



Yellow SEM Reporting Centre User Guide.





What's the SEM Reporting Centre?

It's where you'll find reports and insights from your Yellow SEM campaign. In fact, you'll get access to five different types of reports in total. Here's a quick overview:


- 1 Account Details Report.** This gives a snapshot of your account.
- 2 Dashboard Report.** This is a simple summary of your overall performance.
- 3 Keyword Activity Report.** Here we look at your top 500 keywords, and their individual performance.
- 4 Conversation Activity Report.[^]** This gives a breakdown of the number of calls or enquiry form entries you've received.
- 5 Performance Report.** This shows your campaign performance over the last 12 months.

[^]This is available for all customers with programs above 600 and who have opted in for tracking.



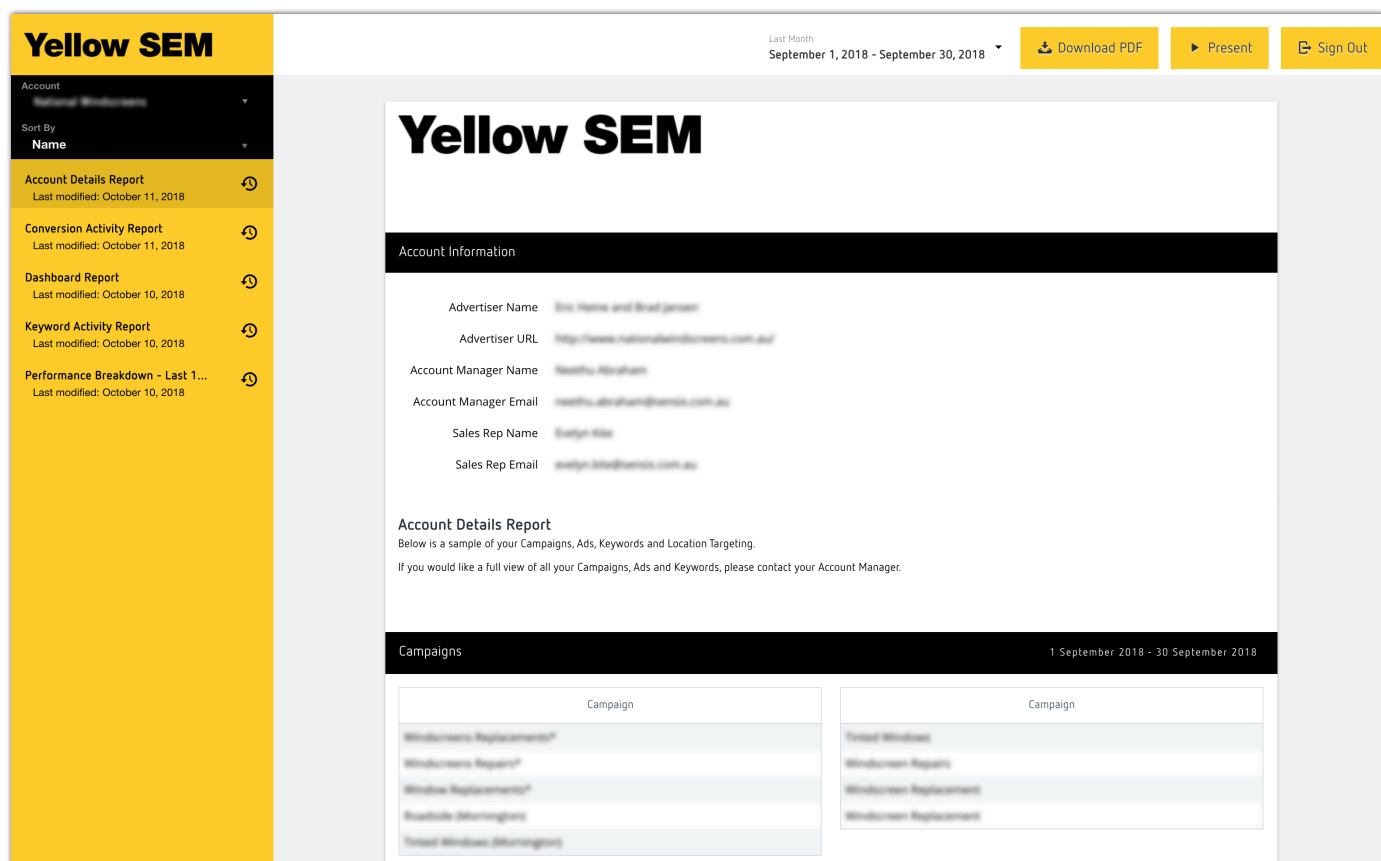
What's included?

Each month, we send you an easy-to-read dashboard. It includes a month's worth of stats, collected daily. But when you're itching for more, the Reporting Centre is the place to go. Here's what you'll find:

Previous reports. See old reports by clicking the archived icon . This sits next to each report type on the left-hand side.

Multiple campaigns. Switch between campaigns with ease. Just click the drop-down menu in the top left corner.

Presentation view. When viewing your report you can present your results on the big screen. Simply click 'Present' in the top right corner.



Yellow SEM

Account: National Windows
Sort By: Name

Account Details Report (Last modified: October 11, 2018)
Conversion Activity Report (Last modified: October 11, 2018)
Dashboard Report (Last modified: October 10, 2018)
Keyword Activity Report (Last modified: October 10, 2018)
Performance Breakdown - Last 1... (Last modified: October 10, 2018)

Last Month: September 1, 2018 - September 30, 2018
Download PDF
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Yellow SEM

Account Information

Advertiser Name: Eric Hone and Brad Jones
Advertiser URL: <http://www.nationalwindows.com.au/>
Account Manager Name: Heather Abraham
Account Manager Email: heather.abraham@nsw.com.au
Sales Rep Name: Evelyn Hine
Sales Rep Email: evelyn.hine@nsw.com.au

Account Details Report

Below is a sample of your Campaigns, Ads, Keywords and Location Targeting.
If you would like a full view of all your Campaigns, Ads and Keywords, please contact your Account Manager.

Campaigns

1 September 2018 - 30 September 2018

Campaign	Campaign
Windows Replacement*	Tonard Windows
Windows Replacement*	Windows Repair
Window Replacement*	Windows Replacement
Roofside (Mornington)	Windows Replacement
Tonard Windows (Mornington)	



Your Account Details Report.

This gives a bird's eye view of your campaign. You'll find an overview of:

1.1 Account information, including your:

- Advertiser name, email and URL
- Account Manager name and email
- Sales Rep name and email.

1.2 Campaigns. See exactly what we've got running.

1.3 Ads. Here you'll find a list of ads within your campaign.

1.4 Locations. This list shows which geographical areas you're targeting.

1.5 Keywords. This gives an overview of which keywords we're using.



Your Account Details Report.

Yellow SEM

Account

Sort By

Name

Account Details Report

Last modified: October 11, 2018

Conversion Activity Report

Last modified: October 11, 2018

Dashboard Report

Last modified: October 10, 2018

Keyword Activity Report

Last modified: October 10, 2018

Performance Breakdown - Last 1...

Last modified: October 10, 2018

Last Month

September 1, 2018 - September 30, 2018

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Account Information

Advertiser Name

Eric Hesse and Brad Jensen

Advertiser URL

http://www.nationalwindseminars.com.au/

Account Manager Name

David H. Abraham

Account Manager Email

david.h.abraham@seminars.com.au

Sales Rep Name

David H. Hesse

Sales Rep Email

david.h.hesse@seminars.com.au

Account Details Report

Below is a sample of your Campaigns, Ads, Keywords and Location Targeting.

If you would like a full view of all your Campaigns, Ads and Keywords, please contact your Account Manager.

Campaigns

1 September 2018 - 30 September 2018

Campaign

Windscreen Replacement*

Windscreen Repair*

Windscreen Replacement*

Headcode (Mornington)

Tinted Windscreen (Mornington)

Campaign

Tinted Windscreen

Windscreen Repair

Windscreen Replacement

Windscreen Replacement

Ads

1 September 2018 - 30 September 2018

Ad

Windscreen Replacement, 24/7, Fast & Reliable

www.nationalwindseminars.org.com.au/replacements/free-quote

Windscreen Replacement Or Repairs For All Makes & Models. Call Now!

Windscreen Replacement, 24/7, Fast & Reliable

www.nationalwindseminars.org.com.au/replacements/price-hunt

Windscreen Replacement Or Repairs For All Makes & Models. Call Now!

Ad

Windscreen Repairs, Tinted, Mobile 24/7, Fast, Reliable

www.nationalwindseminars.org.com.au/replacements/frankston

Windscreen Replacement Or Repairs For All Makes & Models. Call Now!

Windscreen Repairs, 24/7, Mobile, Fast, Reliable

www.nationalwindseminars.org.com.au/repairs/frankston

Windscreen Repairs & Replacements For All Makes & Models. Call Now!

Locations

1 September 2018 - 30 September 2018

Location

Australia

Melbourne, Victoria, Australia

Geelong, Victoria, Australia

30.0 km around (-37.723942, 144.879116)

Keywords

1 September 2018 - 30 September 2018

Keyword Text

"windscreen"

"windscreen replacement"

windscreen repair

"windscreen repair"

Keyword Text

windscreen - geelong

windscreen - frankston

windscreen - major - frankston

mobile windscreen - major - frankston

Keyword Match Types:

" " around the keyword indicates the keyword is on **phrase match**.

Phrase match is a keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

[] around the keyword indicates the keyword is on **exact match**.

Exact match is a keyword setting that allows your ad to show only when someone searches for the exact phrase of your keyword or close variations of the exact phrase of your keyword.

No punctuation around the keyword indicates the keyword is on **broad match**.

Broad match is a keyword setting that allows your ad to show when someone searches for that keyword or a variation of it.

Help!



Your Dashboard Report.

See your campaign performance at a glance. It'll show you:

2.1 Account information, including your:

- Advertiser name, email and URL
- Account Manager name and email
- Sales rep name and email.

2.2 Campaign activity summary. See your ad's impressions (that's the number of times your ad is seen), number of clicks and more.

2.3 Publisher by clicks. Here we show your performance across different publishers

2.4 Top campaigns by clicks. This is where we rank your campaigns based on performance.

2.5 Top Ad groups by clicks. Here we compare Ad Groups. These are sets of keywords and ads we manage together.

2.6 Top ads by clicks. Here you'll see exactly which of your ads are performing best.

2.7 Top keywords by clicks. We show your top keywords, ranked by number of clicks during the month.

2.8 Clicks by device. Find out where your clicks come from – computers, smartphones or tablets.

2.9 Impression share by campaign – Google.

The percentage of impressions that your ads received compared to the total number of impressions that your ads could get.



Your Dashboard Report.

Yellow SEM

Account: National Windows

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Last modified: October 10, 2018

Last Month: September 1, 2018 - September 30, 2018

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We have recently updated this Dashboard Report to include customizable date ranges.

Yellow SEM

This report provides an overview of your Account activity and performance which includes statistics on clicks, impressions, and conversions.

Please note that if you have not opted into our tracking solution we are unable to measure conversions driven to your business via your Search Marketing campaign.

Please contact your Account Manager if you would like to have this enabled.

Account Information

Advertiser Name: Eric Howe and Brad Jones

Advertiser URL: <http://www.nationalwindows.com.au/>

Account Manager Name: David Alexander

Account Manager Email: david.alexander@nsw.com.au

Sales Rep Name: David Alex

Sales Rep Email: david.alex@nsw.com.au

Campaign Activity Summary

1 September 2018 - 30 September 2018

1,971 Clicks
68,920 Impr.
2.86 % CTR
AUD 1.82 Avg. CPC
2.29 Avg. Pos.

Publisher by Clicks

1 September 2018 - 30 September 2018

Publisher	Impr.	CTR	Clicks	Avg. CPC	Avg. Pos.	Cost
Google AdWords	67,671	2.67%	1,804	AUD 1.87	2.32	AUD 3,371.83
Bing Ads	1,249	13.37%	167	AUD 1.25	1.07	AUD 208.17
All Results	68,920	2.86%	1,971	AUD 1.82	2.29	AUD 3,580.00

Top Campaigns by Clicks

1 September 2018 - 30 September 2018

Rank	Campaign	Publisher	Clicks	Impr.	CTR
1	Windscreens Replacements*	Google AdWords	1,298	59,413	2.18%
2	Windscreens Repairs*	Google AdWords	317	5,602	5.66%
3	Window Replacements*	Google AdWords	135	1,341	10.07%
4	Windscreens Replacements*	Bing Ads	128	1,041	12.30%
5	Window Repairs*	Google AdWords	54	1,315	4.11%
6	Windscreens Repairs*	Bing Ads	28	146	19.18%
7	Window Repairs*	Bing Ads	8	18	44.44%
8	Window Replacements*	Bing Ads	3	44	6.82%
	All Results		1,971	68,920	2.86%

Top Ad Groups by Clicks

1 September 2018 - 30 September 2018

Rank	Ad Group Name	Campaign	Publisher	Clicks	Impr.	CTR
1	Windscreen Replacement	Windscreens Replacements*	Google AdWords	1,116	56,555	1.97%
2	Windscreen Repairs	Windscreens Repairs*	Google AdWords	268	4,933	5.43%
3	Windscreen Replacement	Windscreens Replacements*	Bing Ads	122	974	12.53%
4	Window Replacements	Window Replacements*	Google AdWords	121	1,227	9.86%
5	Windscreen Replacement Melbourne	Windscreens Replacements*	Google AdWords	61	1,486	4.10%
36	Windscreen Replacement Frankston	Windscreens Replacements*	Bing Ads	0	2	0.00%
37	Windscreen Replacement Pakenham	Windscreens Replacements*	Bing Ads	0	1	0.00%
	All Results			1,971	68,920	2.86%

2.1

2.2

2.3

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2.5

Help!



Your Dashboard Report.

Yellow SEM

Account: National Windcreens

Sort By: Name

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Last modified: October 10, 2018

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Top Ads by Clicks

1 September 2018 - 30 September 2018

Rank	Ad	Campaign	Publisher	Clicks	Imp.	CTR
1	Windscreen Replacements, Jn/C, Jn/C & Repairs www.nationalwindcreens.org.au/repairs/price-quotes Windscreen Replacements Or Repairs For All Makes & Models. Call Now!	Windcreens Replacements*	A	750	40,962	1.83%
2	Mobile Windscreen Repairs, Jn/C, Jn/C & Repairs www.nationalwindcreens.org.au/repairs/price-quotes Windscreen Repairs & Replacements, Fast Service, Anytime, Anywhere. Call Now!	Windcreens Replacements*	A	234	5,332	4.39%
3	Windscreen Repairs, Mobile Jn/C, Jn/C & Repairs www.nationalwindcreens.org.au/repairs/price-quotes Windscreen Replacements Or Repairs For All Makes & Models. Call Now!	Windcreens Replacements*	A	132	10,261	1.29%
4	Windscreen Repairs, Jn/C & Repairs www.nationalwindcreens.org.au/repairs/price-quotes Windscreen Repairs & Replacements For All Makes & Models. Call Now!	Windcreens Repairs*	A	125	2,449	5.10%
All Results				1,971	68,920	2.86%

Top Keywords by Clicks

1 September 2018 - 30 September 2018

Rank	Keyword	Campaign	Publisher	Clicks	Imp.	CTR	Avg. CPC	Avg. Pos.
1	"windcreens"	Windcreens Replacements*	A	811	49,279	1.65%	AUD 1.93	2.14
2	"windscreen replacement"	Windcreens Replacements*	A	165	2,988	5.52%	AUD 1.73	3.31
3	"windscreen repairs"	Windcreens Repairs*	A	132	2,118	6.23%	AUD 1.85	2.89
4	+windscreen +repair	Windcreens Repairs*	A	119	2,557	4.65%	AUD 1.93	2.76
5	"windcreens"	Windcreens Replacements*	B	104	841	12.37%	AUD 1.19	1.04
6	+car +window +replacement	Window Replacements*	A	95	811	11.71%	AUD 1.76	2.20
7	+windscreen +melbourne	Windcreens Replacements*	A	61	1,486	4.10%	AUD 1.75	2.74
8	+windscreen +replace	Windcreens Replacements*	A	60	1,196	5.02%	AUD 1.73	2.82
9	"windscreen replacements"	Windcreens Replacements*	A	59	968	6.10%	AUD 1.86	2.96
10	+windscreen +geelong	Windcreens Replacements*	A	55	694	7.93%	AUD 1.69	2.29
All Results				1,971	68,920	2.86%	AUD 1.82	2.29

Keyword Match Types:

" " around the keyword indicates the keyword is on **phrase match**.
Phrase match is a keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

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Exact match is a keyword setting that allows your ad to show only when someone searches for the exact phrase of your keyword or close variations of the exact phrase of your keyword.

No punctuation around the keyword indicates the keyword is on **broad match**.
Broad match is a keyword setting that allows your ad to show when someone searches for that keyword or a variation of it.

Clicks By Device

1 September 2018 - 30 September 2018

Device	Imp.	Clicks	CTR	Avg. CPC
Mobile devices with full browsers	45,977	1,147	2.49%	AUD 1.88
Computers	15,086	518	3.24%	AUD 1.88
Tablets with full browsers	5,708	139	2.44%	AUD 1.78
	67,671	1,804	2.67%	AUD 1.87

Please note: Clicks by device is a breakdown of clicks from Google Adwords only.

Impression Share by Campaign - Google

1 September 2018 - 30 September 2018

Campaign	Imp.	Imp. Share - Search
Window Replacements*	1,341	92.79%
Window Repairs*	1,315	88.10%
Windcreens Repairs*	5,602	86.06%
Windcreens Replacements*	59,413	79.46%

2.6

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2.8

2.9



Your Keyword Activity Report.

See which of your keywords work best. This report gives you:

3.1 Account information, including your:

- Advertiser name, email and URL
- Account Manager name and email
- Sales rep name and email.

3.2 Campaign activity summary. See your Ad's impressions (that's the number of times your ad is seen), number of clicks and more.

3.3 Keywords. We reveal your top 500 keywords, ranked by the number of clicks they've had. This also shows the number of impressions each keyword has made, including their click-through rates, average position on search engines and the average cost-per-click.



Your Keyword Activity Report.

Yellow SEM

Account: National Windcreens

Sort By: Name

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Last modified: October 10, 2018

Last Month: September 1, 2018 - September 30, 2018

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This report provides an overview of your Keyword activity and performance which includes statistics on clicks and impressions.

Account Information

Advertiser Name: Eric Moore and Brad Jones

Advertiser URL: <http://www.nationalwindcreens.com.au/>

Account Manager Name: Matthew Abraham

Account Manager Email: matt.abraham@nwc.com.au

Sales Rep Name: Evelyn Kite

Sales Rep Email: evelyn.kite@nwc.com.au

Campaign Activity Summary

1 September 2018 - 30 September 2018

1,971	Clicks
68,920	Impr.
2.86 %	CTR
AUD 1.82	Avg. CPC
2.29	Avg. Pos.

Keywords

1 September 2018 - 30 September 2018

Rank	Keyword	Publisher	Impr.	CTR	Clicks	Avg. CPC	Cost	Avg. Pos.
1	"windcreens"		49,279	1.65%	811	AUD 1.93	AUD 1,568.27	2.14
2	"windscreen replacement"		2,988	5.52%	165	AUD 1.73	AUD 285.49	3.31
3	"windscreen repairs"		2,118	6.23%	132	AUD 1.85	AUD 244.45	2.89
4	+windscreen +repair		2,557	4.65%	119	AUD 1.93	AUD 229.44	2.76
5	"windcreens"		841	12.37%	104	AUD 1.19	AUD 123.71	1.04
6	+car +window +replacement		811	11.71%	95	AUD 1.76	AUD 167.31	2.20
7	+windscreen +melbourne		1,486	4.10%	61	AUD 1.75	AUD 106.94	2.74
8	+windscreen +replace		1,196	5.02%	60	AUD 1.73	AUD 104.02	2.82
9	"windscreen replacements"		968	6.10%	59	AUD 1.86	AUD 109.96	2.96
10	+windscreen +geelong		694	7.93%	55	AUD 1.69	AUD 92.85	2.29
11	+car +window +repair		981	4.49%	44	AUD 1.78	AUD 78.54	3.05
12	+windscreen +pakenham		274	10.58%	29	AUD 2.06	AUD 59.69	1.90
	All Results		68,920	2.86%	1,971	AUD 1.82	AUD 3,580.00	2.29

Keyword Match Types:

" " around the keyword indicates the keyword is on **phrase match**.

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Definition of terms used in this report:

Clicks - When someone clicks your ad, this is counted as a click. You only pay when someone clicks on the ad.

Impressions - How often your ad is shown. An impression is counted each time your ad is shown on a search result page whether someone clicked on it or not.

CTR - Your Click-through-rate (%) CTR is an important metric in your account settings. It measures how many people who have seen your ad click through to your link destination (website), measured as a percentage.

Average CPC - Cost-Per-Click means you pay each time a person actually clicks on your ad. Average CPC is the average amount you paid per click during that time period.

Average position - A statistic that describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page, with 1 being the highest.

Help!



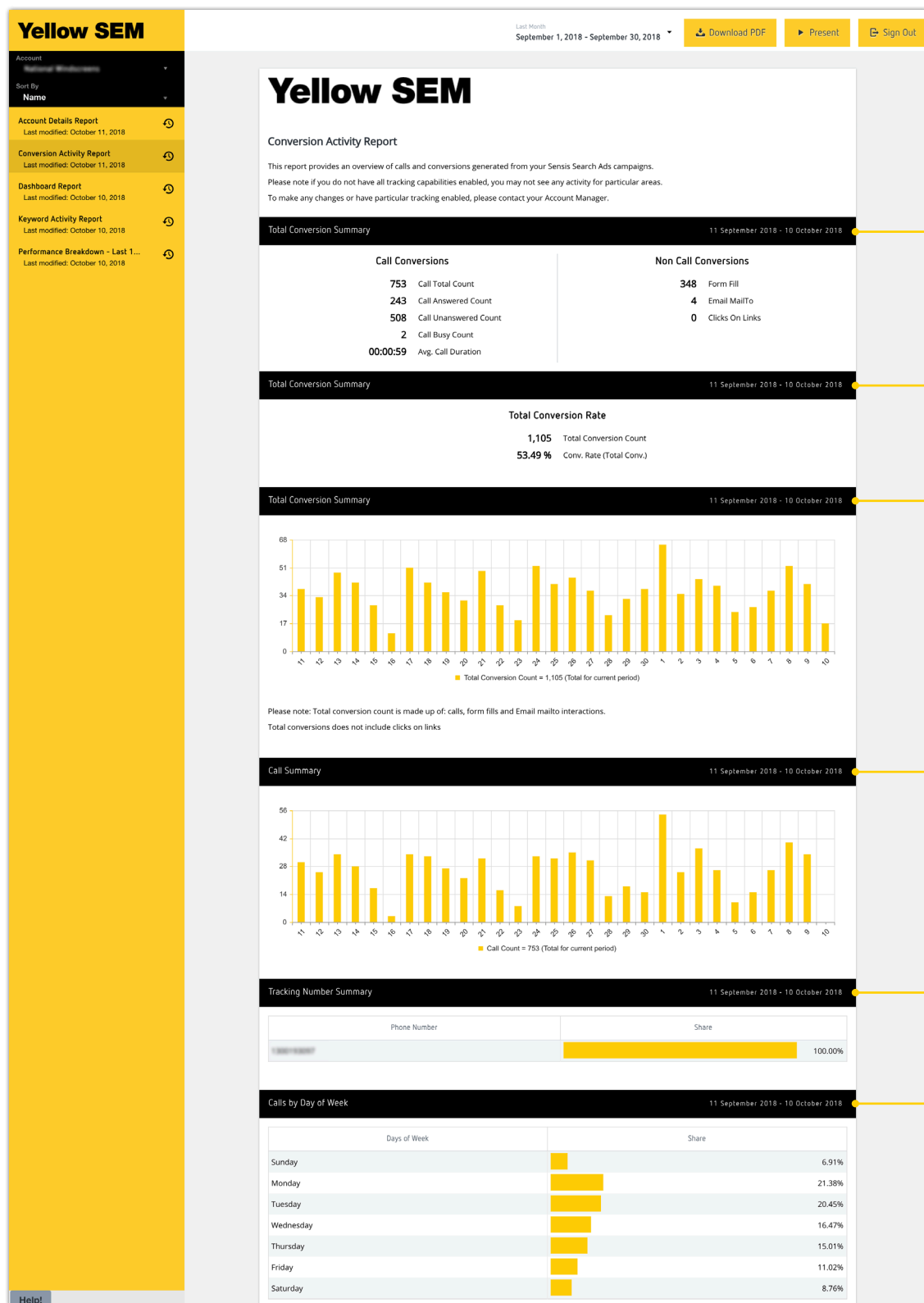
Your Conversion Activity Report.

Find out how many calls and form fills you're getting, when they're coming in, and who they're coming from. We include:

- 4.1 Total conversion summary.** This shows your total number of calls and form fills for the month.
- 4.2 Total conversion summary (rate).** See the overall percentage of clicks that led to enquiries.
- 4.3 Total conversion summary (by day of month).** See which days get the best enquiry results.
- 4.4 Call summary.** We show which days are your busiest for calls.
- 4.5 Tracking number summary.** See the customer numbers we've tracked down.
- 4.6 Calls by day of week.** Find out which weekday is your optimum for customer calls.
- 4.7 Calls by time of day.** We break down your calls into four hour blocks.
- 4.8 Call details.** Here we show the call tracking number, date of call, time, status, duration and phone number.
- 4.9 Non-call conversion summary.** See how many clicks resulted in form fills or email enquiries each day, over the month.
- 4.10 Non-call conversion summary (by day of week).** Here you'll see which days of the week customers were more likely to fill out forms, or contact you by email.
- 4.11 Non-call conversion (by campaign).** Take a look at all of your campaigns, and see how each one is performing individually. Form Fills and Emails included. Calls not included .

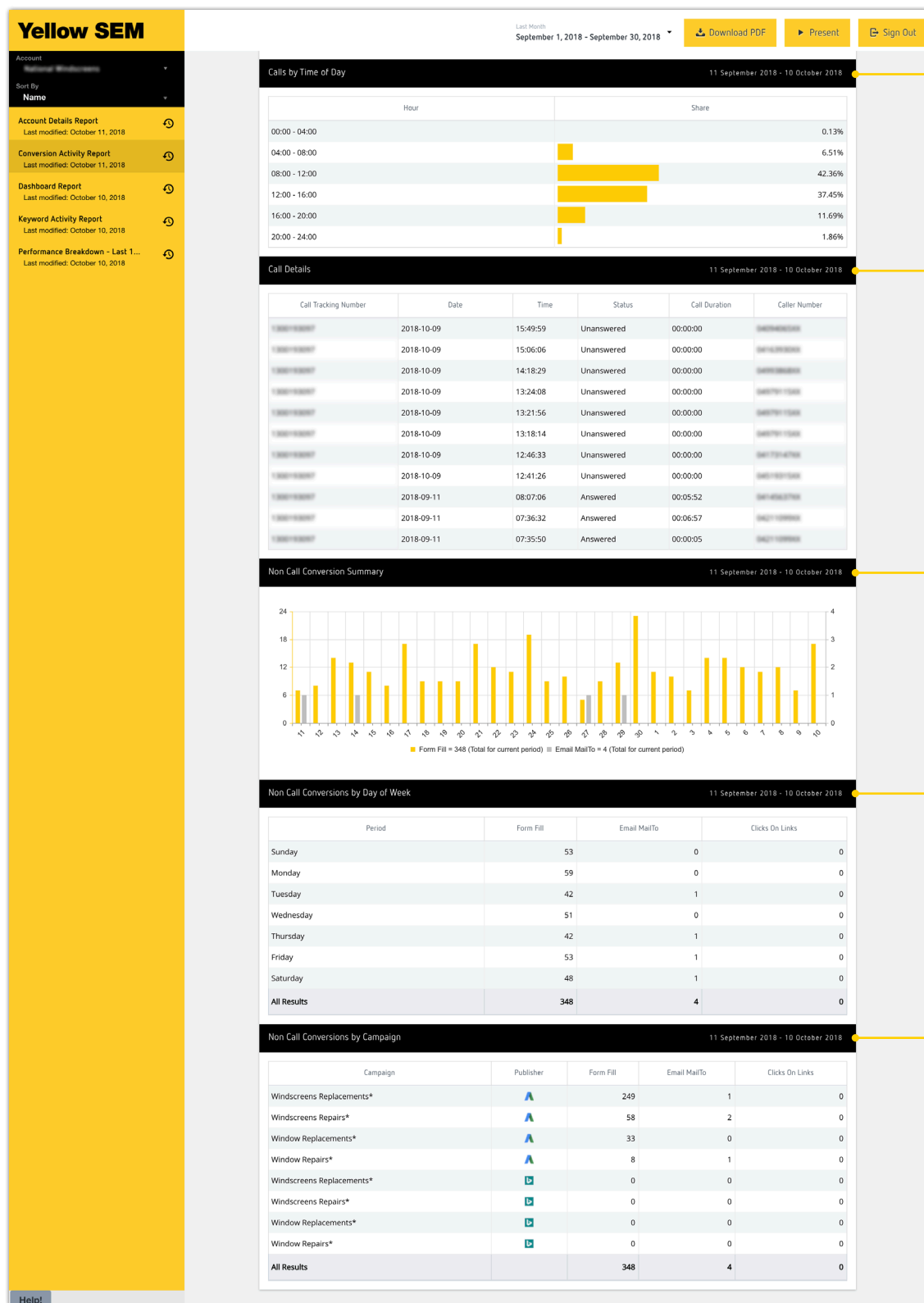


Your Conversion Activity Report.





Your Conversion Activity Report.





Your Performance Report.

The performance breakdown includes:

5.1 Account information, including your:

- Advertiser name, email and URL
- Account Manager name and email
- Sales rep name and email.

5.2 Campaign summary. See performance summary over the last 30 days, 180 days and 12 months (three summaries).

5.3 Monthly summary. Month by month summary of clicks, impressions and CTR over the last 12 months (clicks by month, plus monthly summary tables).

5.4 Performance by campaign. Top performing campaigns over the last 12 months (performance by campaign).

5.5 Top keywords by clicks. Top performing keywords over the last 12 months (top keywords by clicks).



Your Performance Report.

Yellow SEM

- Account
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This report provides an overview of your Account activity and performance which includes statistics on clicks, impressions, and conversions.

Please note that if you have not opted into our tracking solution we are unable to measure leads such as calls or form fills driven to your business via your Search Marketing campaign.

Please contact your Account Manager if you would like to have this enabled.

Account Information

Advertiser Name	None Selected
Advertiser URL	www.yourwebsite.com.au
Account Manager Name	Search Search Ads Team
Account Manager Email	searchads@yellowsem.com.au
Sales Rep Name	John Smith
Sales Rep Email	john.smith@yellowsem.com.au

Summary - Last 30 Days

30 September 2019 - 29 October 2019

374 Clicks
18,975 Impr.
1.97 % CTR
AUD 1.17 Avg. CPC

Summary - Last 180 Days

3 May 2019 - 29 October 2019

2,488 Clicks
78,346 Impr.
3.18 % CTR
AUD 1.04 Avg. CPC

Summary - Last 12 Months

1 October 2018 - 30 September 2019

6,063 Clicks
147,389 Impr.
4.11 % CTR
AUD 0.87 Avg. CPC

Clicks by Month - Last 12 Months

1 October 2018 - 30 September 2019

Clicks = 6,063 (Total for current period)

Monthly Summary

1 October 2018 - 30 September 2019

Period	Clicks	Impr.	CTR	Avg. CPC	Cost
Oct 2018	544	12,794	4.25%	AUD 0.82	AUD 446.61
Nov 2018	544	12,248	4.44%	AUD 0.80	AUD 432.73
Dec 2018	482	12,804	3.76%	AUD 0.93	AUD 447.58
Jan 2019	617	12,266	5.03%	AUD 0.72	AUD 442.10
Feb 2019	630	12,007	5.25%	AUD 0.70	AUD 440.45
Mar 2019	556	12,467	4.46%	AUD 0.78	AUD 432.08
Apr 2019	531	11,424	4.65%	AUD 0.84	AUD 448.48
May 2019	498	12,045	4.13%	AUD 0.87	AUD 431.14
Jun 2019	457	10,973	4.16%	AUD 0.99	AUD 450.21
Jul 2019	469	10,761	4.36%	AUD 0.92	AUD 431.56
Aug 2019	371	12,148	3.05%	AUD 1.16	AUD 429.35
Sep 2019	364	15,452	2.36%	AUD 1.23	AUD 448.93
All Results	6,063	147,389	4.11%	AUD 0.87	AUD 5,281.22

5.1

5.2

5.3

Help!



Your Performance Report.

Yellow SEM

Account
National Workflows

Sort By
Name

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Performance by Campaign - Last 12 Months

1 October 2018 - 30 September 2019

Campaign	Clicks	Impr.	CTR	Avg. CPC
Portable Buildings	4,212	53,433	7.88%	AUD 0.82
Portable Buildings	500	31,336	1.60%	AUD 0.79
Portable Toilets	409	6,864	5.96%	AUD 0.96
Equipment	331	12,014	2.76%	AUD 0.97
Portable Toilets	219	14,707	1.49%	AUD 0.93
Shipping Containers	168	6,596	2.55%	AUD 1.42
Shipping Containers	129	14,075	0.92%	AUD 1.13
Equipment	95	8,364	1.14%	AUD 1.16
All Results	6,063	147,389	4.11%	AUD 0.87

5.4

Top Keywords by Clicks - Last 12 Months

1 October 2018 - 30 September 2019

Keyword	Campaign	Clicks	Impr.	CTR	Avg. CPC
portable office for sale	Portable Buildings	838	8,717	9.61%	AUD 0.79
portable office hire	Portable Buildings	693	6,687	10.36%	AUD 0.78
portable sheds	Portable Buildings	625	9,846	6.35%	AUD 0.83
portable rooms	Portable Buildings	619	9,115	6.79%	AUD 0.80
portable room	Portable Buildings	460	6,984	6.59%	AUD 0.79
"portable office"	Portable Buildings	233	2,071	11.25%	AUD 0.86
"portable toilet hire"	Portable Toilets	189	3,616	5.23%	AUD 0.92
"portable building"	Portable Buildings	126	2,853	4.42%	AUD 0.97
bobcat hire	Equipment	115	4,938	2.33%	AUD 0.83
"portable buildings"	Portable Buildings	114	2,286	4.99%	AUD 0.80
"portable offices"	Portable Buildings	99	937	10.57%	AUD 0.77
bobcat rental	Equipment	95	2,627	3.62%	AUD 0.83
shipping containers for hire	Shipping Containers	74	3,768	1.96%	AUD 1.26
portable buildings	Portable Buildings	60	2,606	2.30%	AUD 0.69
portable office	Portable Buildings	56	3,618	1.55%	AUD 0.80
"portable offices melbourne"	Portable Buildings	54	360	15.00%	AUD 0.89
affordable portable buildings	Portable Buildings	49	2,003	2.45%	AUD 0.75
+Melbourne +portable +toilet +hire	Portable Toilets	47	670	7.01%	AUD 0.83
"portable site offices"	Portable Buildings	47	455	10.33%	AUD 1.05
"portable rooms"	Portable Buildings	46	312	14.74%	AUD 1.27
"toilets for hire"	Portable Toilets	40	639	6.26%	AUD 1.02
"portable office Melbourne"	Portable Buildings	27	165	16.36%	AUD 0.85
"toilet rental"	Portable Toilets	27	349	7.74%	AUD 0.95
portable office rentals	Portable Buildings	26	333	7.81%	AUD 0.82
"portable accommodation hire"	Portable Buildings	25	115	21.74%	AUD 1.05
event toilet hire	Portable Toilets	25	1,685	1.48%	AUD 1.16
"portable office for sale"	Portable Buildings	25	165	15.15%	AUD 1.20
portable building hire	Portable Buildings	24	707	3.39%	AUD 0.79
Melbourne portable toilet hire	Portable Toilets	24	917	2.62%	AUD 0.74
"portable building hire"	Portable Buildings	24	268	8.96%	AUD 0.82
shipping container rental	Shipping Containers	22	2,283	0.96%	AUD 1.23
rent portable building	Portable Buildings	22	485	4.54%	AUD 0.75
portable toilets rentals	Portable Toilets	22	1,766	1.25%	AUD 0.88
+bob +cat +hire	Equipment	21	685	3.07%	AUD 0.83
+relocatable +buildings	Portable Buildings	21	407	5.16%	AUD 0.85
+portable +buildings +Melbourne	Portable Buildings	21	378	5.56%	AUD 1.03
portable modular buildings	Portable Buildings	21	1,597	1.31%	AUD 0.78
Hiring portaloos	Portable Toilets	21	1,061	1.98%	AUD 0.95
"Hiring portaloos"	Portable Toilets	20	291	6.87%	AUD 1.05
shipping containers for rent	Shipping Containers	19	3,189	0.60%	AUD 1.45
relocatable building	Portable Buildings	19	773	2.46%	AUD 0.83
"demountable buildings"	Portable Buildings	19	434	4.38%	AUD 0.89
+shipping +container +hire	Shipping Containers	18	257	7.00%	AUD 1.79
temporary toilet hire	Portable Toilets	18	1,173	1.53%	AUD 0.86
"earth moving equipment"	Equipment	17	396	4.29%	AUD 1.99
hire shipping containers Melbourne	Shipping Containers	17	617	2.76%	AUD 1.30
portable toilet hire	Portable Toilets	17	828	2.05%	AUD 0.84
hire shipping container	Shipping Containers	16	957	1.67%	AUD 0.85
relocatable buildings	Portable Buildings	16	2,487	0.64%	AUD 1.02
toilet for hire	Portable Toilets	15	383	3.92%	AUD 1.05
All Results		5,995	141,969	4.22%	AUD 0.87

5.5

Help!



Glossary.

These Search Ad terms can help you get the most of your campaign.

Ad. Ads consist of a 25 character title (hyperlinked), a 3 character display URL, and a brief description of 34 characters.

Ad Groups. These are sets of keywords and ads we manage together for you.

Call. When a customer contacts you using the number from your website, that's a call.

Call conversion. When a person who has visited your site via Search Ads calls a number on your page.

Campaign. A campaign includes all the ads you're running at the one time. They share the same budget, language, location, timing and distribution.

Click. When a user clicks on your ad and is taken to your URL.

Click-through rate (CTR). This is the amount of clicks your ad receives, divided by the number of times your ad is seen (impressions). The higher your CTR, the better your ad is performing.

Component. We use this to refer to a certain area of your campaign.

Conversion rate. The percentage or ratio of user clicks that resulted in either a call, form fill or email enquiry.

Cost-per-click (CPC). We calculate how much you're paying for every click. For CPC campaigns, we'll ask how much you'd like to spend per click before we begin. This helps you make the most of your budget.

Dynamic Website Tracking. This gives you info on visitors' behaviour. We do this by reflecting the content of your website, so we can see exactly where clicks happen.

Impressions. This is a count of how many times your ad is viewed on a search engine.

Keyword. These are terms or phrases that trigger your ad to appear when customers search. We'll help you select what words works best.

Non-call conversion. When a person who has visited your site via Search Ads fills out a form, or emails you, via your page.

Publisher. Sites which publish search engine results are known as publishers. These include sites like Google and Bing.

Return on Investment (ROI). This is the money you earn from your ads, compared to the money you've spent.

Search Engine Results Page (SERP). That's the page you see when you hit 'search' on sites like Google. It lists information based on relevance.