

# Prospect Pitch

Google PPC Ads

Competition & <End Client's Name>

As of <Month YEAR>

## We will look at...

- Who are your competitors
- Are they running Google PPC Ads?
- What keywords are running Ads for?
- How much are they paying for each keyword?
- What are their Ad Copies?
- Which of their Ads are ranking the highest?
- How is their website performance compared to yours?
- What is your website performance score?

... and we will conclude with

- How have we at <Agency Name> helped other clients like yours.
- Numbers from our Case-studies
- What numbers can you expect if you sign up with us!!

# Who is stealing your leads

1. Competitor A
2. Competitor B

# Competition & Paid Ads Activities

Business Name	Running Google Ads?
<end client name>	Y/N
<competitor A name>	Y
<competitor B name>	N



<We will duplicate this section and it's slides for each Competitor>

Google PPC Activities of <Competitor A Name>

# <Competitor A Name> Paid Search Data

Keywords <sup>i</sup>  
**4** 33.3%

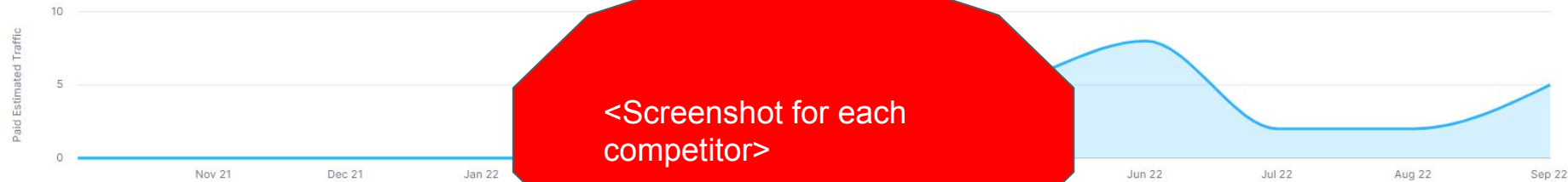
Traffic <sup>i</sup>  
**5** 150.0%

Traffic Cost <sup>i</sup>  
**\$142** 195.8%

## Paid Search Trends <sup>i</sup>

Estimated Traffic | Keywords | Traffic Cost

1M 6M 1Y 2Y All time



## Paid Search Positions 1 - 4 (4) <sup>i</sup>

Manage columns (15/17) Export

	Ad	Keyword	Pos. <sup>⌵</sup>	Diff. <sup>⌵</sup>	Blo...	Volume <sup>⌵</sup>	CPC		Traffic <sup>⌵</sup>	Traffic... <sup>⌵</sup>	Costs (US... <sup>⌵</sup>	Costs... <sup>⌵</sup>	Co... <sup>⌵</sup>	Resu... <sup>⌵</sup>	Trend
>	<input type="checkbox"/>	ad	cedar park roofing	1 → 1	0		70	27.99	<a href="https://www.austi...">https://www.austi...</a>	3	60	92	64.8	0.16	4.9M
>	<input type="checkbox"/>	ad	alden roofing pfluger...	1 → 1	0		30	0.00	<a href="https://www.austi...">https://www.austi...</a>	1	20	0	0	0.26	82
>	<input type="checkbox"/>	ad	kanga roof round rock	1 → 1	0		30	18.35	<a href="https://www.austi...">https://www.austi...</a>	1	20	25	17.6	0.27	68
>	<input type="checkbox"/>	ad	round rock roofing	2 → 2	0		70	28.00	<a href="https://www.austi...">https://www.austi...</a>	0	0	25	17.6	0.60	6.4M



# <Competitor A Name> Ad copies

Ads Copies 1 - 4 (4) <span>i</span>		Sort by: Number of keywords - descending <span>v</span>	<span>Export</span>
<a href="#">Storm Damage Roof Replac...</a> <span>ad</span> <a href="https://www.austinlonghornroofing.com/">https://www.austinlonghornroofing.com/</a> Composite & Metal Roofing Contractor Serving Customers Since 1985. Get A...	<a href="#">Roof Replacement - Roof Re...</a> <span>ad</span> <a href="https://www.austinlonghornroofing.com/">https://www.austinlonghornroofing.com/</a> Composite & Metal Roofing Contractor Serving Customers Since 1985. Get A...	<a href="#">Storm Damage Roof Replac...</a> <span>ad</span> <a href="https://www.austinlonghornroofing.com/">https://www.austinlonghornroofing.com/</a> Composite & Metal Roofing Contractor Serving Customers Since 1985. Get A...	<a href="#">Storm Damage Roof Replac...</a> <span>ad</span> <a href="https://www.austinlonghornroofing.com/">https://www.austinlonghornroofing.com/</a> Composite & Metal Roofing Contractor Serving Customers Since 1985. Get A...
Keywords: 1 <span>v</span>	Keywords: 1 <span>v</span>	Keywords: 1 <span>v</span>	Keywords: 1 <span>v</span>

<Screenshot for each competitor>

# <Competitor A Name> Top performing Ads

Residential Roofing Services - Highest Quality, Guaranteed 📞 (512) 572-5961

<https://roofing.mightydogroofing.com/mdr-south-austin>

Top Local Roofing Contractors Using Top Quality Materials & Delivering Excellent Service. Call Our Experts For A Free Roof Damage Report, Estimate & Drone Scan!

Roof Repair

Roof Replacement

residential roof construction City, Buda, Texas Ad Position: 1 Frequency: 63

Best Roofing Co

<https://go.qualityroofing.com>

Get Your New Roof Free Roofing Estimate

\$1,000 off New Roof

8222 N Lamar Blvd

Austin roofing City, Buda, Texas Ad Position: 1 Frequency: 51

Roof Repairs Austin, TX - Roof Repairs & Installation 📞

<https://everyangleroof.com/home>

We Use The Highest Quality Roof Components & Offer Workmanship Warranty. Free Estimates! Get Your Free Estimate On Roof Or Leak Repairs. Finance Options Available...

\$750 off Roof Replacement

Austin roofing City, Buda, Texas CDT Ad Position: 2 Frequency: 41

<Screenshot for each competitor>

# Your Website Performance **Vs competition**

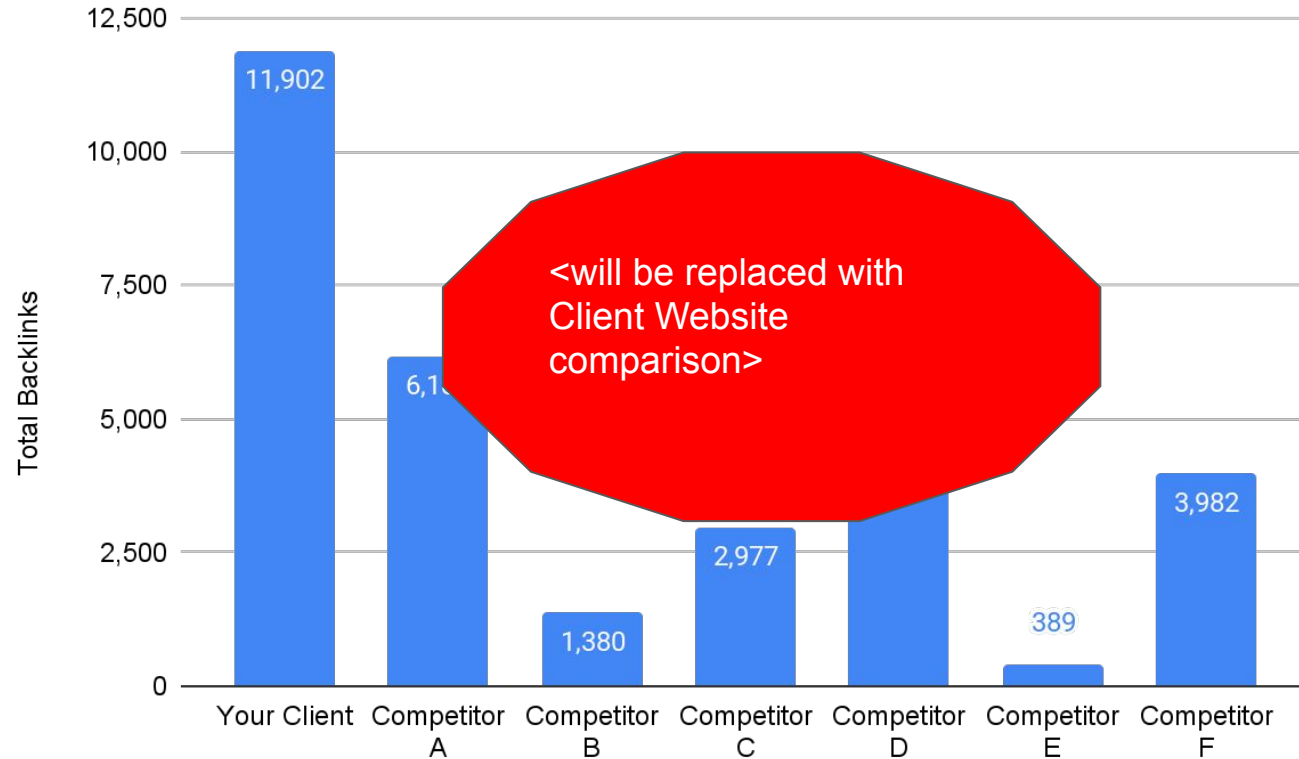
# Website Analysis: Total Visits



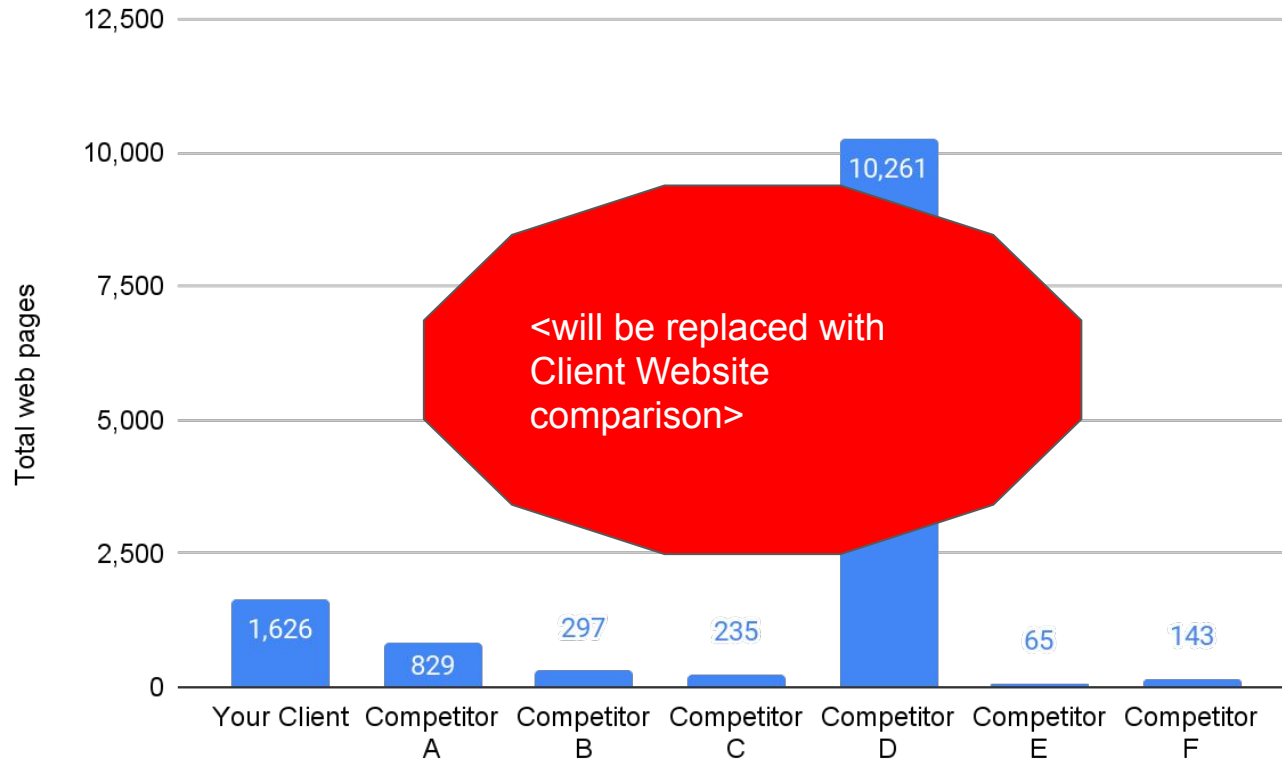
# Website Analysis: Domain Authority



# Website Analysis: Backlinks



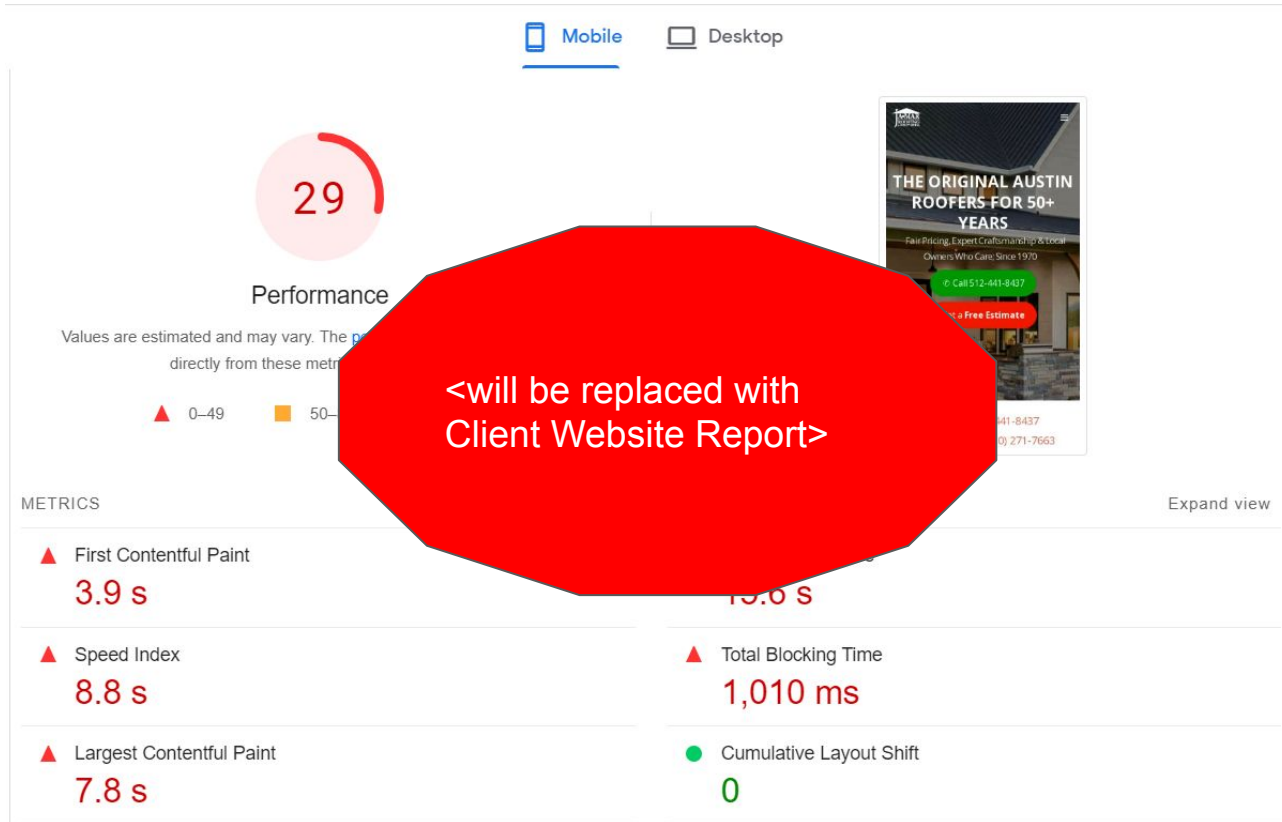
# Website Analysis: No of Web pages



Your Website Performance **Technical SEO**



# Website Performance Report



<will be replaced with  
Client Website Report>



Performance grade

**D 67**

Page size

**2.5 MB**

Load time

**1.49 s**

Requests

**140**



# Why sign up with <Agency Name>?

For <Smart Niche Name>

No. of Clients handled:

Total Budget Managed:

(testimonial)

<Agency Name> has experts with 10+ Years  
Experience in your niche

***Numbers from our Case-studies***

<Name of the  
Niche>

<Location>

<No of Days>

Impressions:

Clicks:

CTR:

No. of Conversions:

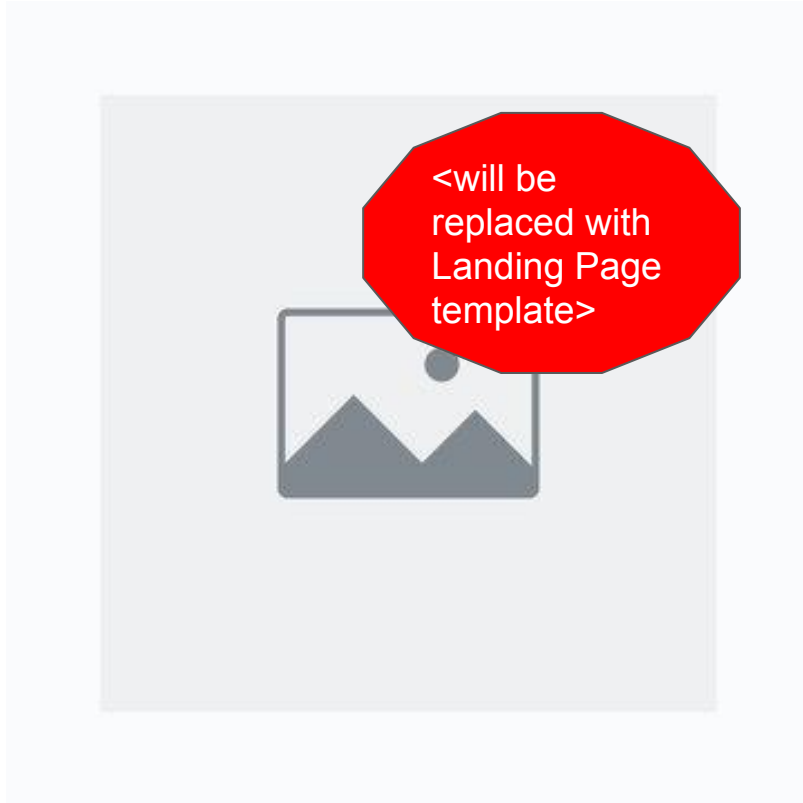
Avg. CPA

Max Conversion Rate:

<Agency Name> has analysed 100s of Landing Pages and knows what converts

***Sample of our High-Converting Landing Page***

# High-converting Landing Page Layout



.... based on the data after analysing hundreds of Landing Pages

<Agency Name> will build this for you...!!



Numbers that ***you*** can expect with  
<Agency Name>!!

# Estimates for <Smart Niche>

<b>Metric</b>	<b>Range</b>
CPA	<add from the estimate sheet>
No. of Leads	<add from the estimate sheet>
Required minimum Ad Spend	<add from the estimate sheet>

Questions & Comments?

Let's get you some leads..!!



# Glossary

**CPM:** or Cost Per Mille is how much you pay for every 1,000 impressions an ad receives. An “impression” refers to when someone sees your ads

**CPC:** Cost Per Click is the factor that decides the earnings of the publishers. It is a function of CPM and basically mean how much each platform (eg: Google/FB etc) is charging you for a click on your Ad

**CR:** Conversion Rate is the percentage of people who clicked on the ad actually converted (i.e called or submitted a form) on the Landing Page

**CPA:** Cost Per Acquisition of lead will give you an estimate of how much your new customers are costing you and help you determine whether your strategy needs to be revised. unlike the conversion rate, which is an indicator of success, CPA is a financial metric used to measure the revenue impact of a marketing campaign.