



Illustrates the top 5 performing keywords for each of the major search engines. Under that we can see the details including her click-through-rate, click-to-call ratio, and click-to-web-event ratio.



Campaign Metrics			
Search Engine	Top 5 Keywords (All Time)	Top 5 Keywords (All Time)	Top 5 Keywords (All Time)
Google	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service
AOL	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service
Yahoo!	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service	house cleaning, maid service, floor cleaning, housekeeping services, maid service
Campaign Diagnostics - View Detailed Version			
Metric	Status	Rating	Recommendation
Click-Thru Rate	Green	1.23% Average	Search Ads
Click-to-Call	Green	15.85% Above Average	Search, Call, Landing
Click-to-Web-Event	Green	44.25% Above Average	Search, Event, Landing
Budget Used	Green	100.00% N/A	N/A
Avg. Page Position	Green	9.0 Poor Page	Increase Budget
% Daily Budget	Green	87.88% 40% Above Daily Budget	Increase Budget

The total aggregated traffic that we sent them since the beginning of the campaign (February 17, 2008 – August 18, 2009).

- Totals:**  
 Impressions: 357,659  
 Visits: 4683  
 Phone calls (recorded) 1092  
 Emails: 73  
 Web events: 3095  
 Average Visits per week: 62.7  
 Average Spend per week: \$186.73  
 Average Cost Per Visit: \$2.98



Services

## MAID IN CALIFORNIA

Pay-per-click

[www.MaidInCalifornia.com](http://www.MaidInCalifornia.com)

### CHALLENGES AND GOALS:

The client tried running PPC programs on their own and with the help of other companies and never achieved a return on their investment. They had virtually no traffic and no business from their website.

### THE SOLUTION:

WSI developed a pay-per-click strategy that drove targeted traffic to [www.MaidInCalifornia.com](http://www.MaidInCalifornia.com). We quickly found the highest performing keywords were actually a combination of a few generic "heavy hitters" that drew a lot of traffic, and a high volume of individual geo-targeted keywords that only drew one or two visitors each month. These two strategies have combined to produce as much qualified traffic as the client can handle.

### RESULTS:

As a result of the campaign, the client increased her business so quickly she had to hire two additional people! WSI is delivering many clients at half the price she was paying when she did it herself.

The following statistics are purely a result of the campaigns WSI is running (does not include any incidental contact points). To date, WSI has driven the following contacts from her website:

- Total of \$13,951 spent to date from February 17, 2008 to August 18, 2009 (18 months)
- » 1,092 phone calls
  - » 197 request for cleaning forms submitted
  - » 73 emails

**WSI Consultant:**  
**Chuck Bankoff**  
California, USA

The vast majority of these contact points resulted in a sale. Since housekeeping is a recurring service, there is a lifetime value to most of these sales.

### TESTIMONIAL:

*"I am so sorry we didn't start working with WSI years ago. We can't believe what a difference it made once WSI took over our website and search engine marketing. You have completely changed our business for the better. For the 'After Construction' campaign that you are running for us, we made \$5600 the first month on only a \$400 investment! Our main House Keeping campaign is really cleaning up (pardon the pun). It is a bit difficult to convert into dollars, but our stats show that in the last 4 months we have received 245 phone calls, 21 emails and 56 request for quote forms! Not only that, we are spending half what we used to spend! These numbers are staggering for us. I can't express how much WSI helped my business."*

**DEBORAH A. KERR**  
Maid in California