

- The bottom row gives you a total count per metric.
- You can see all daily activity for the date range chosen when you click the “Show All” button. If you prefer, you can click through the pages to go back in time.

# PPC Dashboard Review



## Clicks:

- Similar to the Clicks Vs. Impressions chart, the next graph shows you total clicks by day broken out by search engine.
- You should note from the legend that Google clicks are in the lighter blue and the Bing clicks are in the darker blue.
- You can scroll over the bar charts to see exactly how many clicks came in that day from each search engine.
- You can also click and drag to zoom.
- It is important to note that your campaign should be producing more clicks from Google over Bing. As mentioned prior Google gets the majority of search activity.

# PPC Dashboard Review

Campaigns | Ad Groups | Ads | Keywords

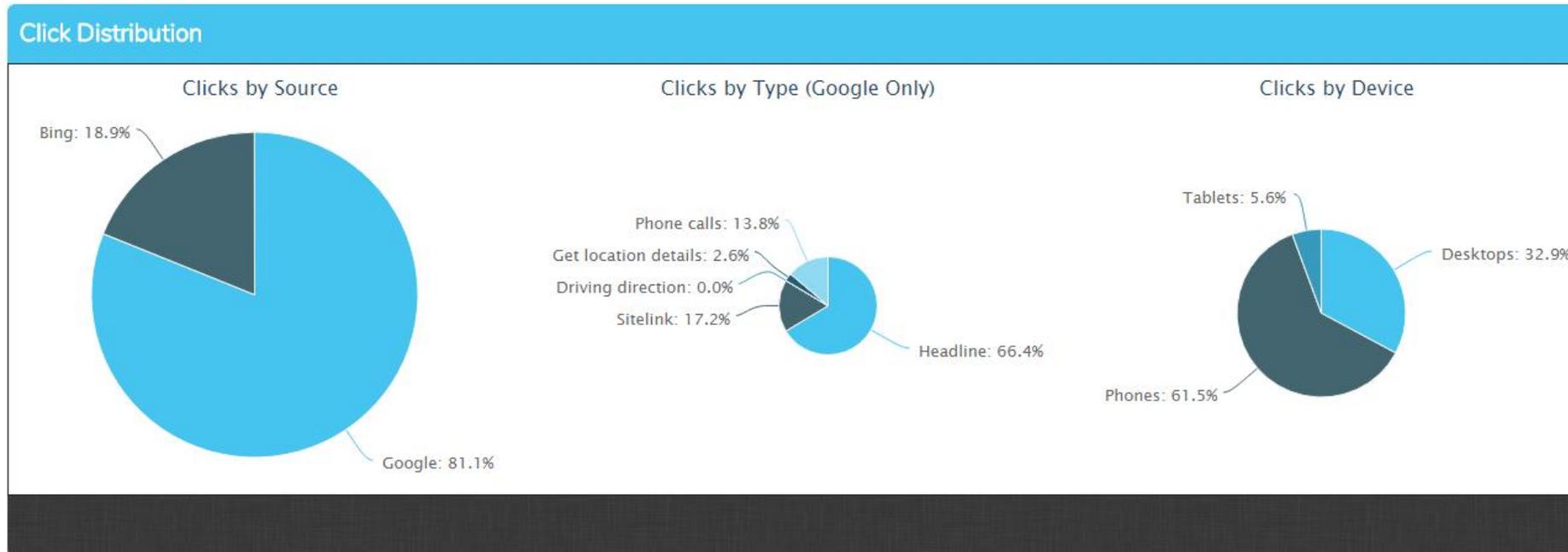
Summary <span>Export</span>													
All Campaigns													
Campaign	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Phone Convs.	Total Convs.	Est. Total Convs.	Conv. Rate	Avg. CPA	Revenue
<a href="#">[Google]</a>	2,248	116	5.16%	\$535.40	\$4.62	1.81	9	0	9	9	7.76%	\$59.49	\$7.00
<a href="#">[Bing]</a>	249	27	10.84%	\$141.38	\$5.24	1.82	0	0	0	0	0.00%	n/a	\$0.00
Total - Search	2,497	143	5.73%	\$676.78	\$4.73	n/a	9	n/a	9	9	6.29%	\$75.20	\$7.00
Total - Display Network	0	0	n/a	\$0.00	n/a	n/a	0	n/a	0	0	n/a	n/a	\$0.00
<b>Total - All Campaigns</b>	<b>2,497</b>	<b>143</b>	<b>5.73%</b>	<b>\$676.78</b>	<b>\$4.73</b>	<b>1.81</b>	<b>9</b>	<b>43</b>	<b>52</b>	<b>9</b>	<b>36.36%</b>	<b>\$13.02</b>	<b>\$7.00</b>

## Summary All Campaigns:

- This section is extremely extensive as you are able to drill down more than ever before.
- There are two types of navigation: First, is the top navigation, where you can switch between Campaigns, Ad Groups, Ads, or Keywords.
- When you click through the different options on the primary navigation you will notice a change in the left hand navigation (2<sup>nd</sup> navigation). For privacy reasons, we will only show the “Campaigns” tab where you can choose between either Google or Bing. When you click these links you will see a further breakdown of your campaign data. Same goes for specific Ad Groups, Ads, and keywords.
- If you have specific questions pertaining to this section regarding your activity and/ or information, please reach out to your Client Services Coordinator.

\*\*Please Note: This is the only section where you will not be able to see Phone Conversion data due to our current call tracking. Our team is working hard in Q1 of 2017 to switch your call tracking to integrate with Google AdWords in order to see the Phone Conversions at this level. Your Client Services Coordinator will reach out to you as this happens.

# PPC Dashboard Review



## Click Distribution by Source, Click Type, & Device:

- The three pie charts represent the percentage of clicks from either the source (Google or Bing), the Click Type (where the visitor clicked on your ad before entering your website or landing page) or by device (desktop, phones, or tablets).
- This data provides great insights in order to help you understand where your consumers are searching from.
- It also helps optimize your campaign in knowing when to bid more on what devices and search engine.

# PPC Dashboard Review

Source Summary											Export
Source	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Phone Convs.	Total Convs.	Conv. Rate	Avg. CPA
Google	2,248	116	5.16%	\$535.40	\$4.62	1.81	9	0	9	7.76%	\$59.49
Bing	249	27	10.84%	\$141.38	\$5.24	1.82	0	0	0	0.00%	n/a
<b>Totals</b>	<b>2,497</b>	<b>143</b>	<b>5.73%</b>	<b>\$676.78</b>	<b>\$4.73</b>	<b>1.81</b>	<b>9</b>	<b>43</b>	<b>52</b>	<b>36.36%</b>	<b>\$13.02</b>

## Source Summary

- Once you review the percentage of clicks coming from source, click type, and device in a visual chart you can scroll down and see a further breakdown or total performance on each.
- This will include the impressions, clicks, click through rate, cost, average cost per click, average position, web conversions, web conversion rate, and average cost per acquisition for your web conversions. The first set of data is a breakdown of Source, Google and Bing.

\*\*Reminder as we switch over your call tracking, you will be able to view phone conversions, total conversions, a total conversion rate, and total average CPA.

# PPC Dashboard Review

Click Type Summary (Google Only) <span style="float: right;">Export</span>									
Click Type	Est. Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Conv. Rate	Avg. CPA
Headline	2,248	77	3.43%	\$358.65	\$4.66	1.81	8	10.39%	\$44.83
Sitelink	1,753	20	1.14%	\$108.43	\$5.42	1.64	1	5.00%	\$108.43
Phone Calls	622	16	2.57%	\$49.65	\$3.10	1.76	0	0.00%	n/a
Get Location Details	588	3	0.51%	\$18.67	\$6.22	1.76	0	0.00%	n/a
Driving Direction	1,405	0	0.00%	\$0.00	n/a	1.58	0	n/a	n/a
<b>Totals</b>	<b>n/a</b>	<b>116</b>	<b>1.75%</b>	<b>\$535.40</b>	<b>\$4.62</b>	<b>1.71</b>	<b>9</b>	<b>7.76%</b>	<b>\$59.49</b>

## Click Type Summary

- Below the source performance, you can view the click type summary.
- You should see in the chart title that this data is only available through Google and not Bing.
- Each campaign is going to have different click types depending on the type of business.
- In most cases, you will see the Headline, Sitelink & Phone calls.
- The diagram to the right explains a text ad in more detail including some of the different click types.



Image Sourced:  
<http://ppc.downstreamdm.com/ppc-text-ads-broken-down-for-you/>

# PPC Dashboard Review

Device Summary <span>Export</span>									
Device	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Conv. Rate	Avg. CPA
Phones	996	88	8.84%	\$411.95	\$4.68	1.98	5	5.68%	\$82.39
Desktops	1,392	47	3.38%	\$224.27	\$4.77	1.69	4	8.51%	\$56.07
Tablets	109	8	7.34%	\$40.57	\$5.07	1.75	0	0.00%	n/a
Other	0	0	n/a	\$0.00	n/a	0.00	0	n/a	n/a
<b>Totals</b>	<b>2,497</b>	<b>143</b>	<b>5.73%</b>	<b>\$676.78</b>	<b>\$4.73</b>	<b>1.81</b>	<b>9</b>	<b>6.29%</b>	<b>\$75.20</b>

## Device Summary

- Following the same order as the pie charts, the next breakdown is by device.
- In this breakdown you can see the metrics by Mobile devices (Phones), Desktops, and Tablets.
- This means that the actions were carried out on these devices.
- Mobile is becoming increasingly more prominent in digital advertising and in some cases the dominant source of traffic.

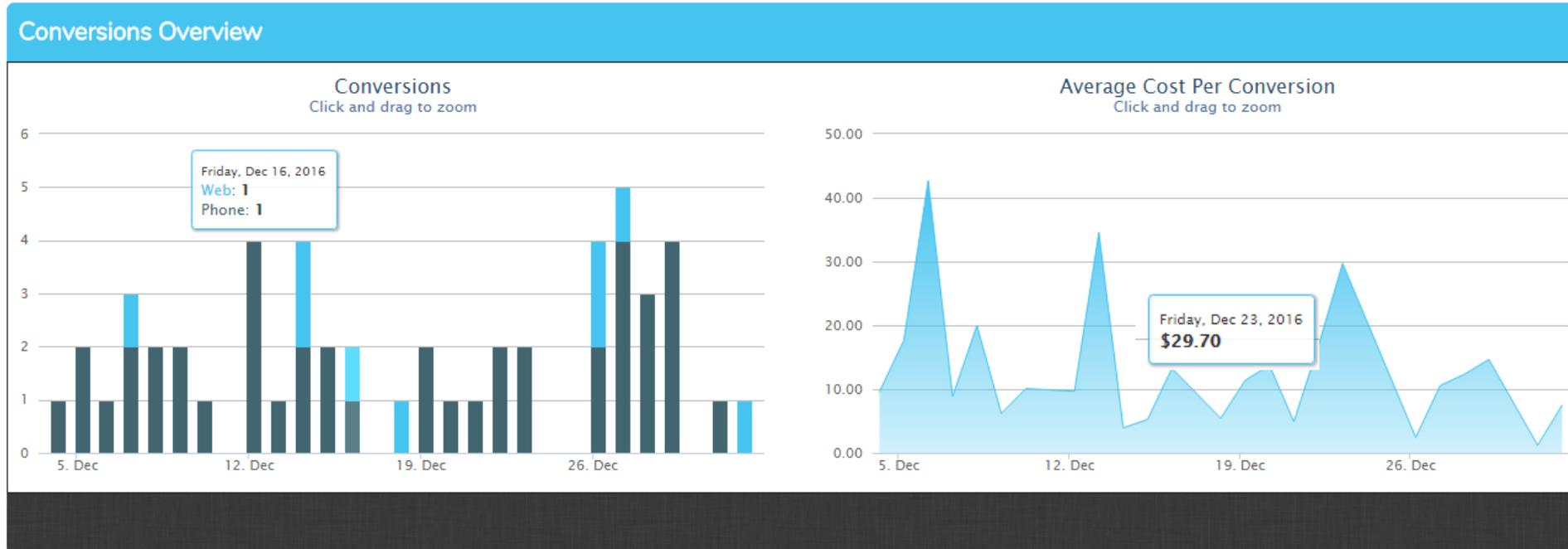
# PPC Review

Ad Extension Summary (Google Only) <span>Export</span>									
Type	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Conv. Rate	Avg. CPA
[Sitelink]	1,664	95	5.71%	\$450.82	\$4.75	1.60	8	8.42%	\$56.35
[Sitelink]	1,680	94	5.60%	\$439.33	\$4.67	1.60	8	8.51%	\$54.92
[Sitelink]	1,671	92	5.51%	\$448.02	\$4.87	1.60	8	8.70%	\$56.00
[Sitelink]	1,621	90	5.55%	\$435.03	\$4.83	1.60	8	8.89%	\$54.38
[Call]	1,439	87	6.05%	\$375.58	\$4.32	1.70	7	8.05%	\$53.65
[Location]	1,461	81	5.54%	\$371.33	\$4.58	1.60	6	7.41%	\$61.89
[Callouts]	963	26	2.70%	\$129.70	\$4.99	1.60	4	15.38%	\$32.43
[Callouts]	963	25	2.60%	\$133.47	\$5.34	1.60	5	20.00%	\$26.69
[Callouts]	496	17	3.43%	\$63.55	\$3.74	1.50	2	11.76%	\$31.78

## Ad Extension Summary

- There is one final breakdown of the ad extensions pulled by Google.
- It gives you a break down of the specific site links, location links, Callouts, etc.
- The specific types have actual naming conventions around your campaign.
- Each campaign has different ad extensions, which for the purpose of the instructions the name of the type of ad extension has been removed for privacy purposes.

# PPC Dashboard Review



## Conversion Overview

- The bottom of the dashboard details all conversion performance details.
- The graph on the left details conversions – you can scroll over the bar charts which show daily activity.
- When you scroll over the bars you will see a breakdown of the total conversions by the amount of web conversions vs. the phone conversions.
- The graph on the right shows you daily cost per conversions. This helps displays your lowest and highest cost per conversion during the specified time frame. It is completely normal for your cost per conversion to fluctuate each day. You will want to make sure that your 30 day average cost per conversion is in line with the goals you have set. Of course, you should be aware that each industry and/ or business can experience seasonality. This means you may see a higher cost per conversion during a certain time of year over another time of year.

# PPC Dashboard Review

Daily Conversions <span>Export</span>									
Date	Web Convs.	Web Conv. Rate	Web Avg. CPA	Phone Convs.	Phone Conv. Rate	Phone Avg. CPA	Total Convs.	Total Conv. Rate	Avg. CPA
01/01/2017	1	33.33%	\$7.47	0	0.00%	n/a	1	33.33%	\$7.47
12/31/2016	0	0.00%	n/a	1	100.00%	\$0.00	1	100.00%	\$1.20
12/29/2016	0	0.00%	n/a	4	80.00%	\$0.00	4	80.00%	\$14.65
12/28/2016	0	0.00%	n/a	3	100.00%	\$0.00	3	100.00%	\$12.34
12/27/2016	1	11.11%	\$52.73	4	44.44%	\$0.00	5	55.56%	\$10.55
12/26/2016	2	40.00%	\$4.85	2	40.00%	\$0.00	4	80.00%	\$2.43
12/23/2016	0	0.00%	n/a	2	25.00%	\$0.00	2	25.00%	\$29.70
12/22/2016	0	0.00%	n/a	2	28.57%	\$0.00	2	28.57%	\$16.70
12/21/2016	0	0.00%	n/a	1	100.00%	\$0.00	1	100.00%	\$4.90
12/20/2016	0	0.00%	n/a	1	25.00%	\$0.00	1	25.00%	\$13.73
<b>Totals</b>	<b>9</b>	<b>6.29%</b>	<b>\$75.20</b>	<b>43</b>	<b>30.07%</b>	<b>\$0.00</b>	<b>52</b>	<b>36.36%</b>	<b>\$13.02</b>

« ‹ 1 2 3 › » Show All

## Daily Conversions:

- This section gives you a break down of web conversion data (these are form submissions filled out on your website or landing page), phone conversions, and then total conversions.
- You can see the total number, the conversion rate, and the average cost per acquisition based on either phone or form conversions.
- You can also see the data for your total conversions (Phone + Web conversions)
- It is common in most businesses to receive majority of phone conversions.

# PPC Dashboard Review

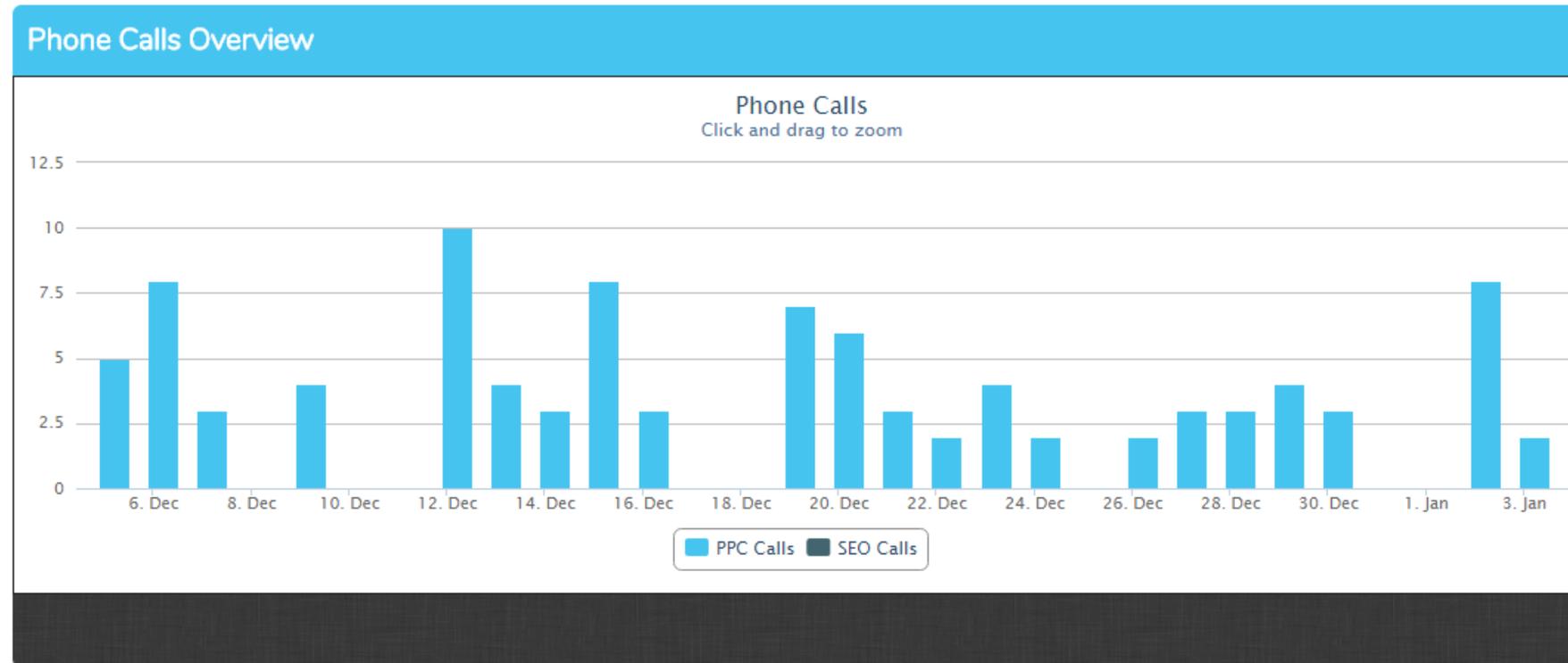
Web Conversions				 Export
Type	Web Convs.	Web Conv. Value	Web Conv. Share	
Form Conversion - Southside	6	\$6.00	66.67%	
Form Submission - West End	2	\$0.00	22.22%	
Bing	0	\$0.00	0.00%	
Form Submission - Contact Us	1	\$1.00	11.11%	
<b>Totals</b>	<b>9</b>	<b>\$7.00</b>	<b>100%</b>	

## Web Conversions:

- The very last segment of data within your PPC dashboard is a breakdown of the different web conversions that exist on your website or landing page.
- Each campaign will have different data here.
- You may only have one contact form on your site, in which all web conversions would be from the one form.
- If you have more contact points, they will be labeled as such in this section.
- You will then be able to see the total amount of forms filled out for that particular form.
- In most cases you can ignore the web conversion value. Typically these are not setup unless the conversion is in fact a product that has a \$ amount assigned. If you sell services over a product on your website, then the web conversion value can be ignored.

# Phone Call Dashboard Review

Once you are done reviewing your PPC campaign performance, you can scroll back to the top of the dashboard and click on the 2<sup>nd</sup> tab “Calls” in order to get a breakdown of your PPC Call data.



## Phone Call Overview:

- The second tab of the dashboard is the call data.
- In the top graph, you will see your total amount of PPC calls by day.
- You can view the totals on the left side of the graph, or simply by scrolling over the bars.

# Phone Call Dashboard Review

Call Details								Export
Date	Tracking Number	Caller Name	Caller Number	Source	Duration	Rating	Listen	Download
✘ 01/03/2017 - 15:09	(804) 552-0421			NSDPPC - 2.4	4:02	☆☆☆☆☆		

## Call Details:

- Right below the total call details by campaign chart are the actual call details. All segments in the black bar can be clicked on in order to sort the data.
- For each call you will see the following:
  - Date the call came in on.
  - Your tracking number (hidden for example).
  - Caller Name – This is not always available depending on the caller’s phone provider and type of phone.
  - Caller Number – This gives you the actual phone number your contact called in on.
  - Source – This will read PPC.
  - Duration – Amount of time the conversation lasted.
  - Rating – After listening to the call, you can actually give it a star rating. You can create your own rating labels as you listen to calls.
    - Example – A hot lead or a sale can be rated at 5 stars.
  - Listen – Click on the speaker icon in order to play the phone call. This gives you full visibility into your campaign results. You can listen to the call in order to understand the quality of each phone conversion.
  - Download – Lastly you can download the call in the event you want to save it on your computer or send it via email. We find the download capability to be extremely helpful for training opportunities.
- The entire Call Details report can be exported into an excel spreadsheet where you can add notes to the spreadsheet. This is in the top right corner of the data.