

Google PPC Performance Estimate Report #4800

Executive summary: According to Google the expected CPA for the keywords considered is **\$340-\$690**. At InvisiblePPC, using our database and optimizations, we are used to seeing a CPA between **\$160 to \$320** for this niche. Comparing the two, we can forecast that the CPA is likely to start very high during the first month (around \$600) but gradually level at **\$300 to \$400**. This is mainly because of low search volume in this area along with presence of competitors. This is a lot higher than the requested Target of **\$200**. Please only proceed with this if a potentially higher CPA of **\$300 to \$400** can be justified with a higher margin in the business.

Please NOTE:

These forecasts are provided by Google and irrespective of the nature of management of the Advertiser. After evaluating this niche, we **do** believe it's a great fit for Google PPC and **will** take on management of this account given that the CPA provided is acceptable from the end-client's side.

Report Date: November 01, 2023

Forecast period: December 2023 - February 2024

Business Name: [REDACTED]

Website URL: [REDACTED]

Niche: Water Damage: Mold Remediation

Target Locations: Las Vegas, Henderson, Green Valley and Summerlin, NV

Your Preferred Starting Monthly Budget: \$5,000

Your Target CPA (if provided in the GAPE request form): \$200

Recommended Starting Monthly Budget: \$5,000

(*based on lead volume of at least 10 leads per month.)

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

Estimated Avg. Cost per Acquisition (CPA)*: \$340-\$690

*Google considers Leads as Acquisitions.

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

Estimated Monthly Impressions (for \$5,000/month): 9,666

Estimated Monthly Clicks (for \$5,000/month): 290

Estimated Monthly Leads (for \$5,000/month): 7-14

Please NOTE:

1. Initial CPA might start higher and it will take 1.5 to 3 months to reach the estimates.

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NOTE: All estimates are from Google

Search Volume for Business relevant Keywords:

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Top of page bid (low range)	Top of page bid (high range)
mold remediation near me	20	0%	-40%	Medium	\$11.85	\$49.70
mold remediation companies near me	20	0%	-40%	Medium	\$11.85	\$49.70
mold mitigation near me	20	0%	-40%	Medium	\$11.85	\$49.70
mold remediation	140	+55%	+89%	Medium	\$6.70	\$30.00
mold removal company	20	0%	-50%	High	\$12.89	\$24.53
mold removal	170	+21%	+21%	Medium	\$5.11	\$18.22
mold mitigation	170	+21%	+21%	Medium	\$5.11	\$18.22
mold inspections near me	50	+75%	-22%	Medium	\$4.86	\$16.50
mold inspection	50	+80%	+29%	Low	\$4.13	\$15.45
mold detection company	10	0%	+∞	Medium	\$2.51	\$11.99
mold companies near me	10	+100%	+100%	Medium	\$3.22	\$8.36
mold specialist near me	10	0%	0%	Medium	—	—
mold removal near me	10	0%	-50%	Medium	—	—
mold removal company near me	10	+∞	+∞	Medium	—	—
mold experts near me	10	0%	0%	Medium	—	—
mold restoration near me	10	0%	0%	Low	—	—

More relevant search terms as suggested by Google:

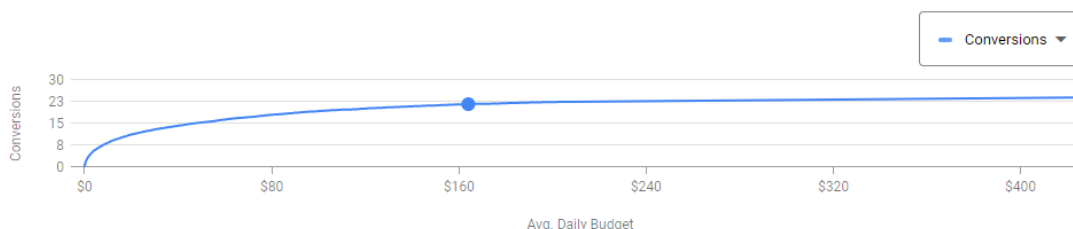
mold removal company, mold remediation services, mold removal near me, mold removal specialist, mold removal companies near me, mold inspection near me, mold cleaning and removal

Performance Estimates and optimal Budget (3 Months Period)

Conv. Rate of 2.5%

Your plan can get **22 conversions** for **\$15K** with a **\$160** average daily budget ?

Conversion rate : 2.50%, Value per conversion : —



Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

[Edit](#) [Learn more](#)

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
22	\$690	868	29K	\$15K	3.0%	\$17

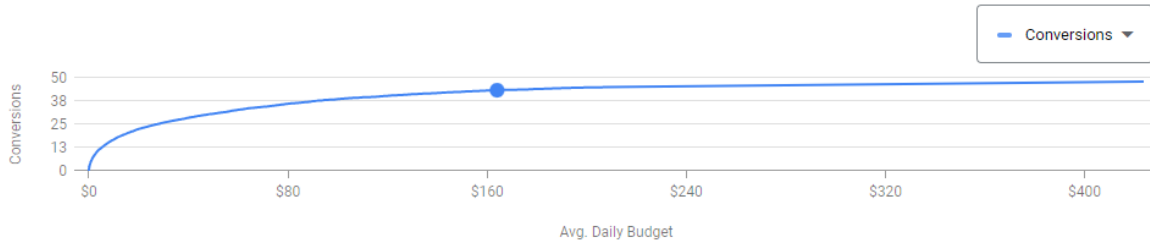
Contact for any questions on this report: team@invisibleppc.com

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Conv. Rate of 5%

Your plan can get **43 conversions** for **\$15K** with a **\$160** average daily budget [?]

Conversion rate : 5.00%, Value per conversion : —



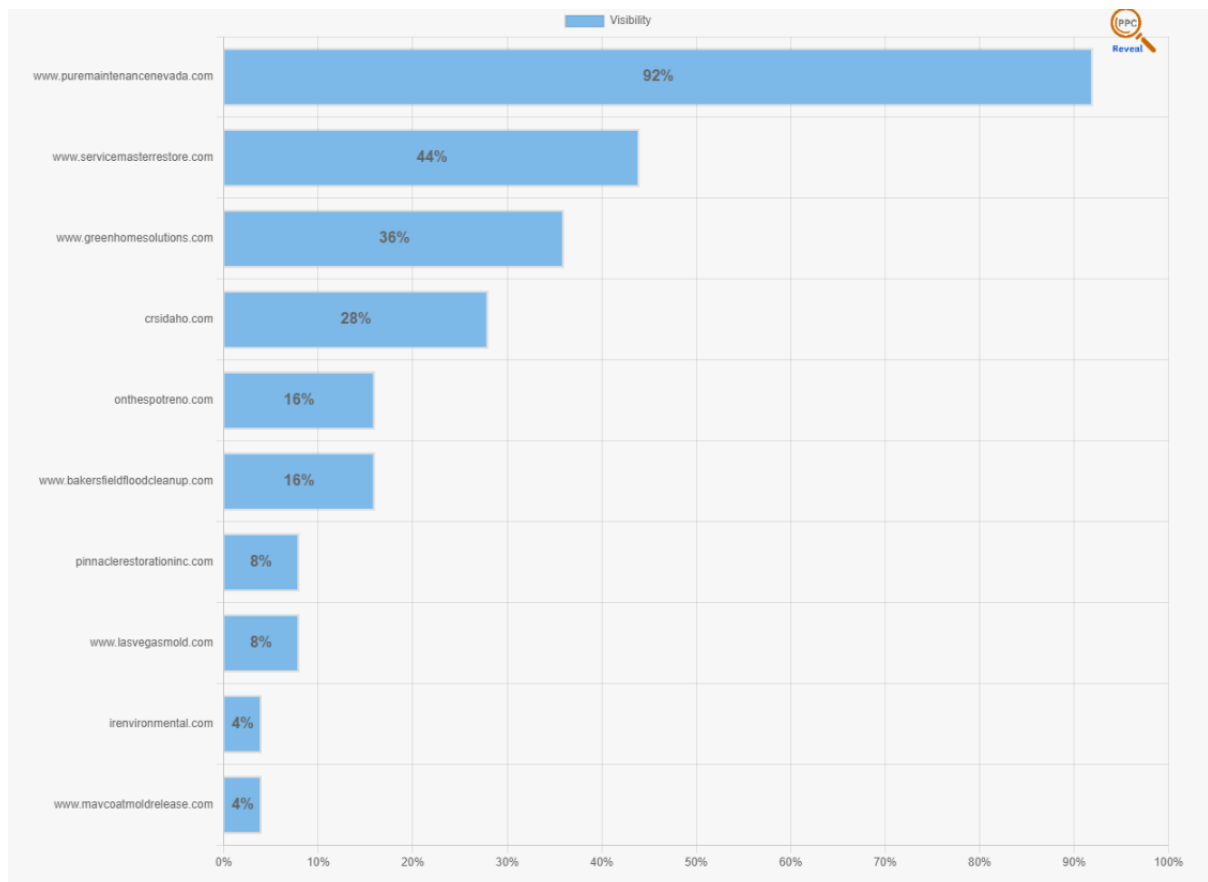
Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

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Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
43	\$340	868	29K	\$15K	3.0%	\$17

Competitive Overview (Source ppcreveal.ai):

A) Competitors:



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B) Competitor Ad Copies (seen in last 24 hours)

<p>Sponsored Puremaintenancenevada https://www.puremaintenancenevada.com/ Mold Removal Services - Mold Removal Companies Treat Your Entire Home & Eliminate Mold, Pathogens, & Odor. Protect Your Home Now.</p> <p>Keyword: Mold Removal Services Visibility: 6.5% Location: Las Vegas,NV,Nevada,United States</p>	<p>Sponsored Puremaintenancenevada https://www.puremaintenancenevada.com/ Mold Removal Services - Non-Toxic & Green Mold Removal Treat Your Entire Home & Eliminate Mold, Pathogens, & Odor. Protect Your Home ...</p> <p>Keyword: Mold Removal Services Visibility: 5.8% Location: Las Vegas,NV,Nevada,United States</p>
<p>Sponsored Puremaintenancenevada https://www.puremaintenancenevada.com/ Mold Removal Services - Advanced Mold Removal Patented Dry Fog System Is Effective & Affordable. Get A Free Inspection Today! Treat Your Entire Home & Eliminate Mold, Pathogens, & Odor. Protect Your Home Now. Fast & Affordable. Demolition Free Removal. Safe, Nontoxic, & Green. Dry...</p> <p>Keyword: Mold Removal Services Visibility: 5.1% Location: Las Vegas,NV,Nevada,United States</p>	<p>Sponsored Puremaintenancenevada https://www.puremaintenancenevada.com/ Mold Removal Services - Schedule A Free Inspection Treat Your Entire Home & Eliminate Mold, Pathogens, & Odor. Protect Your Home Now. Safe, Fast, & Affordable. Quickly Eliminate Mold, Bacteria, Smoke, & Odor With Us!</p> <p>Keyword: Mold Inspection and Removal Visibility: 3.6% Location: Las Vegas,NV,Nevada,United States</p>
<p>Sponsored Greenhomesolutions https://www.greenhomesolutions.com/las-vegas-nv/our-services/mold-testing-and-removal/ Remove Mold for Good - Fast. Affordable. Effective Have Peace Of Mind Knowing You Live In A Healthy Home. Learn About The Hazards Of Mold.</p> <p>Keyword: Mold Inspection and Removal Visibility: 2.9% Location: Las Vegas,NV,Nevada,United States</p>	<p>Sponsored Greenhomesolutions https://www.greenhomesolutions.com/las-vegas-nv/our-services/mold-testing-and-removal/ Fast. Affordable. Effective - Remove Mold for Good Have Peace Of Mind Knowing You Live In A Healthy Home. Learn About The Hazards Of Mold. Our Professional Mold Remediation Services Guarantee A Safe And Healthy Home...</p> <p>Keyword: Mold Cleaning Services Visibility: 2.2% Location: Las Vegas,NV,Nevada,United States</p>

Important Notes:

1. All projections for 90 days and numbers reported as an average for the month over 90 days.
2. Recommended Starting minimum Budget is needed to optimize the account over 90 days to achieve the lower end of the projected CPA.
3. Based on Google's statistical projections, these projections are done for the given time period, with no buffer or padding from us.
4. Meaning of CPA Range: All conditions, line time, competition, and geo are the same; you can expect to start at a higher CPA in the first month and drop to the lower CPA by the third month.
5. If your preferred monthly budget is lower than the recommended minimum starting budget, it may take **LONGER** than 90 days to achieve the projected CPA.