

What are Paid Search Ads?

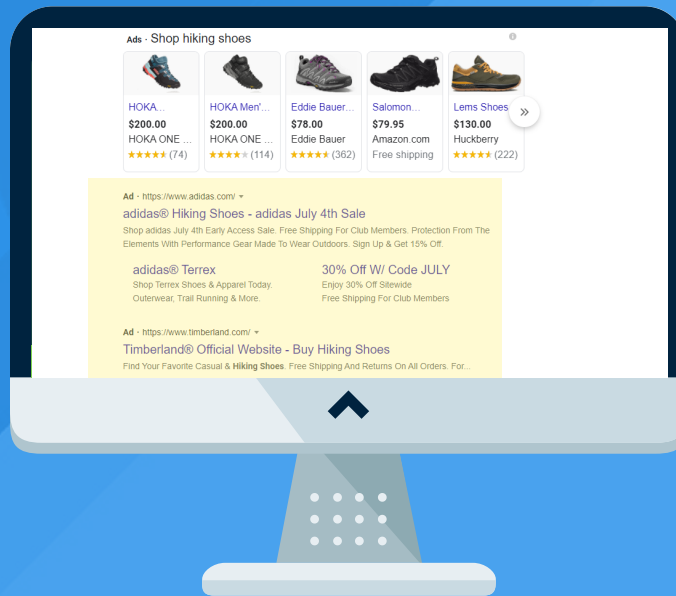
Paid Search Ads are a lower funnel tactic. It is viewed by customers who are directly searching for your product and/or service.



Tailored Audiences



User is closest to making a purchase



Utilizes a strong call to action



Crafted creatives to help promote a specific offer or product

What does LOCALACT Paid Search Reporting have to offer?



Choose your timeframe to view keyword metrics.

Keyword	Impressions	Clicks	Spend	Total Results	Cost Per Result	Click Through Rate	Cost Per Click	Website Results	Result Rate	Origin	Score
local diners	12,089	4,567	\$942.68	25	\$37.75	39%	\$0.18	25	1%	169	120
restaurant nix denver	12,019	4,540	\$938.77	25	\$37.55	39%	\$0.18	25	1%	168	120
restaurant nix colorado	11,972	4,563	\$938.52	25	\$37.54	39%	\$0.18	25	1%	168	118
restaurant nix near me	11,975	4,567	\$914.77	25	\$36.59	39%	\$0.18	25	1%	163	116
denver nix	11,468	4,427	\$900.31	25	\$36.01	39%	\$0.18	25	1%	160	114
restaurants near me	11,103	4,286	\$774.82	25	\$30.99	39%	\$0.18	25	1%	155	111
denver nix	11,047	4,364	\$770.97	25	\$30.84	39%	\$0.18	25	1%	154	110
denver nix	10,899	4,207	\$760.63	25	\$30.43	39%	\$0.18	25	1%	152	108
restaurants nix	10,899	4,207	\$760.63	25	\$30.43	39%	\$0.18	25	1%	152	108
restaurants nix colorado	10,856	4,191	\$757.74	25	\$30.31	39%	\$0.18	25	1%	151	108



Full keyword targeting list and detailed performance of each keyword.