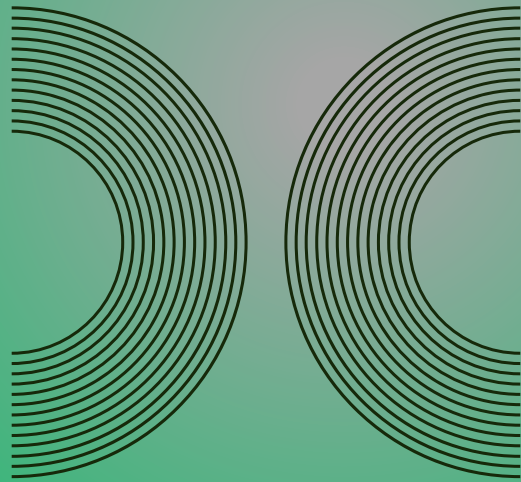


EDWARDS LAWN &
LANDSCAPING

DIGITAL MARKETING

YTD ANNUAL REPORT



2025

September

Performance



Website Traffic

The Edwards website has seen 19,791 visits YTD



Conversions

188 Conversions received from Google Paid Advertising



Average Cost-Per-Lead

\$13.88 average cost-per-lead in Google Local Services Ads

Advertising Strategy

In 2025, Edwards employed a digital advertising strategy that included Google Local Services Ads, Google Search and Google Performance Max. Monthly budgets are as follows:

- Google Performance Max: \$3,000
- Google Search: \$2,000
- Google LSA: \$1,000



A Closer Look



Google Search

Cost: \$9,522.53
Impressions: 51,979
Clicks: 2,570
CTR: 4.94%
Avg. CPC: \$3.71
Conversions: 56
Cost/Conv.: \$170.05



Google Performance Max

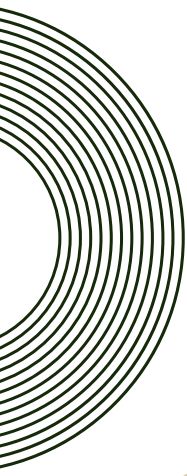
Cost: \$20,549.30
Impressions: 416,108
Clicks: 7,128
CTR: 1.71%
Avg. CPC: \$2.88
Conversions: 132
Cost/Conv.: \$155.68



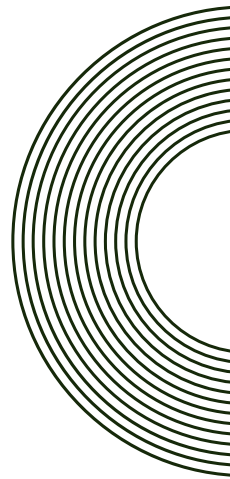
Local Services

Cost: \$7,717.46
Leads: 556
Cost/Conv.: \$13.88

Customer	Job type	Location	Lead type	Charge status	Lead received	Last activity	Lead id
(443) 542-7689	Other	Columbia	Message	Credited	9/22/25 10:15 AM	9/23/25 10:15 AM	275682219
(443) 570-9782	-	Parkville	Phone	Charged	9/22/25 9:34 AM	9/23/25 9:35 AM	275371766
(773) 633-1051	Lawn mowin...	Pasadena	Phone	Charged	9/22/25 8:49 AM	9/23/25 8:51 AM	275361899
(410) 329-0497	Lawn mowin...	Middle River	Phone	Not charged	9/22/25 10:16 AM	9/22/25 10:16 AM	275681385
(615) 424-7952	Lawn mowin...	Riviera Beach	Message	Charged	9/20/25 7:22 PM	9/22/25 8:13 AM	275562276
(443) 994-5202	Lawn mowin...	20778	Message	Charged	9/19/25 8:44 PM	9/22/25 6:11 AM	275169959
(540) 466-0505	-	Essex	Phone	Charged	9/19/25 1:42 PM	9/20/25 1:44 PM	275389386
(571) 214-2749	Yard cleanup	Owings Mills	Phone	Charged	9/19/25 8:09 AM	9/20/25 8:14 AM	275286250
(785)-7330	Lawn mowin...	Perry Hall	Phone	Not charged	9/19/25 1:46 PM	9/19/25 1:46 PM	275366380
(512)-4000	-	Pasadena	Phone	Charged	9/18/25 9:51 AM	9/19/25 9:58 AM	275144040
(831)-7764	Lawn mowin...	Parkville	Phone	Charged	9/18/25 9:46 AM	9/19/25 9:48 AM	275142951
(267)-1162	Lawn mowin...	Randallstown	Message	Charged	9/17/25 9:38 PM	9/18/25 9:38 PM	274813130
(838)-4487	Lawn mowin...	Pikesville	Phone	Not charged	9/18/25 1:55 PM	9/18/25 1:55 PM	274931978
(736)-0085	Mulching	White Marsh	Phone	Not charged	9/18/25 12:34 PM	9/18/25 12:34 PM	275165413



Fast Facts



01. Call Details

Paid advertising with Google Ads generated more than 739 calls.

02. Interaction Rate

Paid advertisements with Google saw an interaction rate of 23.06%



Audiences

20% of your clicks came from people holding a Bachelor's Degree. 30% of clicks came from people in an In-Market audience for Residential Properties. 37.7% of clicks came from people Google identified as "Family Vacationers". (Please note: some audiences may overlap).

Locations



The top 3 locations with the most conversions are as follows:

- 21228 zip code (26)
- 21204 zip code (14)
- 21227 zip code (12.5)



Website Traffic

Users

The Edwards website YTD has seen 16,944 unique users. The categorization of these users is as follows:

- **Direct:** 4,658
- **Cross Network:** 3,842
- **Paid Search:** 2,651
- **Organic Search:** 2,753



27.49%

Direct Users

27.49% of the site's users YTD came from the Direct category.

Traffic coming from users who visit your website by entering the URL directly into their browser, or through links from offline documents such as PDFs and Word documents

39%

Engaged Session Rate

An engaged session is a session that lasts longer than 10 seconds, has a key event, or has at least 2 pageviews or screenviews

Traffic

The Edwards website YTD has seen 19,791 visits. The traffic is categorized as follows:

- **Direct:** 5,094
- **Cross Network:** 4,409
- **Paid Search:** 2,932
- **Organic Search:** 3,552

	Session primary...Channel Group	Sessions	Engaged sessions	Engagement rate
<input checked="" type="checkbox"/>	Total	19,791 100% of total	7,782 100% of total	39.32% Avg 0%
<input checked="" type="checkbox"/>	1 Direct	5,094 (25.74%)	1,671 (21.47%)	32.8%
<input checked="" type="checkbox"/>	2 Cross-network	4,411 (22.29%)	1,618 (20.79%)	36.68%
<input checked="" type="checkbox"/>	3 Organic Search	3,552 (17.95%)	2,104 (27.04%)	59.23%
<input checked="" type="checkbox"/>	4 Paid Search	2,932 (14.81%)	1,231 (15.82%)	41.98%
<input checked="" type="checkbox"/>	5 Paid Social	1,479 (7.47%)	132 (1.7%)	8.92%