



South Shore Landscape Supply Report

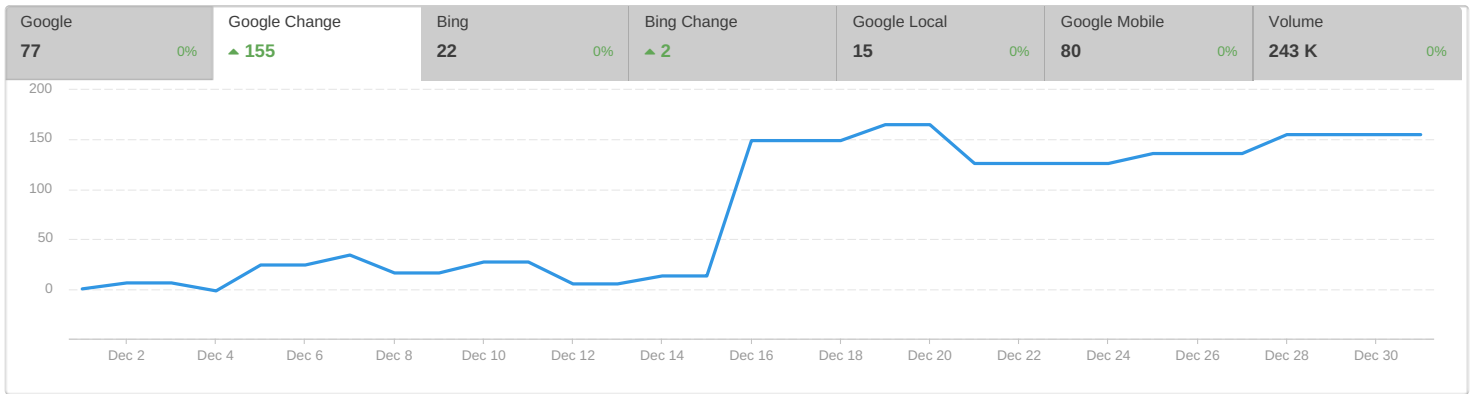
December 2018

South Shore Landscape Supply
<http://sslandscapesupply.com>

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Rankings



Keyword ^	Location	Google	Google Change	Google Url	Bing	Bing Change	Google Local	Google Mobile	Volume
☆ 3 4 blue stone	🇺🇸 Boston, Mas...	1 st	—	/product/34-blue...	5 th	▲1	not found	2 nd	110
☆ black cobblestone	🇺🇸 Boston, Mas...	1 st	—	/product/jumbo-...	not found	—	not found	1 st	70
☆ blizzard wizard ice melt review	🇺🇸 Boston, Mas...	5 th	—	/product/ice-me...	5 th	▼2	not found	5 th	10
☆ blue crushed rock	🇺🇸 Boston, Mas...	4 th	—	/product/34-blue...	not found	—	5 th	8 th	10
☆ blue mist granite	🇺🇸 Boston, Mas...	2 nd	—	/product/blue-m...	5 th	—	not found	1 st	170
☆ buy cobblestone	🇺🇸 Boston, Mas...	7 th	—	/product-tag/cob...	not found	—	not found	7 th	70
☆ buy cobblestone pavers	🇺🇸 Boston, Mas...	4 th	—	/product/cobbles...	not found	—	not found	4 th	20
☆ buy sandstone	🇺🇸 Boston, Mas...	6 th	—	/product-tag/san...	not found	—	not found	6 th	40
☆ buy stone dust	🇺🇸 Boston, Mas...	7 th	▲1	/product/stone-d...	4 th	▼1	not found	7 th	20
☆ caledonia granite	🇺🇸 Boston, Mas...	24 th	▼2	/product/caledon...	not found	—	not found	27 th	1,900
☆ colonial wall stone	🇺🇸 Boston, Mas...	9 th	—	/product/colonia...	not found	—	not found	6 th	50
☆ crushed seashells for sale	🇺🇸 Boston, Mas...	6 th	▲1	/product/sea-sh...	not found	—	not found	6 th	70
☆ crushed shell for sale	🇺🇸 Boston, Mas...	7 th	▲1	/product/sea-sh...	not found	—	not found	7 th	140
☆ crushed stone pack	🇺🇸 Boston, Mas...	not found	—	—	not found	—	not found	not found	10
☆ fire pit ring insert	🇺🇸 Boston, Mas...	22 nd	▲4	/product/unilock...	not found	—	not found	17 th	590
☆ granite wall stone	🇺🇸 Boston, Mas...	16 th	▼4	/product/americ...	not found	—	12 th	18 th	50
☆ home landscape materials	🇺🇸 Boston, Mas...	not found	—	—	not found	—	not found	not found	30
☆ inferno ice melt	🇺🇸 Boston, Mas...	1 st	—	/product/ice-me...	3 rd	▲2	not found	1 st	90
☆ inferno ice melt price	🇺🇸 Boston, Mas...	1 st	—	/product/ice-me...	2 nd	▲1	not found	1 st	10

Keyword	Location	Google	Google Change	Google Url	Bing	Bing Change	Google Local	Google Mobile	Volume
☆ iqts244 tile saw for sale	Boston, Mas...	9 th	—	/product/iqts244...	not found	—	not found	10 th	50
☆ jumbo cobbleston...	Boston, Mas...	6 th	—	/product/used-ju...	not found	—	not found	2 nd	50
☆ landscape materials ma	Boston, Mas...	10 th	▼1	[home page]	not found	—	not found	10 th	10
☆ landscape materials near me	Boston, Mas...	9 th	—	[home page]	not found	—	not found	8 th	5,400
☆ landscape product supply	Boston, Mas...	6 th	▼2	[home page]	not found	—	not found	7 th	10
☆ landscape stone supply	Boston, Mas...	4 th	▲96	[home page]	not found	—	not found	5 th	480
☆ landscape suppliers	Boston, Mas...	4 th	▲2	[home page]	not found	—	not found	5 th	40,500
☆ landscape supplies	Boston, Mas...	5 th	—	[home page]	not found	—	not found	5 th	40,500
☆ landscape supplies boston	Boston, Mas...	9 th	—	[home page]	not found	—	not found	12 th	30
☆ landscape supplies company	Boston, Mas...	27 th	▲3	[home page]	not found	—	not found	32 nd	720
☆ landscape supplies ma	Boston, Mas...	12 th	▲4	[home page]	3 rd	▼1	not found	14 th	40
☆ landscape supplies near me	Boston, Mas...	6 th	▲3	[home page]	not found	—	not found	8 th	18,100
☆ landscape supply	Boston, Mas...	4 th	—	[home page]	not found	—	not found	4 th	40,500
☆ landscape supply boston	Boston, Mas...	9 th	—	[home page]	not found	—	not found	9 th	30
☆ landscape supply company	Boston, Mas...	6 th	▼1	[home page]	not found	—	not found	4 th	720
☆ landscape supply ma	Boston, Mas...	10 th	▲5	[home page]	5 th	▼1	not found	14 th	40
☆ landscape supply near me	Boston, Mas...	7 th	▲1	[home page]	not found	—	not found	11 th	18,100
☆ landscape supply plymouth ma	Boston, Mas...	7 th	▲7	[home page]	not found	—	not found	7 th	30
☆ landscape supply store	Boston, Mas...	5 th	—	[home page]	not found	—	not found	5 th	6,600
☆ landscape supply stores near me	Boston, Mas...	10 th	▲1	[home page]	6 th	▲1	not found	8 th	1,000
☆ landscapers supply	Boston, Mas...	not found	—	—	not found	—	4 th	51 st	40,500
☆ landscaping south shore ma	Boston, Mas...	2 nd	—	/maps?cid=1140...	1 st	—	2 nd	20 th	40

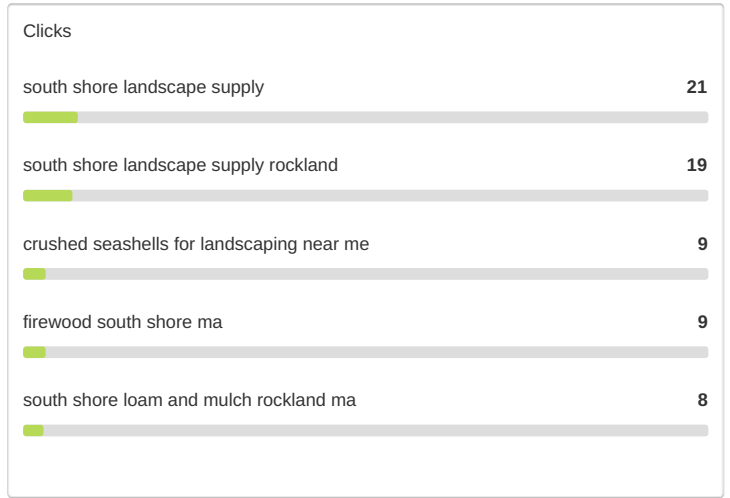
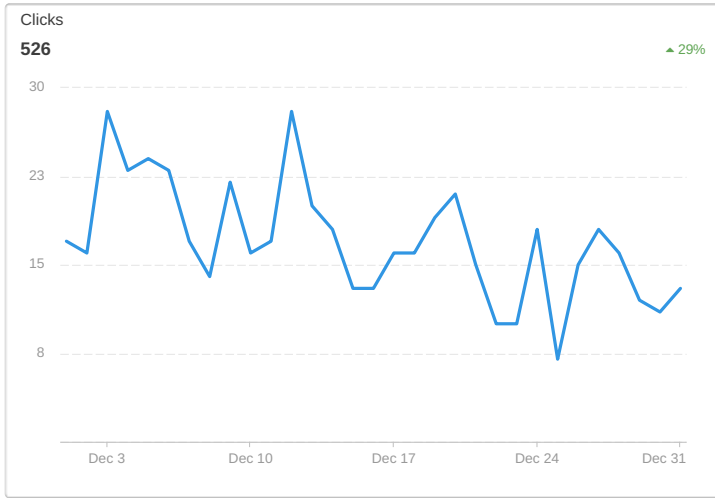
Keyword	Location	Google	Google Change	Google Url	Bing	Bing Change	Google Local	Google Mobile	Volume
☆ landscaping supply companies	Boston, Mas...	5 th	▲2	[home page]	not found	—	not found	5 th	720
☆ landscaping supply company	Boston, Mas...	5 th	▲1	[home page]	not found	—	not found	5 th	720
☆ landscaping supply near me	Boston, Mas...	6 th	▲2	[home page]	not found	—	not found	7 th	18,100
☆ landscaping supply stores near me	Boston, Mas...	34 th	▲24	[home page]	not found	—	not found	42 nd	1,000
☆ loam for sale	Boston, Mas...	8 th	▼2	/product/screen...	not found	—	not found	7 th	260
☆ loam for sale near me	Boston, Mas...	10 th	▼2	/product/screen...	not found	—	not found	12 th	260
☆ new england landscape design	Boston, Mas...	73 rd	▲12	/new-england-oc...	not found	—	not found	63 rd	30
☆ new england landscape supply	Boston, Mas...	13 th	▲2	/product/bulk-n...	not found	—	not found	15 th	10
☆ pack stone	Boston, Mas...	3 rd	—	/product/stone-p...	not found	—	not found	3 rd	20
☆ professional landscaping supplies	Boston, Mas...	55 th	▼2	[home page]	not found	—	not found	50 th	40
☆ rock and stone supply	Boston, Mas...	2 nd	—	/product-catego...	not found	—	1 st	2 nd	50
☆ rockland landscaping supplies	Boston, Mas...	2 nd	—	[home page]	2 nd	▲1	1 st	2 nd	20
☆ rockland sand and gravel	Boston, Mas...	1 st	▲1	[home page]	2 nd	▼1	2 nd	1 st	20
☆ screened loam for sale	Boston, Mas...	8 th	▼1	/product/screen...	not found	—	not found	8 th	40
☆ screened loam near me	Boston, Mas...	10 th	▼1	/product/screen...	not found	—	16 th	9 th	390
☆ south shore landscape	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	210
☆ south shore landscape supply	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	390
☆ south shore landscaping company	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	20
☆ south shore loam	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	30
☆ south shore loam and mulch	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	50
☆ south shore mulch	Boston, Mas...	3 rd	—	[home page]	1 st	—	not found	1 st	10
☆ south shore mulch and loam	Boston, Mas...	1 st	—	[home page]	1 st	—	1 st	1 st	10
☆ south shore sand & gravel	Boston, Mas...	4 th	▲1	[home page]	not found	—	1 st	4 th	10

Keyword	Location	Google	Google Change	Google Url	Bing	Bing Change	Google Local	Google Mobile	Volume
☆ south shore supply	 Boston, Mas...	4 th	▼2	[home page]	4 th	—	not found	4 th	50
☆ stone dust	 Boston, Mas...	9 th	▼1	/product/stone-d...	not found	—	not found	9 th	2,400
☆ stone dust for sale	 Boston, Mas...	not found	—	—	not found	—	not found	7 th	20
☆ stone dust for sale near me	 Boston, Mas...	8 th	▼1	/product/stone-d...	not found	—	not found	8 th	70
☆ stone dust near me	 Boston, Mas...	8 th	▼1	/product/stone-d...	4 th	▲2	not found	7 th	480
☆ stone dust suppliers	 Boston, Mas...	not found	—	—	not found	—	not found	not found	20
☆ stone pack	 Boston, Mas...	1 st	—	/product/stone-p...	not found	—	not found	1 st	50
☆ stone pillar caps	 Boston, Mas...	3 rd	▼1	/product/stone-p...	not found	—	not found	2 nd	210
☆ stone pillar tops	 Boston, Mas...	1 st	—	/product/stone-p...	not found	—	not found	1 st	10
☆ stonepack	 Boston, Mas...	3 rd	—	/product/stone-p...	not found	—	not found	3 rd	10
☆ thermal bluestone treads	 Boston, Mas...	3 rd	—	/product/therma...	not found	—	not found	2 nd	10
☆ ticonderoga granite	 Boston, Mas...	6 th	▲1	/product/ticonde...	5 th	—	not found	6 th	10
☆ treated sand	 Boston, Mas...	2 nd	—	/product/treated...	not found	—	not found	2 nd	10
☆ unilock brussels block	 Boston, Mas...	7 th	▲3	/product/unilock...	not found	—	not found	8 th	390
☆ unilock hollandstone	 Boston, Mas...	18 th	▼1	/product/unilock...	not found	—	not found	21 st	210
☆ versalock pavers	 Boston, Mas...	10 th	▲3	/product-catego...	not found	—	not found	13 th	70
☆ where can i buy sandstone	 Boston, Mas...	not found	—	—	not found	—	not found	7 th	10
☆ where to buy loam near me	 Boston, Mas...	9 th	—	/product/screen...	not found	—	not found	9 th	50
☆ where to buy sandstone	 Boston, Mas...	7 th	▼1	/product-tag/san...	not found	—	not found	7 th	30

Competition

Competitor ▲	Trust Flow	Citation Flow	Indexed Pages	Linking Domains	Backlinks	Keywords In Top 10
bostonlandscapesupply.com	12	8	520	45	130	0
landscapesupplycenter.net	11	16	50	45	315	0
larryslandscapesupplies.com	0	11	104	11	36	1
lombardoloam.com	5	10	52	24	96	0
oliveirabrothersmaterials.com	0	7	41	5	6	0
sslandscapesupply.com	12	19	5,693	108	424	67
sterlinggreenery.com	20	9	75	42	89	0
www.bostonbark.com	19	11	112	45	132	22
www.landscapedepotsupply.com	12	22	578	189	1,082	31

Google Search Console - Top Queries



526
Clicks
▲ 29%

27,156
Impressions
▼ 12%

23.6
Avg Position
▼ 30%

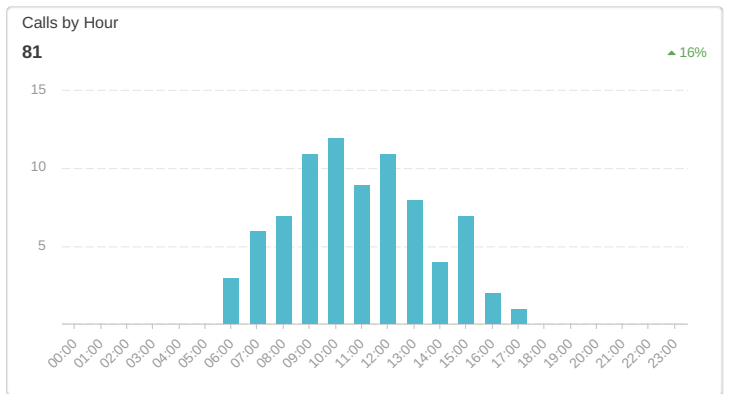
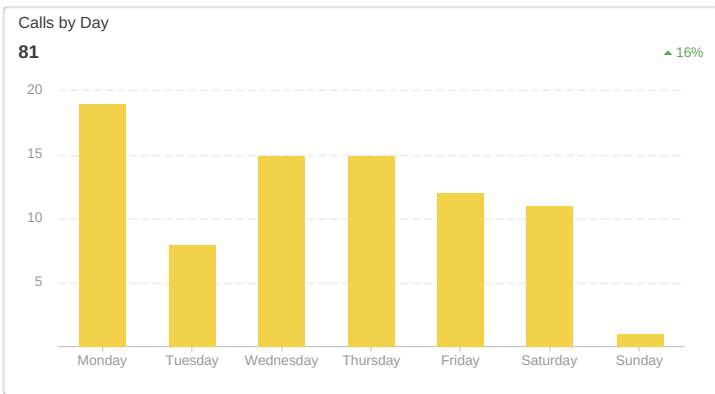
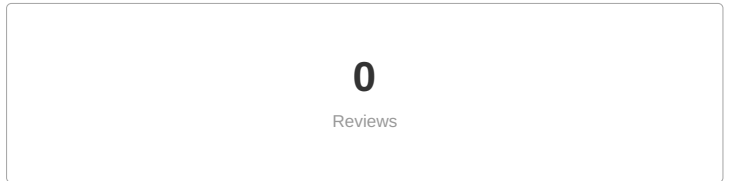
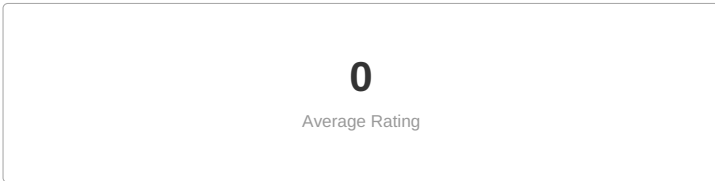
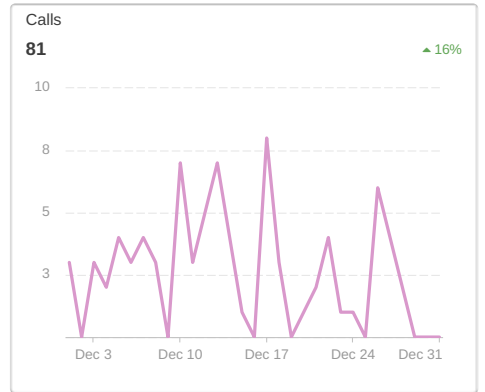
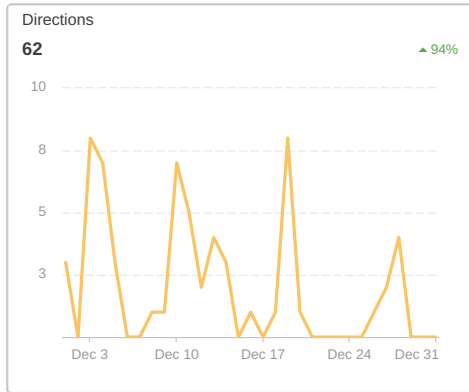
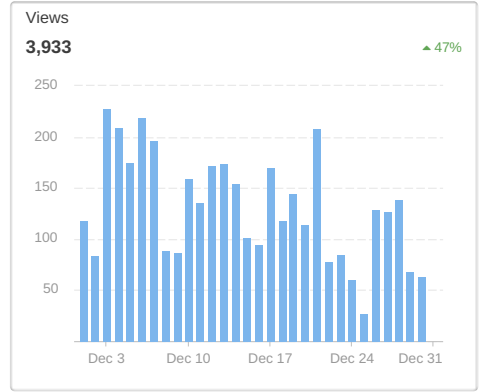
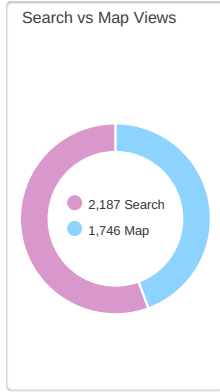
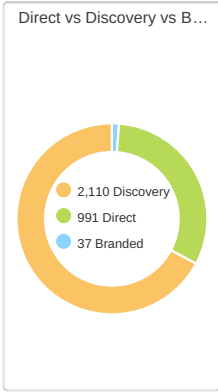
1.94%
CTR
▲ 45%

Keyword	Clicks	Impressions ▼	Avg Position	CTR
cobblestone pavers	0	468	26.60	0.00%
landscaping supply store	0	392	90.04	0.00%
stone dust	0	339	8.78	0.00%
cassova	0	229	2.30	0.00%
stone dust near me	1	208	7.96	0.48%
french pattern travertine	0	198	25.98	0.00%
blizzard wizard	0	176	6.19	0.00%
caledonia granite	0	162	35.01	0.00%
crushed seashells	3	153	9.41	1.96%
black cobblestone	1	153	1.00	0.65%
half cord	0	150	15.15	0.00%
south shore landscape supply	21	143	1.00	14.69%
playground mulch	0	131	88.68	0.00%
rip rap rock for sale near me	4	130	6.12	3.08%
half cord firewood	0	129	7.21	0.00%
belgard pavers	0	112	63.07	0.00%
wood mailbox	0	110	56.68	0.00%

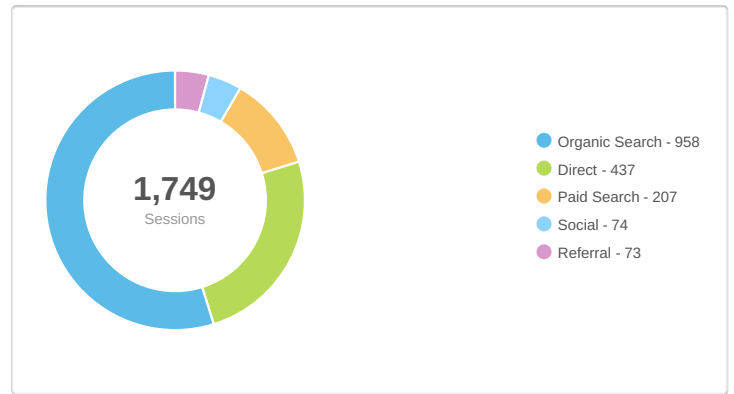
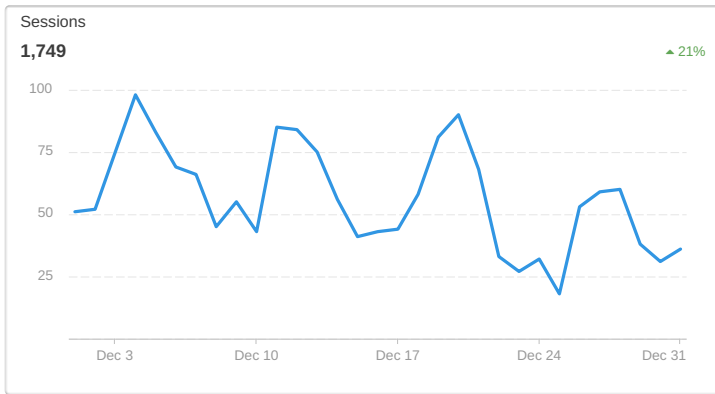
Keyword	Clicks	Impressions ▼	Avg Position	CTR
crushed bluestone	2	109	5.34	1.83%
turfstone	0	109	70.27	0.00%
rip rap stone for sale near me	1	109	6.02	0.92%
stone pack	4	104	2.14	3.85%
granite cobblestone pavers	0	102	9.13	0.00%
fieldstone for sale	4	98	7.07	4.08%
custom stone fire pits	0	92	109.76	0.00%
cast aluminum mailbox	0	91	24.96	0.00%
granite treads	1	91	8.30	1.10%
crushed seashells for landscaping near me	9	89	7.81	10.11%
hemlock mulch	0	87	9.60	0.00%
fire pit ring	0	86	83.16	0.00%
loam for sale	2	86	6.81	2.33%
blue mist granite	5	85	1.41	5.88%
cottage stone pavers	0	82	56.35	0.00%
3/4 crushed stone	0	82	6.67	0.00%
half cord of wood	0	81	6.94	0.00%
peladow ice melt	1	81	15.05	1.23%
bulk landscape supplies	0	80	54.13	0.00%
loam near me	4	79	7.18	5.06%
infield mix	0	79	20.95	0.00%
crushed blue stone	0	79	1.96	0.00%
allan block	0	79	63.01	0.00%
rip rap rock near me	0	79	7.63	0.00%
landscape wood chips	0	78	31.96	0.00%
rip rap for sale near me	4	78	6.29	5.13%
basalt pavers	0	77	36.66	0.00%
granite cobblestone	0	75	41.87	0.00%
buy sandstone	0	75	39.35	0.00%
screened loam	0	75	9.52	0.00%
granite steps cost	0	74	45.66	0.00%
rip rap stone near me	2	72	8.47	2.78%

Keyword	Clicks	Impressions ▾	Avg Position	CTR
cobblestone paver	0	71	1.85	0.00%

Google My Business - Insights



Google Analytics - All Channels



1,749
Sessions
▲ 21%

2.85
Pages/Session
▲ 12%

00:01:17
Avg. Session Duration
▼ 3%

86.45%
% New Sessions
▲ 1%

63.29%
Bounce Rate
▲ 105%

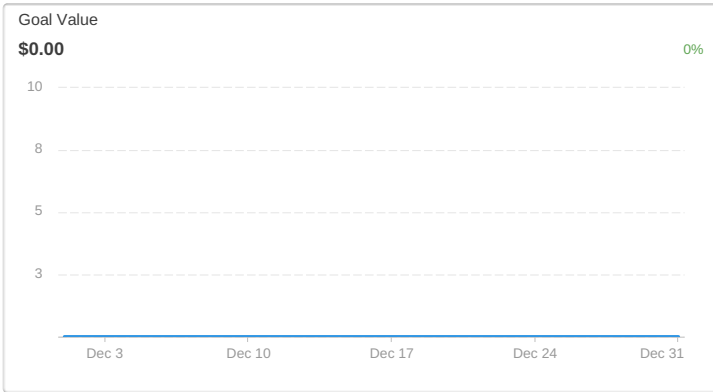
12
Goal Completions
▲ 200%

\$0.00
Goal Value
0%

0.69%
Conversion Rate
▲ 148%

Channel	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions	Goal Value	Conversion Rate
Organic Search	958	3.36	00:01:34	84.24%	56.58%	6	\$0.00	0.63%
Direct	437	2.18	00:00:44	90.39%	77.35%	0	\$0.00	0.00%
Paid Search	207	2.82	00:01:40	80.19%	52.66%	6	\$0.00	2.90%
Social	74	1.66	00:00:39	98.65%	81.08%	0	\$0.00	0.00%
Referral	73	1.47	00:00:31	97.26%	79.45%	0	\$0.00	0.00%

Google Analytics - Goals



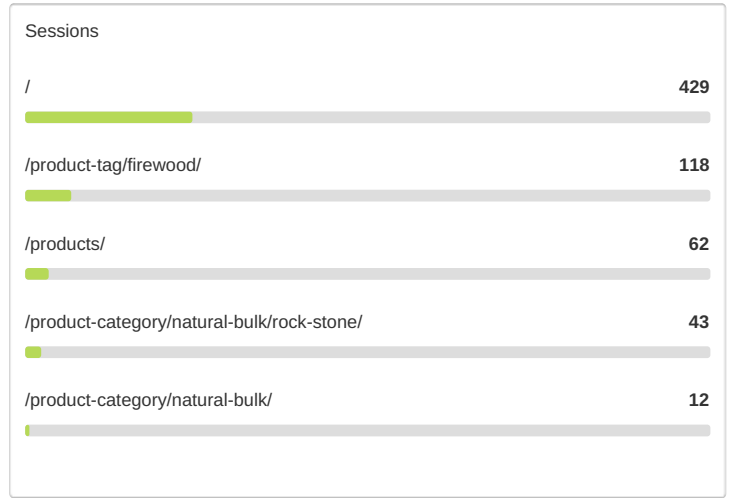
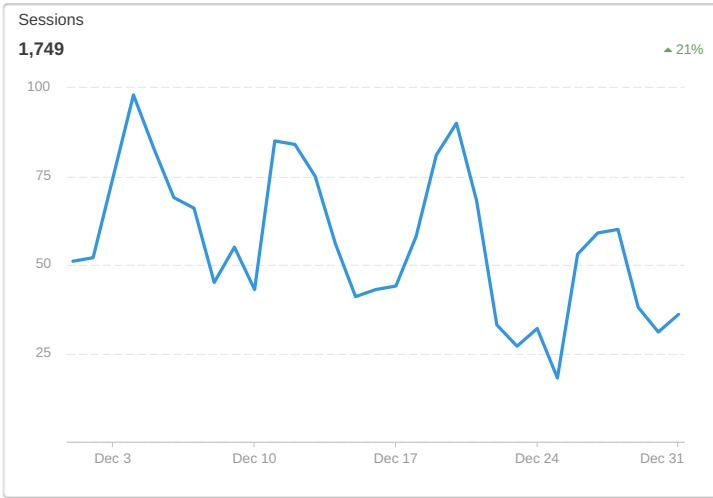
12
Goal Completions
▲ 200%

\$0.00
Goal Value
0%

0.69%
Conversion Rate
▲ 148%

Goal ▾	Goal Completions	Goal Value	Conversion Rate
Request Fast Quote	4	\$0.00	0.23%
Custom Quote Requested	8	\$0.00	0.46%
Contact Form Submit	0	\$0.00	0.00%
Click to Call Button 2	0	\$0.00	0.00%
Click to Call Button 1	0	\$0.00	0.00%

Google Analytics - Landing Pages



1,749
Sessions
▲ 21%

2.85
Pages/Session
▲ 12%

00:01:17
Avg. Session Duration
▼ 3%

86.45%
% New Sessions
▲ 1%

63.29%
Bounce Rate
▲ 105%

12
Goal Completions
▲ 200%

\$0.00
Goal Value
0%

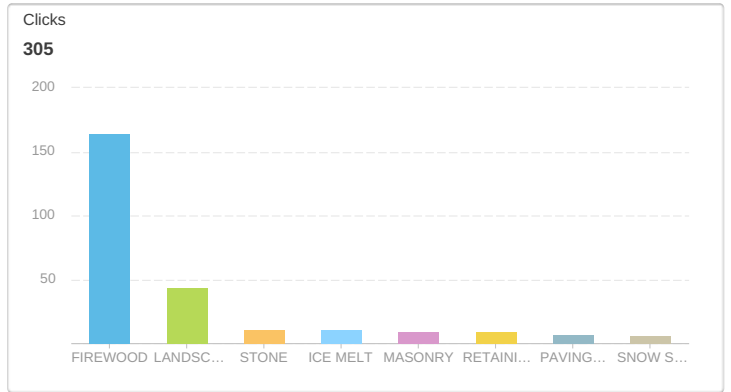
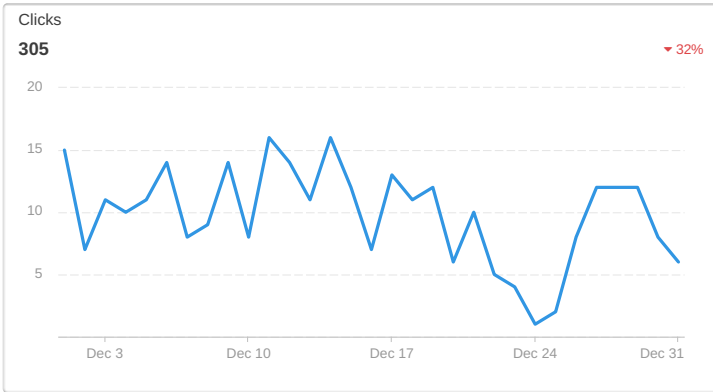
0.69%
Conversion Rate
▲ 148%

Page	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions	Goal Value	Conversion Rate
/	429	4.92	00:02:25	81.59%	38.23%	1	\$0.00	0.23%
/product-tag/firewood/	118	2.14	00:01:26	83.05%	63.56%	6	\$0.00	5.08%
/products/	62	3.50	00:01:05	80.65%	53.23%	0	\$0.00	0.00%
/product/unilock-il-campo-...	51	1.29	00:00:14	100.00%	84.31%	0	\$0.00	0.00%
/product/sea-shells-by-so...	47	1.72	00:00:45	95.74%	63.83%	0	\$0.00	0.00%
/product-category/natural-...	43	2.65	00:01:04	60.47%	69.77%	0	\$0.00	0.00%
/product/firewood-half-cord/	43	1.98	00:01:20	88.37%	60.47%	0	\$0.00	0.00%
/product/ice-melt-inferno/	37	1.32	00:00:15	83.78%	81.08%	0	\$0.00	0.00%
/product/rip-rap-by-south-...	32	2.38	00:01:32	96.88%	75.00%	0	\$0.00	0.00%
/product/34-blue-crushed-...	30	3.17	00:01:00	100.00%	63.33%	0	\$0.00	0.00%
/h/7874192.html	28	1.00	00:00:00	100.00%	100.00%	0	\$0.00	0.00%
/product-tag/pavers/	25	2.52	00:01:27	96.00%	68.00%	0	\$0.00	0.00%
/product/wood-chips/	24	1.38	00:00:22	95.83%	91.67%	0	\$0.00	0.00%

Page	Sessions ▾	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions	Goal Value	Conversion Rate
/product/pa-fieldstone-flat...	22	2.00	00:01:55	90.91%	63.64%	0	\$0.00	0.00%
/product-tag/ice-melt/	22	1.91	00:00:36	90.91%	68.18%	0	\$0.00	0.00%
/product-tag/retaining-walls/	21	1.48	00:00:58	95.24%	80.95%	0	\$0.00	0.00%
/product/rail-road-tie-7x9x...	21	1.52	00:00:20	61.90%	80.95%	0	\$0.00	0.00%
/product/screened-loam-b...	20	2.10	00:00:32	75.00%	90.00%	0	\$0.00	0.00%
/product-tag/shovels/	18	1.11	00:00:05	100.00%	94.44%	0	\$0.00	0.00%
/product/snow-stakes/	18	1.17	00:00:25	94.44%	83.33%	0	\$0.00	0.00%
/product-tag/loam/	16	1.38	00:00:12	93.75%	81.25%	0	\$0.00	0.00%
/wp-content/uploads/2016...	16	1.00	00:00:00	100.00%	100.00%	0	\$0.00	0.00%
/product/stone-pillar-caps/	13	1.62	00:01:07	92.31%	69.23%	0	\$0.00	0.00%
/product/thermal-blueston...	13	2.85	00:02:58	92.31%	46.15%	0	\$0.00	0.00%
/product-category/natural-...	12	8.67	00:03:09	50.00%	41.67%	0	\$0.00	0.00%
/product/bulk-n-e-fieldston...	11	2.73	00:00:48	90.91%	81.82%	0	\$0.00	0.00%
/contact/	11	1.73	00:00:17	45.45%	63.64%	0	\$0.00	0.00%
/product-tag/cobblestone/	11	2.09	00:01:00	90.91%	63.64%	0	\$0.00	0.00%
/product/big-green-egg-sp...	10	1.20	00:00:05	90.00%	80.00%	0	\$0.00	0.00%
/product/blue-mist-granite...	10	1.20	00:01:02	90.00%	90.00%	0	\$0.00	0.00%
/product/iron-planter-sign-...	10	1.30	00:00:04	100.00%	80.00%	0	\$0.00	0.00%
/product/34-crushed-stone...	10	1.20	00:00:02	100.00%	90.00%	0	\$0.00	0.00%
/product-category/specialt...	9	8.11	00:02:20	100.00%	11.11%	0	\$0.00	0.00%
/product/stone-dust-by-so...	9	1.33	00:00:05	88.89%	77.78%	0	\$0.00	0.00%
/about/	8	3.00	00:00:27	75.00%	37.50%	0	\$0.00	0.00%
/product/hitching-post-ring/	8	1.00	00:00:00	75.00%	100.00%	0	\$0.00	0.00%
/product/unilock-porcelain...	8	1.13	00:00:07	87.50%	87.50%	0	\$0.00	0.00%
/product/firewood-full-cord/	7	1.00	00:00:00	85.71%	100.00%	0	\$0.00	0.00%
/product/iqts244-dry-cut-ti...	7	2.43	00:02:13	85.71%	57.14%	0	\$0.00	0.00%
/product/iq3xrt-rolling-tabl...	7	1.86	00:01:18	100.00%	71.43%	0	\$0.00	0.00%
/product/38-crushed-stone/	7	1.29	00:00:00	100.00%	85.71%	0	\$0.00	0.00%
/product/cobblestone-pave...	7	1.57	00:00:48	85.71%	85.71%	0	\$0.00	0.00%
/product/cast-aluminum-m...	7	1.57	00:00:23	100.00%	57.14%	0	\$0.00	0.00%
/product-tag/fieldstone/	7	1.14	00:00:56	85.71%	85.71%	0	\$0.00	0.00%
/product-category/pavers-...	6	4.17	00:01:10	33.33%	33.33%	0	\$0.00	0.00%

Page	Sessions ▾	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions	Goal Value	Conversion Rate
/product-tag/caps/	6	1.50	00:00:13	100.00%	66.67%	0	\$0.00	0.00%
/product/granite-lamp-post/	6	1.00	00:00:00	100.00%	100.00%	0	\$0.00	0.00%
/product/pa-fieldstone-flat...	6	1.83	00:00:13	100.00%	66.67%	0	\$0.00	0.00%
/product/stone-pack-34-by...	6	1.33	00:00:39	83.33%	66.67%	0	\$0.00	0.00%
/product/unilock-brussels-...	6	3.67	00:02:24	83.33%	66.67%	0	\$0.00	0.00%

Google Adwords - Ad Groups



305
Clicks
▼ 32%

5,978
Impressions
▼ 48%

\$348.35
Cost
▼ 40%

\$1.14
Average CPC
▼ 11%

5.10%
CTR
▲ 30%

9
Conversions
0%

\$37.25
Cost Per Conversion
▼ 41%

3.05%
Conversion Rate
▲ 51%

0
View-Through Conv.
0%

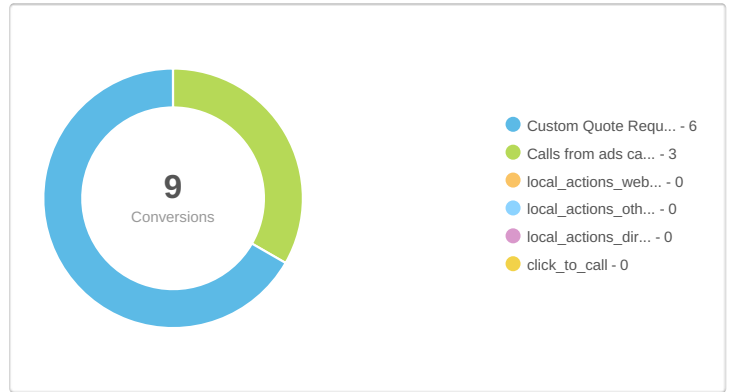
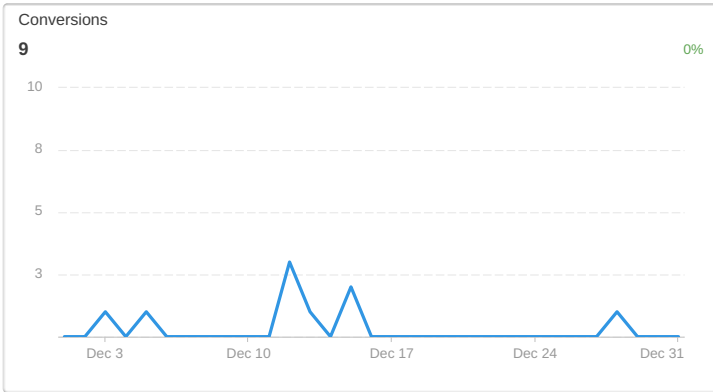
2.2
Avg. Position
▲ 15%

Ad Group ^	Clicks	Impressions	Cost	Average CPC	CTR	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.	Avg. Position
BARK MUL...	0	23	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.20
BLACK MU...	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	6.00
BLOCK	3	73	\$3.68	\$1.23	4.11%	0.00	\$0.00	0.00%	0	2.60
BLUESTON...	1	47	\$0.99	\$0.99	2.13%	0.00	\$0.00	0.00%	0	3.40
BLUESTON...	2	38	\$3.13	\$1.57	5.26%	0.00	\$0.00	0.00%	0	1.80
BOULDERS	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	1.00
BRICKS	3	92	\$3.50	\$1.17	3.26%	0.00	\$0.00	0.00%	0	3.20
CAPS	0	0	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	0.00
COBBLEST...	3	72	\$3.90	\$1.30	4.17%	0.00	\$0.00	0.00%	0	2.80
COMPOST	0	5	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	3.80
CONCRET...	0	3	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.70
CRUSHED...	0	2	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.00
FIREWOOD	165	2,544	\$184.29	\$1.12	6.49%	8.00	\$22.29	4.97%	0	1.60
FLAGSTON...	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	3.00

Ad Group	Clicks	Impressions	Cost	Average CPC	CTR	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.	Avg. Position
FLAGSTON...	0	10	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.70
GRANITE	0	11	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.50
GRANITE P...	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.00
GRANITE S...	2	12	\$1.66	\$0.83	16.67%	0.00	\$0.00	0.00%	0	3.70
GRANITE T...	1	21	\$1.15	\$1.15	4.76%	0.00	\$0.00	0.00%	0	2.50
GRANITE W...	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.00
HARDSCA...	0	1	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.00
ICE MELT	11	424	\$21.36	\$1.94	2.59%	0.00	\$0.00	0.00%	0	3.40
INTERLOC...	1	20	\$1.41	\$1.41	5.00%	0.00	\$0.00	0.00%	0	2.50
LANDSCAP...	0	30	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.30
LANDSCAP...	0	4	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	3.80
LANDSCAP...	44	674	\$42.94	\$0.98	6.53%	1.00	\$38.87	2.44%	0	1.70
LIMESTON...	0	6	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	1.70
LOAM	3	49	\$2.41	\$0.80	6.12%	0.00	\$0.00	0.00%	0	2.00
MASONRY	9	325	\$11.24	\$1.25	2.77%	0.00	\$0.00	0.00%	0	2.50
MULCH	3	42	\$2.47	\$0.82	7.14%	0.00	\$0.00	0.00%	0	1.60
PATIO PAV...	0	11	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	3.70
PATIO STO...	1	46	\$1.26	\$1.26	2.17%	0.00	\$0.00	0.00%	0	2.80
PAVERS	0	6	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.20
PAVING ST...	7	144	\$10.24	\$1.46	4.86%	0.00	\$0.00	0.00%	0	3.20
PERMEAB...	0	35	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.70
PLAYGRO...	2	13	\$2.58	\$1.29	15.38%	0.00	\$0.00	0.00%	0	3.90
RED CEDA...	0	0	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	0.00
RETAINING...	9	205	\$13.68	\$1.52	4.39%	0.00	\$0.00	0.00%	0	3.20
RIVER RO...	0	3	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.30
ROAD SALT	0	15	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.70
ROCK	2	47	\$1.88	\$0.94	4.26%	0.00	\$0.00	0.00%	0	3.30
SAND	1	34	\$1.26	\$1.26	2.94%	0.00	\$0.00	0.00%	0	1.80
SHELLS	0	3	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.30
SNOW SH...	6	322	\$7.56	\$1.26	1.86%	0.00	\$0.00	0.00%	0	2.90
SNOW STA...	6	249	\$7.26	\$1.21	2.41%	0.00	\$0.00	0.00%	0	2.70
SOIL	0	26	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.20

Ad Group	Clicks	Impressions	Cost	Average CPC	CTR	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.	Avg. Position
STEPS	0	4	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	2.50
STONE	11	121	\$11.26	\$1.02	9.09%	0.00	\$0.00	0.00%	0	2.10
STONE DU...	0	2	\$0.00	\$0.00	0.00%	0.00	\$0.00	0.00%	0	4.50
TIMBERS	5	95	\$3.96	\$0.79	5.26%	0.00	\$0.00	0.00%	0	2.00

Google Adwords - Conversions



9
Conversions
0%

\$37.25
Cost Per Conversion
41%

3.05%
Conversion Rate
51%

0
View-Through Conv.
0%

Conversion Name	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.
local_actions_website_visit	0	\$0.00	0.00%	0
local_actions_other_engagement	0	\$0.00	0.00%	0
local_actions_directions	0	\$0.00	0.00%	0
Custom Quote Request from AdWords	6	\$55.88	2.03%	0
click_to_call	0	\$0.00	0.00%	0
Calls from ads call ext.	3	\$111.76	1.02%	0