



# Pay Per Click Scorecard Guide



# About your Scorecard?

It is important that you can understand how your PPC campaigns are performing, which keywords work and which don't. So we have created a Scorecard for you that is easy to view and you can track your results quickly.

Your Scorecard will be incredibly valuable to the success of your business. It will allow you to see in detail how successful your adverts are and what the cost was to gain new customers.



## Why use your Scorecard?



Get a high level overview of how your campaign is performing.



See daily and monthly campaign performance breakdowns.



See which keywords your target audience are interacting with.



Understand which adverts are working with your audience.



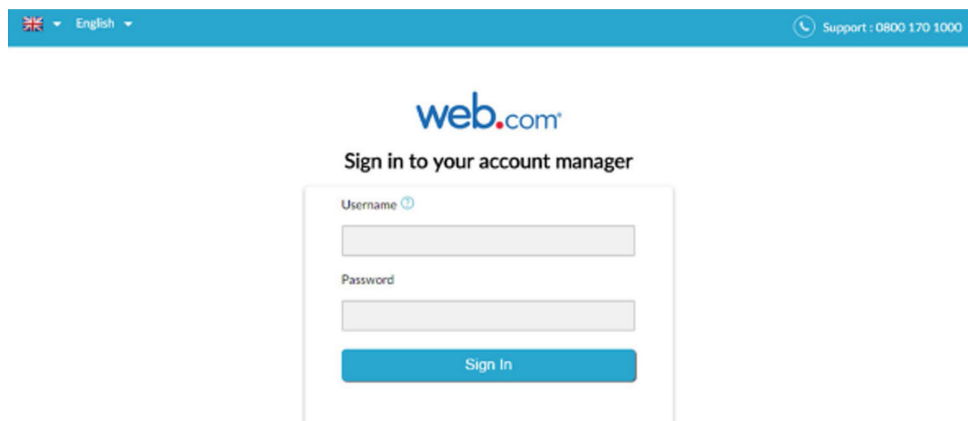
View your advert schedule.



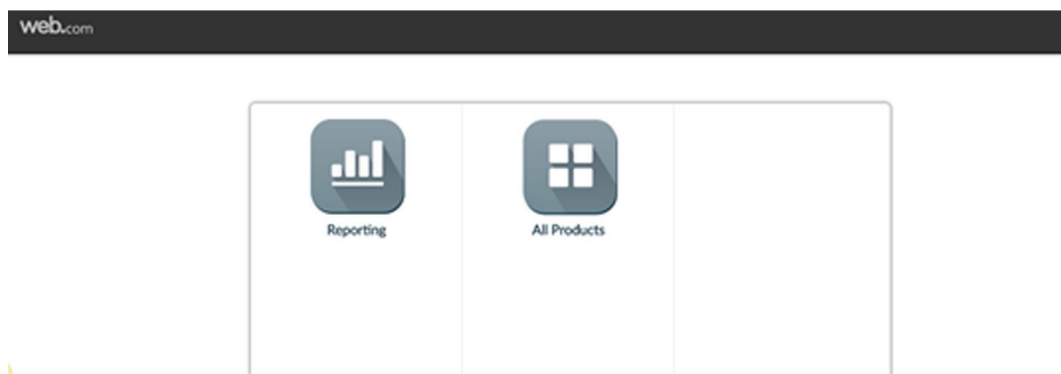
Listen and analyse your incoming calls from the campaigns.

# Logging into your PPC Scorecard

Login to your PPC scorecard at [uk.myaccount.web.com](http://uk.myaccount.web.com).

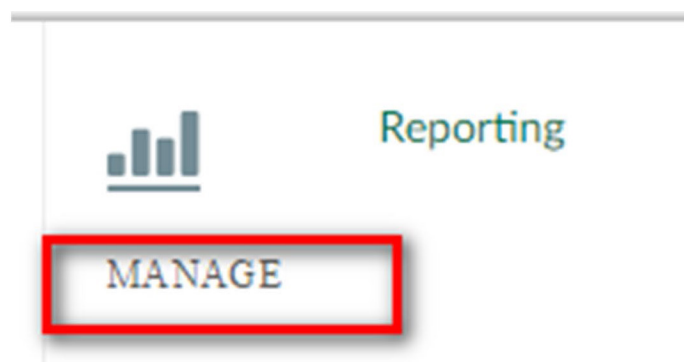


You will then see the following:



Hover on the reporting tile.

Click **“MANAGE”**.



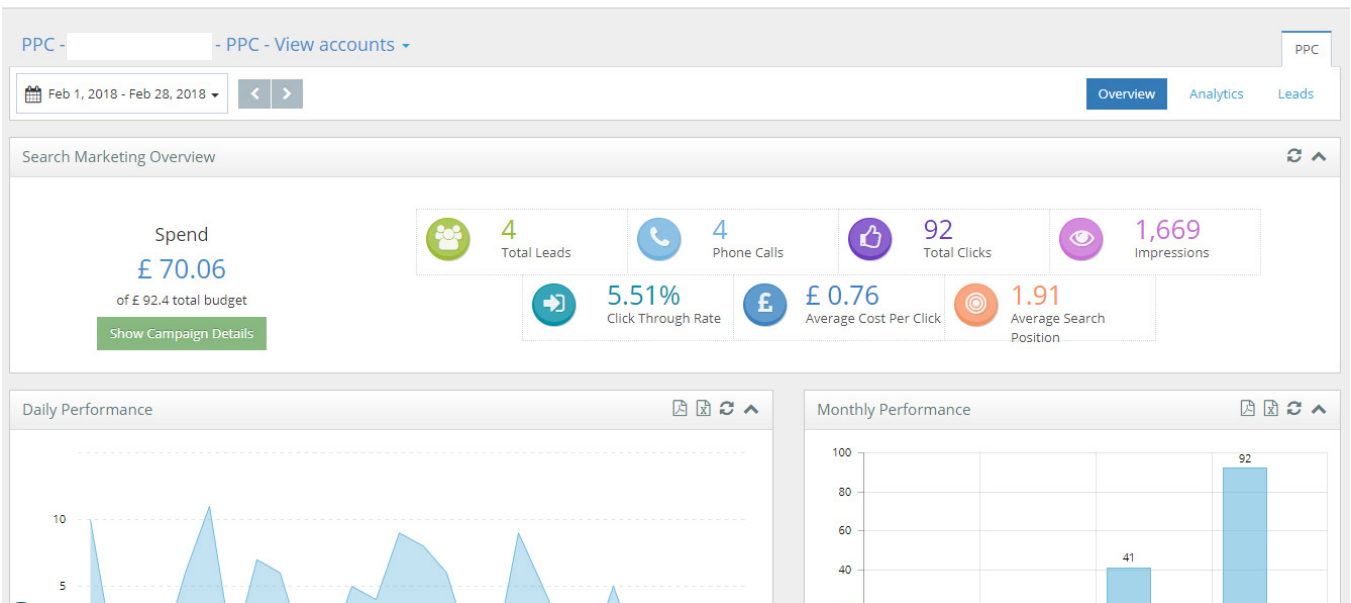
This will then bring you to your Scorecard.

# PPC Scorecard Overview

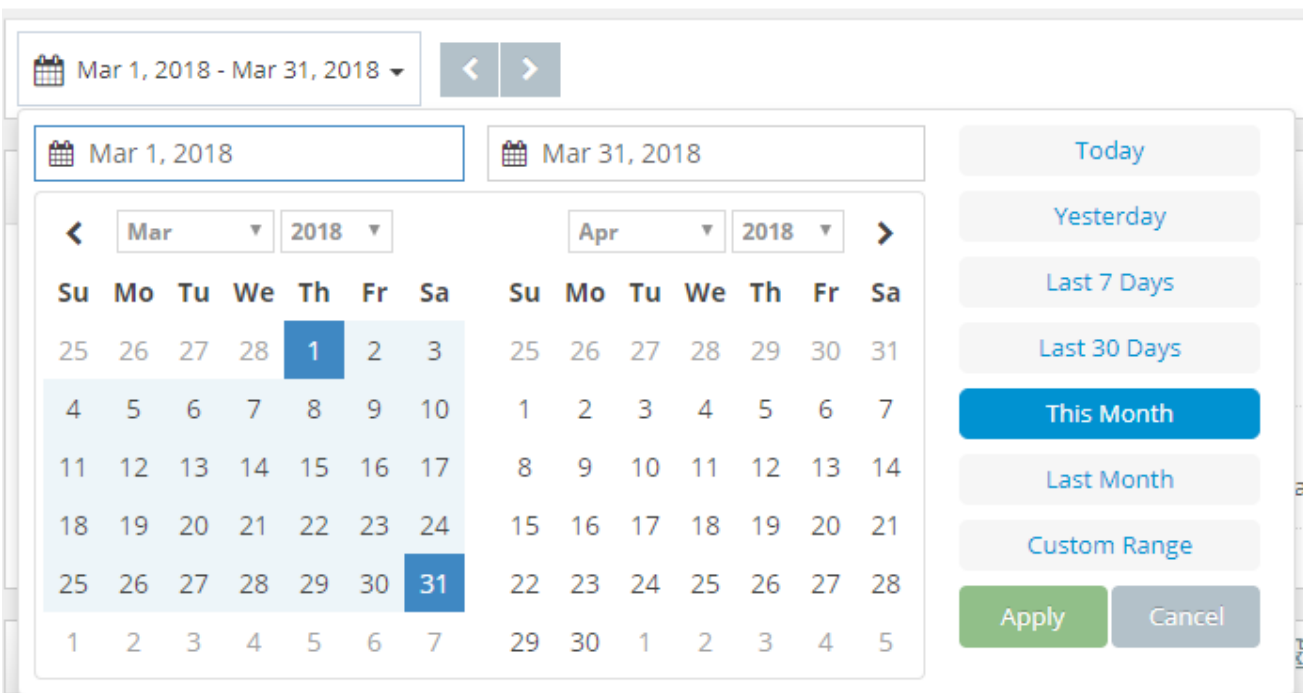
Site Analytics

Welcome

Sign Out



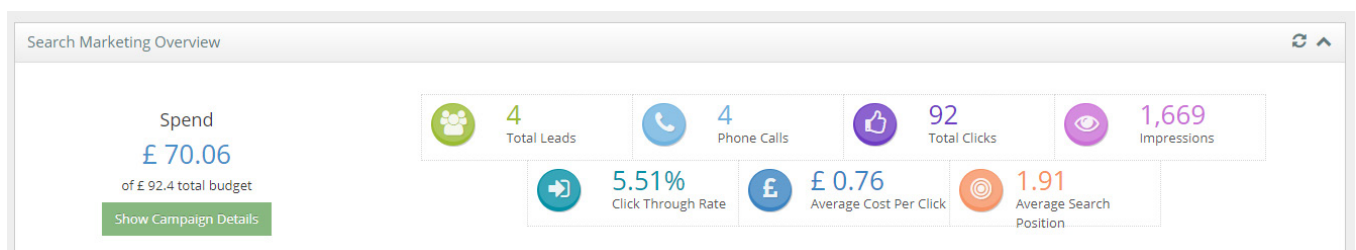
You can customise your reporting date range to show data from today, yesterday, last month or provide a custom date range.



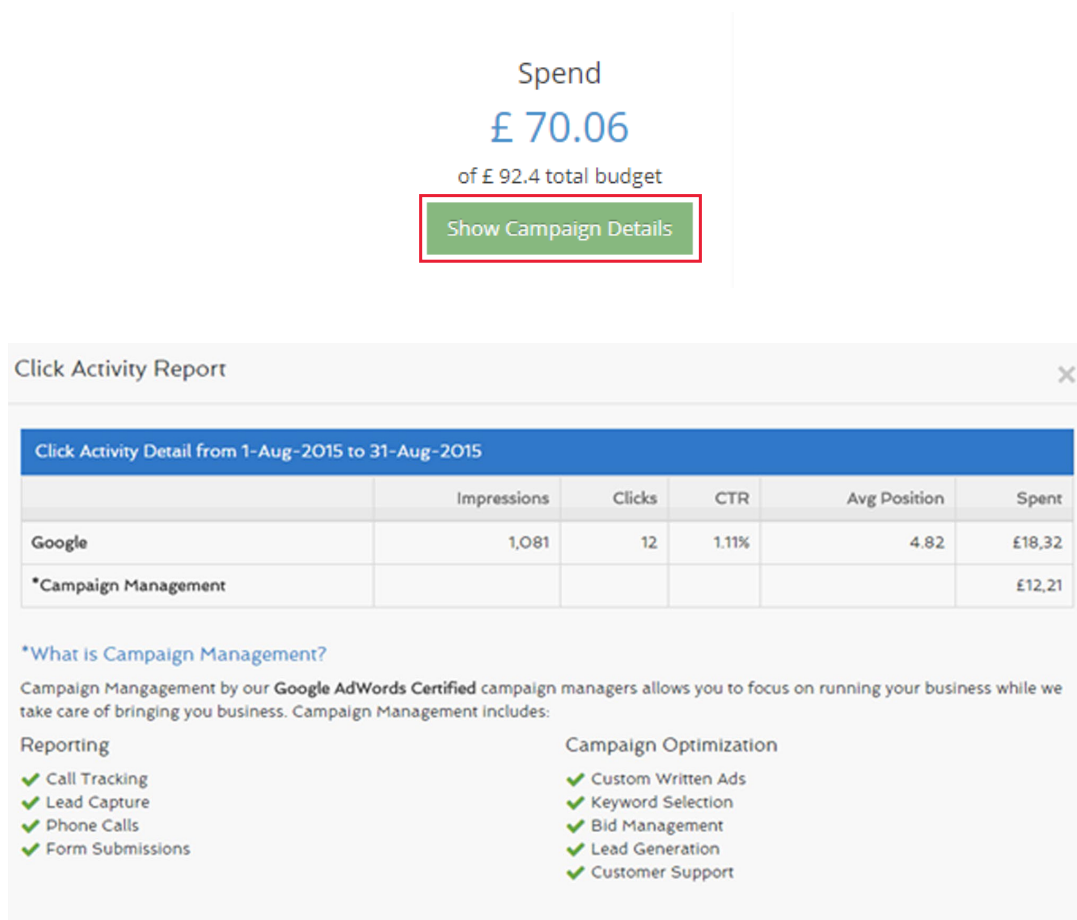
This view gives you a snapshot of the overall performance of your PPC campaign.

With your scorecard, you can find out how well your campaign is performing, it shows you:

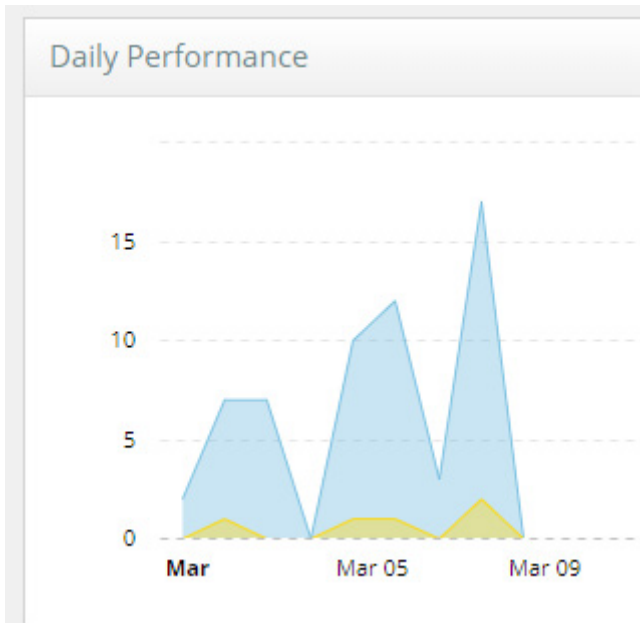
- Total leads you have received
- Impressions
- Phones calls
- Total clicks
- Click through rate
- Average cost per click
- Average search position



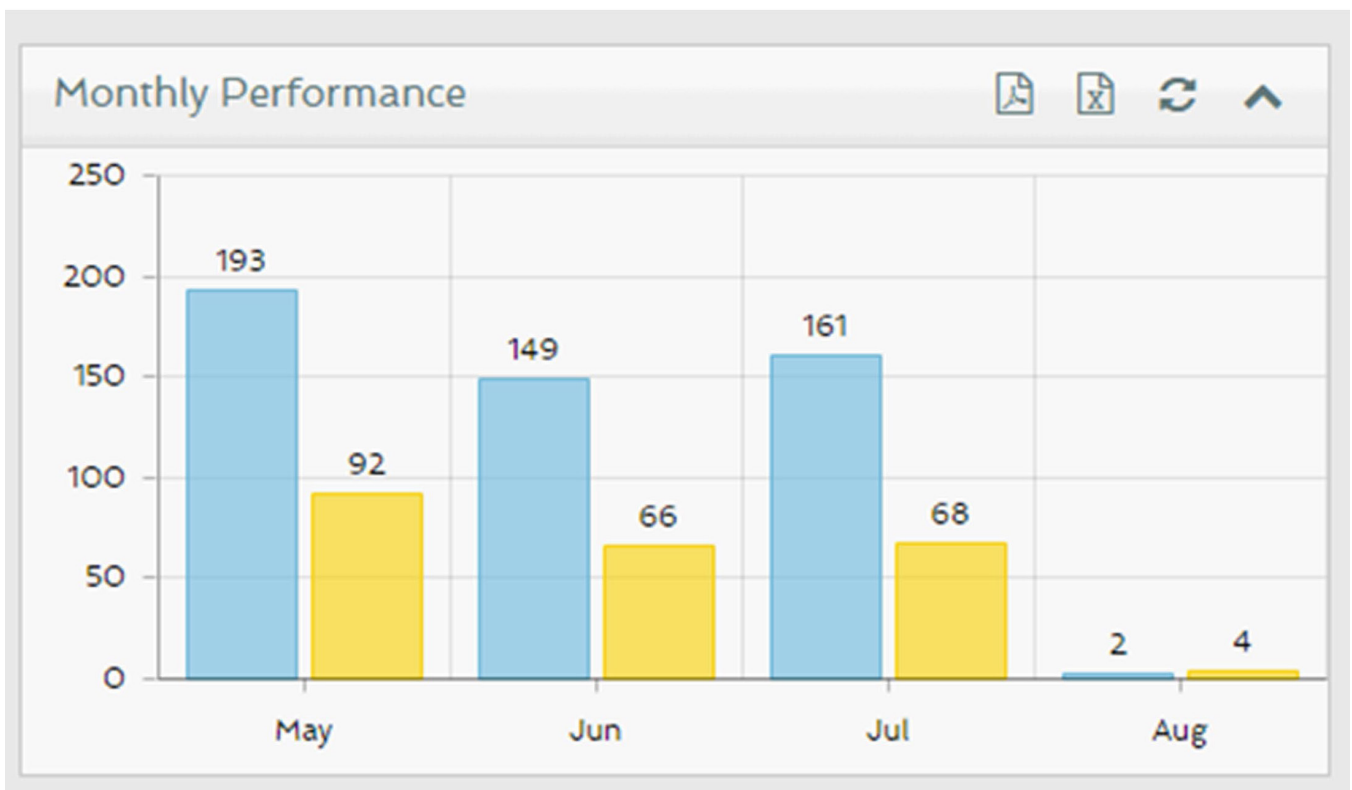
When you click on **“SHOW CAMPAIGN DETAILS”** it brings up a Click Activity Report.



You can see the number of clicks on your ad and the leads you received by day with responsive graphs to show you immediate results when you hover over the graph with your mouse.

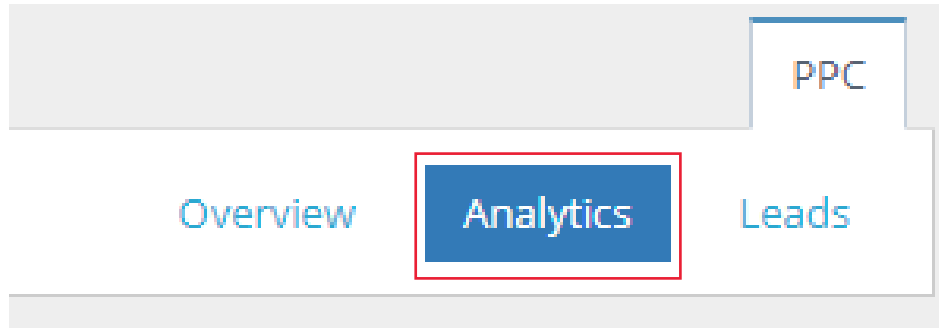


See the number of clicks on your ad and the leads you received by month.

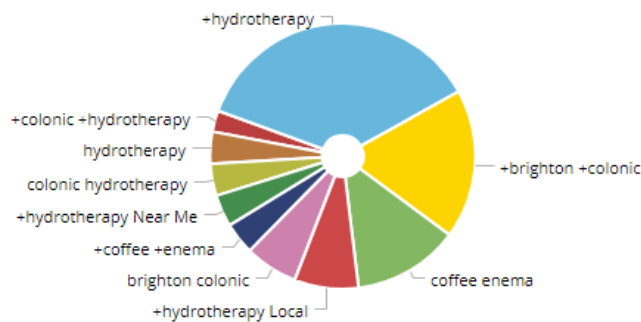


# PPC Scorecard Overview

This section highlights the campaign details including your keywords, impressions, CTR, CPC etc. You can get to this page by selecting **"ANALYTICS"** in the top right hand corner of your screen.



This shows the top performing keywords in your campaign.



The table below shows each keyword in more detail. What clicks, impressions, CTR, CPC or cost per click and average position for each keyword being used.

Keyword	Clicks	Impressions	CTR	CPC Cost	Avg Pos
+brighton +colonic	14	54	25.93%	GBP 0.35	1.6
+coffee +enema	3	146	2.05%	GBP 0.40	1.7
+coffee +enema +treatment	1	4	25.00%	GBP 0.28	1.0
+coffee +enema Local	1	1	100.00%	GBP 0.33	1.0
+coffee +enema Near Me	0	2	-	GBP 0.00	1.5
+colon +hydrotherapy	1	42	2.38%	GBP 0.34	2.1
+colon +hydrotherapy Near	1	2	50.00%	GBP 0.42	1.0
+colon +hydrotherapy Near Me	0	1	-	GBP 0.00	2.0
+colon +hydrotherapy Surrey	1	8	12.50%	GBP 0.38	2.0
+colonic +hydrotherapy	2	71	2.82%	GBP 0.59	1.6

Showing 1 to 10 of 40 entries

Navigation: Previous | 1 | 2 | 3 | 4 | Next | ?

This table shows the different adverts that are currently running.

Ad Creatives

Display 10 records Search:

Location Name	Title	Title 2	Line 1
Brand	Colonic Hydrotherapy	Fully Trained Therapists	Our Colonic Hydrotherapy Treatments Offer A Wealth Of Amazing Health Benefits.
Brand	Hydrotherapy Clinic	Amazing Health Benefits	Our Treatments Can Help To Improve A Wide Range Of Chronic Health Conditions.
Hydrotherapy Clinic	Colonic Hydrotherapy	Fully Trained Therapists	Our Colonic Hydrotherapy Treatments Offer A Wealth Of Amazing Health Benefits.
Hydrotherapy Clinic	Hydrotherapy Clinic	Amazing Health Benefits	Our Treatments Can Help To Improve A Wide Range Of Chronic Health Conditions.

Showing 1 to 4 of 4 entries

Previous 1 Next

This shows the ad extensions with the different URLs that your adverts are pushing.

Ad Extensions

Display 10 records Search:

Location Name	Name	Requested URL	User Status
Brand	About Us	http://brightoncolonial.co.uk/about/	active
Brand	Book An Appointment	http://brightoncolonial.co.uk/request-appointment/	active
Brand	Pricing	http://brightoncolonial.co.uk/services-pricing/	active
Brand	Services	http://brightoncolonial.co.uk/services-pricing/	active
Hydrotherapy Clinic	About Us	http://brightoncolonial.co.uk/about/	active
Hydrotherapy Clinic	Book An Appointment	http://brightoncolonial.co.uk/request-appointment/	active
Hydrotherapy Clinic	Pricing	http://brightoncolonial.co.uk/services-pricing/	active
Hydrotherapy Clinic	Services	http://brightoncolonial.co.uk/services-pricing/	active

Showing 1 to 8 of 8 entries

Previous 1 Next

This table shows when your adverts will be displayed to your target audience.

Ad Scheduling

Display 10 records Search:

Location Name	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Brand	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	Off	Off
Hydrotherapy Clinic	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	8:00 am to 5:00 pm Bid Adjustment Type: 1	Off	Off

Showing 1 to 2 of 2 entries

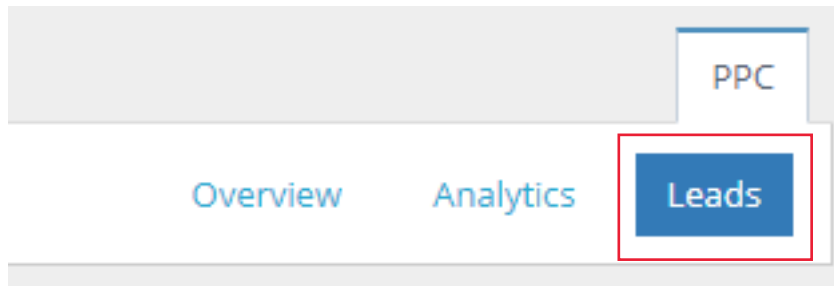
Previous 1 Next



# PPC Leads Page

This gives you an overview of leads your business received.

You can get to this page by selecting “LEADS” in the top right hand corner of your screen.

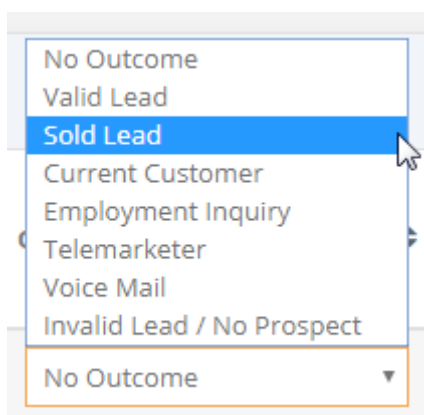


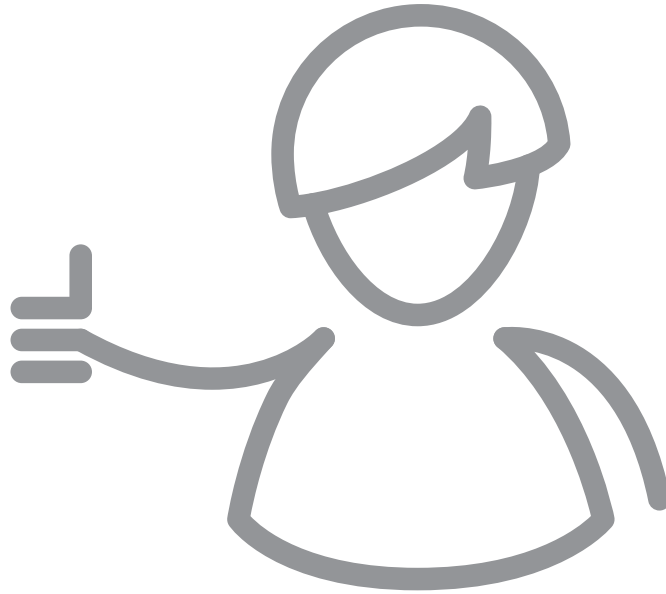
The call details table gives you details on who called your business using the dedicated trackable phone number. You are also able to listen to the calls.

When	Caller Number	Call Location	Duration	Published Number	Dest Number	Call Type	Rings	Location	Outcome	Sold Lead Amount	Listen	Notes
6-Feb-2018 1:32pm	447577972772	MOBILE,UNITED KINGDOM	30s	441273083879	447564717718	Call			No Outcome			
9-Feb-2018 2:54pm	447748188018	MOBILE,UNITED KINGDOM	9s	441273083879	447564717718	Call			No Outcome			
15-Feb-2018 4:42pm	441895745640	UXBRIDGE,UNITED KINGDOM	6s	441273083879	447564717718	Call			No Outcome			
19-Feb-2018 10:01am	447759091048	MOBILE,UNITED KINGDOM	5s	441273083879	447564717718	Call			No Outcome			

Showing 1 to 4 of 4 entries

You can also set the outcome of the call, to track your leads.





## What are the benefits of using your Scorecard?

- ✓ You can easily track your ROI and see exactly what you are getting from your marketing spend.
- ✓ You can understand which keywords your target audience are interacting with.
- ✓ Listen and analyse the incoming calls to understand your customers better and see how you can improve the customer journey.
- ✓ It allows you to make better decisions about your future marketing campaigns.

With the scorecard you have the tools to be able to understand what your customers are searching for when looking for products and services similar to yours. Understanding the successful campaigns will allow you to tweak and manage your other marketing, for example, building SEO friendly content on your website, which will increase your organic traffic to your website.

If you need any help please give us a call on 0800 170 1000 or email us on [customersupportuk@web.com](mailto:customersupportuk@web.com)