



## UCEDA ADWORDS REPORT: MAY 1 - 15

This report shows the overall performance of the UCEDA Search Engine Marketing (SEM) campaign

**Highlighted in this report is:**

The number of clicks on your ads

The number of impressions your ads received on the Search Engine Results Pages (SERPs)

How many users downloaded the ebook or filled out a form (conversions)

The average position of your ads (the placement in which your ad was seen on SERPs in comparison to other advertiser's ads)

The bounce rate on these webpages (bounce rate is defined as the percentage of visitors to a particular website who navigate away from the site after viewing only one page)

The top 10 keywords we are bidding on that performed the best

The top 10 search terms people are searching for that triggered our ads to show up in SERPs

The overall landing page performance: clicks, impressions, click-through rate, and conversions



**UCEDA ADWORDS REPORT: MAY 1 - 15, 2018**

<b>Campaign</b>	<b>Clicks</b>	<b>Impressions</b>	<b>CTR</b>	<b>Conversions</b>	<b>Avg. Position</b>	<b>Bounce Rate</b>
Film & TV	48	2583	1.86%	0	1.6	72.09%
Food & Beverage	33	543	6.08%	0	1.8	95.45%
Tech	1	346	0.29%	0	2.3	0.00%
Manufacturing	0	8	0.00%	0	1.6	0.00%
Retargeting	0	0	0.00%	0	0	0.00%
<b>TOTAL</b>	<b>82</b>	<b>3480</b>	<b>1.65%</b>	<b>0</b>	<b>1.46</b>	<b>83.77%</b>

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## TOP 10 KEYWORDS

Keyword	Campaign	Clicks	Impressions	CTR	Conversions	Avg. Position
+film +production	Film & TV	11	1137	0.97%	0	1.9
+TV +casting	Film & TV	11	285	3.86%	0	1.3
+bakery +business	Food & Beverage	7	81	8.64%	0	1.5
"how to open a restaurant"	Food & Beverage	6	35	17.14%	0	1.3
how to +start a +restaurant	Food & Beverage	6	97	6.19%	0	1.7
+filmmaking +locations	Film & TV	5	47	10.64%	0	2.7
+film +funding	Film & TV	4	102	3.92%	0	1.3
how to +start a +food +business	Food & Beverage	4	64	6.25%	0	2.4
+starting +coffee +shop	Food & Beverage	4	43	9.30%	0	1.4
+film +casting	Film & TV	3	176	1.70%	0	1.1

# LUMINARY

## TOP 10 SEARCH TERMS

Search Term	Campaign	Keyword That Triggered Ad	Clicks	Impressions	CTR	Conversions	Avg. Position
info video tv cast com	Film & TV	+TV +casting	2	4	50.00%	0	1
reality tv casting	Film & TV	+TV +casting	2	23	8.70%	0	1.7
bakery business plan	Food & Beverage	+bakery +business	2	2	100.00%	0	1
location for filming ny	Film & TV	+filmmaking +locations	2	1	200.00%	0	4
starting a coffee shop	Food & Beverage	+starting +coffee +shop	2	5	40.00%	0	1
film production companies	Film & TV	+film +production +company	1	3	33.33%	0	1
winick productions films	Film & TV	+film +production	1	1	100.00%	0	1
how to open a restaurant in nyc	Food & Beverage	"how to open a restaurant"	1	3	33.33%	0	1.3
film production schedule template	Film & TV	+film +production	1	4	25.00%	0	5.5
how to start your own wine label	Food & Beverage	how to +start a +winery business	1	2	50.00%	0	1

# LUMINARY

## LANDING PAGES

Final URL	Clicks	Impressions	CTR	Conversions
<a href="http://ulsterforfilm.com/">http://ulsterforfilm.com/</a>	48	2601	2.89%	0
<a href="http://ulstercountyny.gov/ulsterforbusiness/ulster/">http://ulstercountyny.gov/ulsterforbusiness/ulster/</a>	34	901	0.94%	0