PPC Reporting Call Process

Clients will be able to schedule a reporting call with you when they receive their monthly report. If they misplaced this link or just email you to schedule a reporting call that works too!

Send them your Reporting Call Calendar Link and they will schedule with you when it fits best in their schedule. No need to go back and forth via email to find a time that works best for you both. The calendar link alleviates all of the back and forth!

The client will receive an email the day before and an hour before the call to remind them of the call time and where the call is located.

During this call, I usually walk them through the monthly report & go through leads (phone calls & form submissions).

Ask the client if there is anything they would like to go over before you get started. See if they have any questions before and during the entire call. **Each reporting call will be different - some might only want to go over the report - some might want suggestions on how to improve their account - some might want to only know how many leads they have been receiving each month, etc.

Going over the Report:

Clicks: The number of times a user clicks on your ad after the ad is shown to them.

Impressions: Each time your ad is seen on Google's search results page.

Avg. CPC: The average price you are charged when a user clicks on your ad. Some keywords cost more than others - this is an average.

Cost: Total cost your Google Ads account has spent in the last month (or whatever date range you are looking at).

CTR: The click through rate (CTR) tells us how effective your ads are, how Google and users are finding your Ads as relevant. Industry average CTR is 2-3%, and here at PMW we strive to be at 5% or above.

Conversions: Form submissions and phone calls directly from your Google Ads account. Some phone calls and form submissions may not appear in this space. Always double check phone calls and form submissions before the call.

Cost/Conversion: Total cost of each conversion. Total spend/conversions during that date range (usually look at month).

Search Impression Share: Tells us the percentage of impressions your ads receive compared to the total number of impressions your ads could get. We strive for a 60% or above search impression share for Ads. Making sure they have an adequate budget is important - if they are limited by budget, their search impression share can drop because they do not have enough budget to last them throughout the day/month.

Google Ads Calls: Phone calls from their Google Ads account. Users can either click on the ad to call them, or click on the ad - go to the site and call the number from the pm page - all will be tracked.

Going over Leads

From your own notes in Monday before the call, make sure you have the cost per conversion (total budget/leads) - make sure you have the forms pulled up and the phone calls so they know how many leads they received. You can even look at the ROI calculator to show the client how your ads are performing and why it's important to keep running ads.

Other Items:

Tell the client of any changes that were made in the months prior - ie. ads going from expanded text ads to responsive search ads, going through and negating keywords (constantly doing on a monthly basis), etc.

Ask clients if there are any other areas they are looking to add to their account. If so, you will get back to them on the search volume and budget increase estimates.

Make sure to mention if they want their ads to show higher on the search results page more often throughout the month, they may need to increase their budget (look at limited by budget status in Google Ads). If they need to increase their budget, tell them how much you would estimate and tell them that any increase in budget will help.

Reasons to increase budget:

1. Show ads higher on the search results page
2. Show ads more often on the search results page
3. Receive more leads because their ads are showing more often and higher on the search results page (more exposure = more leads)
4. Your competitors are most likely spending more budget to show up higher on the page than you

Any questions they have that you do not know how to answer - always say you'll get back to them with that answer. You do not need to know/answer every question they have on the call.

Once the call is completed, always, always, always send them a follow up. Even if they didn't have any questions for you to follow up with. If the client did not have any questions, what you can write in the email follow up is what you went over on the call, how many leads they received, their cost per lead, and always send them another link to your calendar to schedule their next call.