



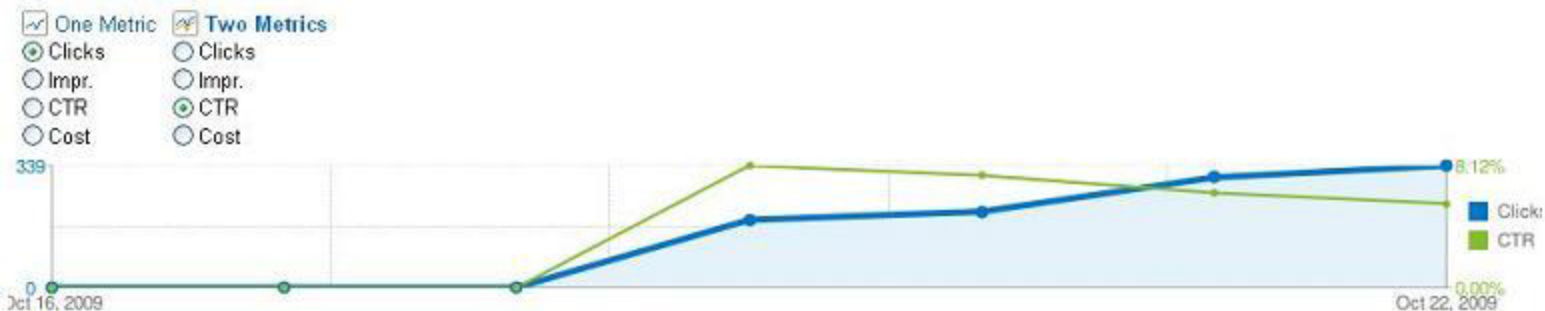
marmade productions

DATE: 9/30/2009

PPC Audit

For:
domainname.com

1. Current Stats & Rankings.



Goals Overview

Sep 22, 2009 - Oct 22, 2009

Comparing to: Aug 22, 2009 - Sep 21, 2009



Visitors completed 95 goal conversions

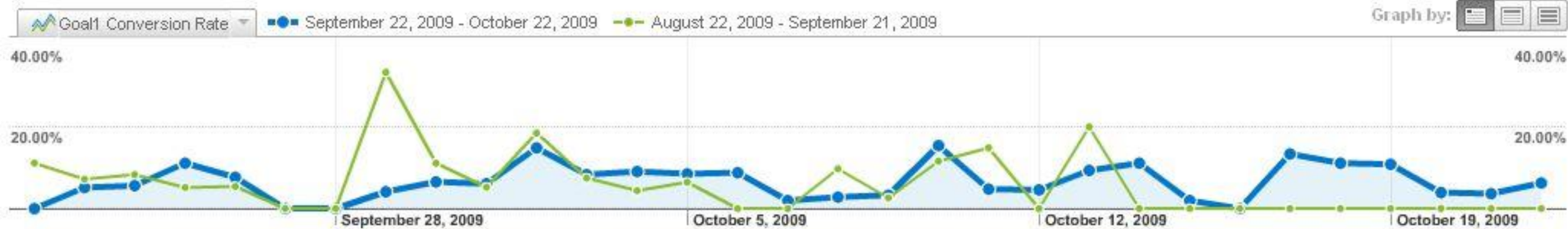
95 conversions, Goal 1: lead
Previous: 54 (+75.93%)

Analysis: Keyword Postions & Conversions

insurance liability

Sep 22, 2009 - Oct 22, 2009

Comparing to: Aug 22, 2009 - Sep 21, 2009



| Keyword | Visits |
|-----------------------------|---------------|
| insurance liability | |
| Sep 22, 2009 - Oct 22, 2009 | 76 |
| Aug 22, 2009 - Sep 21, 2009 | 58 |
| % Change | 31.03% |

Position breakdown: Goal1 Cc

Google [Search] [Advanced Search] [Preferences]

Top 1:
 Sep 22, 2009 - Oct 22, 2009: 2.50%
 Aug 22, 2009 - Sep 21, 2009: 4.44%
 % Change: -43.75%

Top 2:
 Sep 22, 2009 - Oct 22, 2009: 0.00%
 Aug 22, 2009 - Sep 21, 2009: 0.00%
 % Change: 0.00%

Top 3:
 Sep 22, 2009 - Oct 22, 2009: 0.00%
 Aug 22, 2009 - Sep 21, 2009: 0.00%
 % Change: 0.00%

Side 1:
 Sep 22, 2009 - Oct 22, 2009: 11.11%
 Aug 22, 2009 - Sep 21, 2009: 0.00%
 % Change: 100.00%

Side 2:
 Sep 22, 2009 - Oct 22, 2009: 0.00%
 Aug 22, 2009 - Sep 21, 2009: 0.00%
 % Change: 0.00%

Side 3:
 Sep 22, 2009 - Oct 22, 2009: 0.00%
 Aug 22, 2009 - Sep 21, 2009: 0.00%
 % Change: 0.00%



| Keyword | Max. | Pos. | Clicks | Impr. | CTR (?) | Avg. Cost | Avg. Conv. (1-per- | Cost / conv. | Conv. rate |
|-----------------------------|-------|------|--------|--------|---------|-----------|--------------------|--------------|------------|
| Total - all keywords | | | 598 | 58,170 | 1.03% | €2.59 | 36 | €43.05 | 6.02% |
| insurance liability | €5.00 | Any | 88 | 2,652 | 3.32% | €3.53 | 1.9 | €155.42 | 2.27% |