

<https://www.landpage-preview.com/4a2d775a-2637-40b5-849c-cd874b127b5f>

I will say that I've made different pages for different topics that users are searching for but they all follow the same format.

Hot jar images below 📍

40 people have landed on this specific page in the last 2 - 3 days none have converted


These are high intent people because they've search the specific term and are looking for this service (stage 3)

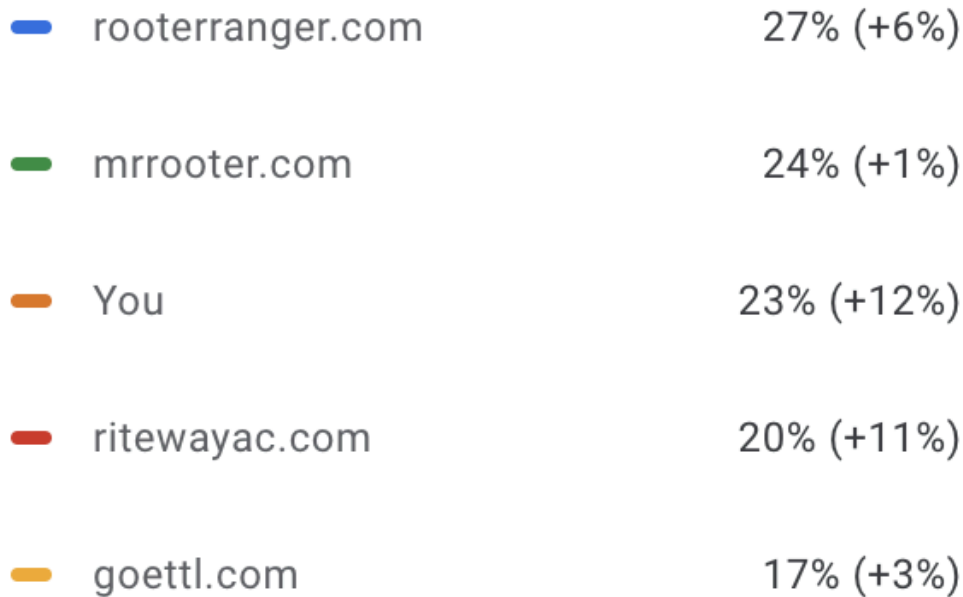
Here is the market research link

<https://docs.google.com/document/d/1zdWhVaq8iYJ2BUF9phn91lcHXQQbdK3vzX-JHL07CXU/edit#heading=h.bz9itjfm90l>

I have it where the ads show the customers search term in the headline as well. These are responsive search ads.

The only thing I can think is the wrong people are landing on these pages.

Keyword		Status	Final URL	Impr.	CTR	Cost	Quality Score	↓ Clicks
"plumbers near me"		Eligible	—	68	20.59%	\$94.97	—	14
"plumbers near me"		Eligible	—	49	26.53%	\$98.49	—	13
"a tankless water heater"		Eligible	https://www.landpage-preview.com/4a2d775a-2637-40b5-849c-cd874b127b5f	114	8.77%	\$76.40	—	10
[same day plumber]		Eligible	—	47	19.15%	\$53.01	—	9
"drain cleaning services" 		Eligible	https://www.landpage-preview.com/715adc5-2a83-481f-8e01-607b3b7a1265 	37	24.32%	\$23.48	—	9
"plumbers near me"		Eligible	—	47	19.15%	\$38.37	—	9
"demand water heater"		Eligible	https://www.landpage-preview.com/4a2d775a-2637-40b5-849c-cd874b127b5f	23	26.09%	\$54.30	—	6
"pipe leak repair"		Eligible	https://www.landpage-preview.com/6a91677d-e8ac-4ecf-8d59-29fb9d9772b2	102	5.88%	\$18.28	—	6
"plumbers near me"		Eligible	—	26	23.08%	\$17.29	—	6
"water heater gas"		Eligible	https://www.landpage-preview.com/4a2d775a-2637-40b5-849c-cd874b127b5f	114	4.39%	\$32.50	—	5
Total: Ke... 				1,760	8.81%	\$966.38		155



We're playing with the big dawgs 🐾

Day	Hour	Campaign	Impr.	↓ Interactions	Interaction rate	Avg. cost	Cost	Conv. rate	Conversions	Cost / conv.
Total: Days &...			32,716	617 clicks	1.89%	\$2.76	\$1,703.23	0.00%	0.00	\$0.00
Wednesday	2 PM - 3 PM	Ads	1,320	1 clicks	1.30%	\$0.10	\$0.20	0.00%	0.00	\$0.00
Monday	2 PM - 3 PM	Phone Call Display Ads	1,046	15 clicks	1.43%	\$0.32	\$4.81	0.00%	0.00	\$0.00
Tuesday	2 PM - 3 PM	Phone Call Display Ads	1,308	15 clicks	1.15%	\$0.24	\$3.54	0.00%	0.00	\$0.00
Thursday	7 AM - 8 AM	Phone Call Display Ads	1,297	15 clicks	1.16%	\$0.25	\$3.74	0.00%	0.00	\$0.00
Sunday	8 AM - 9 AM	Phone Call Display Ads	607	14 clicks	2.31%	\$0.34	\$4.74	0.00%	0.00	\$0.00
Thursday	9 AM - 10 AM	Phone Call Display Ads	1,701	14 clicks	0.82%	\$0.26	\$3.61	0.00%	0.00	\$0.00
Thursday	5 PM - 6 PM	Phone Call Only Search Ads	30	12 clicks	40.00%	\$5.29	\$63.46	0.00%	0.00	\$0.00
Thursday	11 AM - 12 PM	Phone Call Display Ads	1,223	12 clicks	0.98%	\$0.98	\$11.78	0.00%	0.00	\$0.00
Saturday	11 AM - 12 PM	Phone Call Display Ads	264	12 clicks	4.55%	\$0.18	\$2.12	0.00%	0.00	\$0.00
Monday	8 AM - 9 AM	Phone Call Display Ads	608	11 clicks	1.81%	\$0.28	\$3.11	0.00%	0.00	\$0.00
Thursday	10 AM - 11 AM	Phone Call Display Ads	1,391	11 clicks	0.79%	\$0.28	\$3.09	0.00%	0.00	\$0.00
Friday	2 PM - 3 PM	Phone Call Display Ads	806	11 clicks	1.36%	\$0.23	\$2.49	0.00%	0.00	\$0.00
Monday	10 AM - 11 AM	Phone Call Display Ads	892	10 clicks	1.12%	\$0.24	\$2.37	0.00%	0.00	\$0.00
Saturday	10 AM - 11 AM	Phone Call Display Ads	249	10 clicks	4.02%	\$0.15	\$1.50	0.00%	0.00	\$0.00
Saturday	11 AM - 12 PM	Phone Call Only Search Ads	45	8 clicks	17.78%	\$8.08	\$64.67	0.00%	0.00	\$0.00
Monday	9 AM - 10 AM	Phone Call Display Ads	762	8 clicks	1.05%	\$0.20	\$1.62	0.00%	0.00	\$0.00

<input type="checkbox"/> Landing page	Mobile speed score	Mobile-friendly click rate	Valid AMP click rate	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> https://www.landpage-preview.com/d670ee5e-8fba-44c3-917f-01dfa5fb6771 View expanded landing pages	—	—	—	16	418	3.83%	\$7.36	\$117.68
<input type="checkbox"/> https://www.landpage-preview.com/a315620e-37f1-442e-a9db-5ca8c433d17c View expanded landing pages	—	—	—	16	181	8.84%	\$4.08	\$65.26
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/plumbing View expanded landing pages	—	—	—	15	235	6.38%	\$5.45	\$81.81
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/ View expanded landing pages	—	—	—	14	200	7.00%	\$4.63	\$64.84
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/what-is-repiping-why-repiping-your-home-may-be-the-best-investment-you-make-this-year View expanded landing pages	—	—	—	11	523	2.10%	\$4.76	\$52.31
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/water-heater-replacement-repair View expanded landing pages	—	—	—	11	236	4.66%	\$6.85	\$75.30
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/electric-vs-gas-tankless-water-heaters-which-is-the-right-fit-for-your-home View expanded landing pages	—	—	—	9	396	2.27%	\$8.79	\$79.11
<input type="checkbox"/> https://www.landpage-preview.com/4a2d775a-2637-40b5-849c-cd874b127b5f View expanded landing pages	—	—	—	7	50	14.00%	\$4.99	\$34.94
<input type="checkbox"/> https://www.landpage-preview.com/975eb0fe-69ec-4b97-8dbc-f484bd1cf9fc View expanded landing pages	—	—	—	6	118	5.08%	\$5.36	\$32.17
<input type="checkbox"/> https://www.landpage-preview.com/6a91677d-e8ac-4ecf-8d59-29fb9d9772b2 View expanded landing pages	—	—	—	3	41	7.32%	\$2.65	\$7.95
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/contact View expanded landing pages	—	—	—	3	129	2.33%	\$5.59	\$16.77
<input type="checkbox"/> https://www.rightnowplumbingtucson.com/what-is-a-sump-pump-and-should-i-consider-getting-one View expanded landing pages	—	—	—	2	245	0.82%	\$6.03	\$12.05

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Get More Out Of Your Dollar - Zero Hidden Costs

Upgrade to a gas tankless heater & save \$1000. Click to schedule your appointment. Water heaters installed by licensed licensed plumbers. Click now to schedule. Neighborhoods: Oro Valley, Catalina Foothills, Flowing Wells, Vail, Picture Rocks, Marana, Rita Ranch, Tanq...

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making sure of a seamless and reliable experience.



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Operated**

Our team is locally owned &
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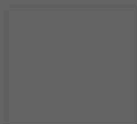
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