# [redacted] Google Ad Analytics Report

$105.22 Spend

| Impressions | Clicks | Local actions | Calls | Conversions |
|---|---|---|---|---|
| 43.4K | 438 | 0 | 0 | 1 |
| How often your ads were shown | Actions on your ads | Actions showing intent to visit | Calls to your business | Actions on your website from ads |

91%
New visits from your ad

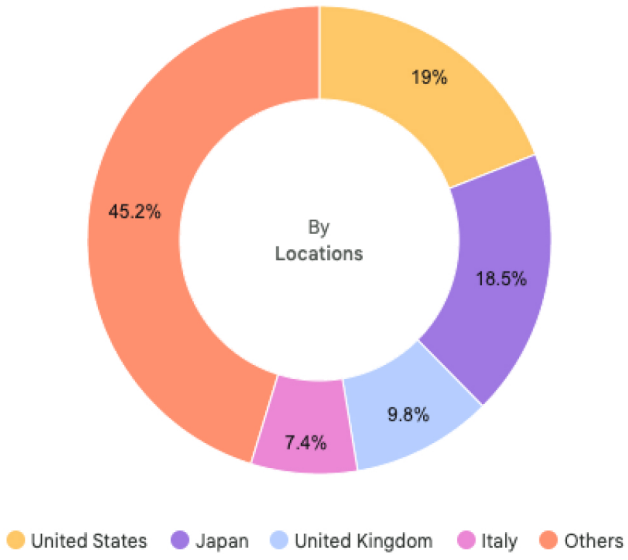
21.34 sec
Average time spent on your website

27.4K times on mobile devices

8.98K times to people ages 25-34

1.14
Average number of pages viewed

| Search Terms | Clicks | Spend |
|---|---|---|
| [redacted] | 8 | $6.75 |
| [redacted] | 3 | $4.97 |
| [redacted] | 2 | $2.29 |
| [redacted] | 2 | $1.94 |
| [redacted] | 1 | $1.04 |




**Insights:**

A noticeable difference in site views, with an average of 21 seconds spent on the site. The site has been accessed from various locations and search terms. The 1 conversion is the result of a tag I placed on the contact page, it means that someone spent time on the site and made their way to the contact page.