

Google PPC Performance Estimate Report #4482

Report Date: Jan. 9, 2023

Business Name: [REDACTED]

Website URL: [REDACTED]

Niche: Roofing

Target Locations: Lansing, Michigan, Boston and surrounding areas

Your Preferred Starting Monthly Budget: \$6,000

Summary:

We recommend proceeding with this campaign **only if** spending **\$290-580 (CPA)** per acquired lead (Form Fill, or phone call) is acceptable to business.

***Note that the location targeting you provided has a limited search volume. Should you wish to target the whole state of Michigan, let us know and we will update this document accordingly

Recommended Starting Monthly Budget: \$8,700*

(*based on lead volume of at least 15 to 20 leads.)

This allows for enough data to further optimize the performance of the campaign.

Estimated Avg. Cost per Acquisition (CPA)*: \$290-580

*Google considers Leads as Acquisitions.

A lead can be a form fill or a phone call from the Landing Page

Estimated Impressions (for \$6,000): 2724

Estimated Clicks (for \$6,000): 204

Estimated Leads (for \$6,000): 12-18

Please NOTE:

1. Initial CPA might start higher and it will take 1.5 to 3 months to reach the estimates.
2. If we proceed with onboarding for this client. It will be taken under our Beta program as it is not one of our Smart Niches.

Data with graphs: On next page











Contact for any questions on this report: gethelp@invisibleppc.com

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NOTE: All estimates are from Google

Search Volume for Business relevant Keywords:

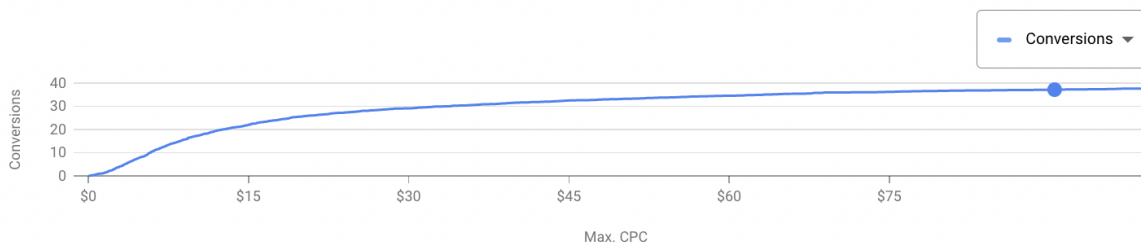
More relevant search terms as suggested by Google: roofing contractor near me, roof replacement, roof repair near me, commercial roofing contractors, residential roof repair

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Top of page bid (high range)
roofing company	50 	-40%	—	Medium	\$90.48
roofer near me	110 	-35%	—	Medium	\$72.50
roofer	210 	0%	—	Low	\$57.25
tpo roofing	10 	0%	—	Medium	\$4.74
roofing contractor	50 	0%	—	Low	—
roof installation	10 	0%	—	Low	—
commercial roofer	10 	0%	—	Low	—
commercial roofing company	10 	+∞	—	Low	—
epdm roofing	20 	-75%	—	Medium	—
flat roofer	10 	0%	—	Medium	—

Performance Estimates and optimal Budget:

Your plan can get **37 conversions** for **\$11K** and a **\$90** max. CPC [?]

Conversion rate : 10.00%, Value per conversion : — 



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Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
37	\$290	372	5K	\$11K	7.5%	\$29
				Daily Budget: \$570		

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