

Monthly PPC Overview - grandgeneva.com

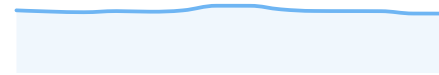
PAID KEYWORDS

159



EST MONTHLY PPC CLICKS

1.61k



EST MO PPC BUDGET

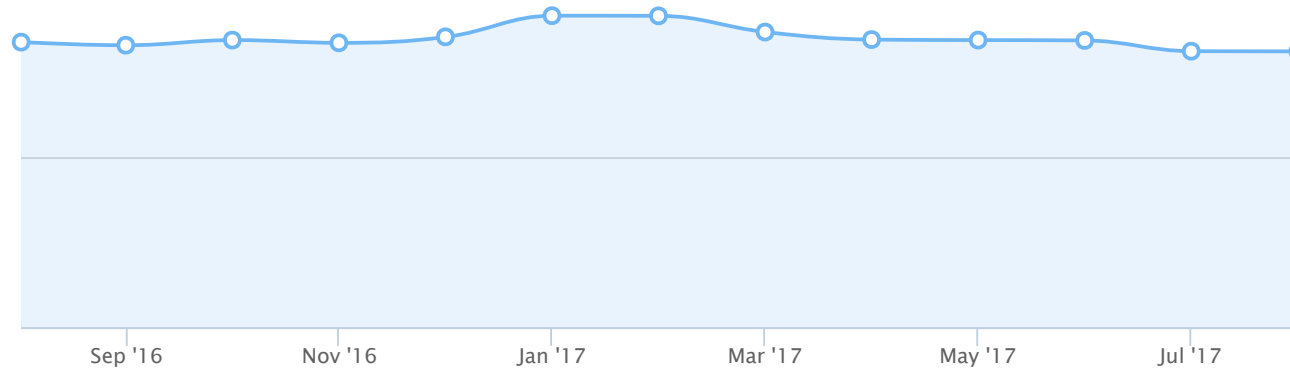
\$1.30k



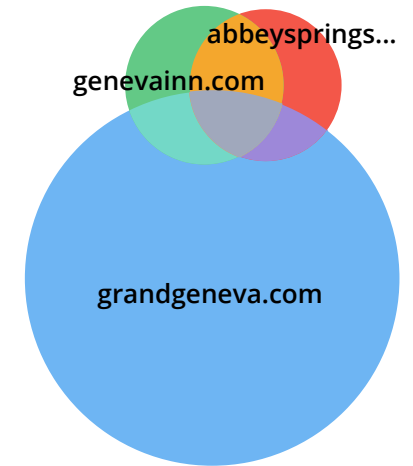
PPC Clicks

1k

0k



Shared Paid Keyword (Kombat)



Overall Market Research

KEYWORD UNIVERSE (1,187)

Keywords any of the three domains buy

CORE STARTING KEYWORDS (15)

Keywords all three domains buy

Recommendations for grandgeneva.com

BUY RECOMMENDATIONS (1)

Keywords both competitors buy, but not grandgeneva.com

EXCLUSIVE KEYWORDS (1,025)

Keywords neither competitor buys, but grandgeneva.com does



9 YEARS 0 MONTHS

History of ads we've collected



Top 50 AdWords buy recommendations

to add to your campaign



Worst performing keywords

to negative match out

Top Paid Competitors

grandgeneva.com

Paid Keywords: 12

abbeysprings.org

Paid Keywords: -

genevainn.com

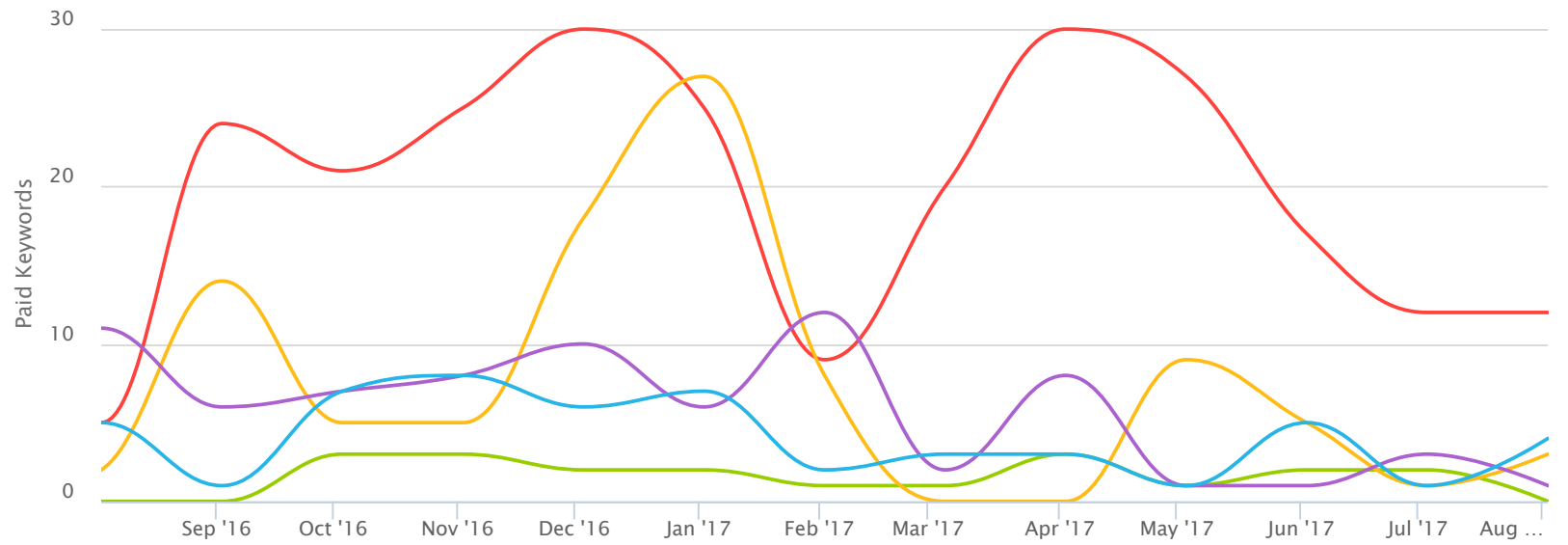
Paid Keywords: 3

skylightchapel.com

Paid Keywords: 1

visitlakegeneva.com

Paid Keywords: 4



Most Profitable Paid Keywords

| Keyword | Ad Timeline | Cost Per Click | Monthly Cost | Monthly Searches | Ad Position | Total Ads |
|---|-------------|----------------|--------------|------------------|-------------|-----------|
| wisconsin wedding venues grandgeneva.com | | \$4 | \$618 | 570 | 4 | 4 |
| wedding venues in chicago grandgeneva.com | | \$1 | \$577 | 720 | 5 | 13 |
| outdoor wedding receptions grandgeneva.com | | \$1 | \$559 | 260 | 1 | 3 |
| weddings venue grandgeneva.com | | \$0 | \$405 | 90.50k | 1 | 5 |
| wisconsin resort grandgeneva.com | | \$1 | \$299 | 2.40k | 5 | 9 |
| romantic wisconsin getaways grandgeneva.com | | \$0 | \$347 | 240 | 3 | 9 |
| resorts wisconsin grandgeneva.com | | \$0 | \$233 | 300 | 1 | 1 |
| resorts in wisconsin grandgeneva.com | | \$0 | \$228 | 2.40k | 1 | 5 |
| grand geneva resort lake geneva wi grandgeneva.com | | \$4 | \$185 | 30 | 1 | 1 |
| wedding reception location grandgeneva.com | | \$0 | \$153 | 50 | 1 | 3 |

AdWords History

| Keywords | Clicks/Mo | Cost/Click | Coverage | Ad Change Over Time | | | | | | | | | | | |
|-------------------------------|-----------|------------|----------|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | | | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| grand geneva resort | 199 | \$0.59 | 67% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| grand geneva | 97 | \$0.41 | 75% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| grand geneva resort lake g... | 46 | \$4.05 | 58% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| lake geneva weddings | 7 | \$1.28 | 75% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| lake geneva wedding | 18 | \$0.79 | 67% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| grand geneva lake | 1 | \$0.22 | 58% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| grand geneva resort spa | 6 | \$0.82 | 58% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| grand geneva spa | 5 | \$0.34 | 50% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| wisconsin wedding venues | 144 | \$4.29 | 17% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| lake geneva cottages | 2 | \$0.15 | 25% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| wisconsin dells weddings | 5 | \$0.88 | 25% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| geneva resort | 37 | \$0.95 | 17% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| lake geneva spas | 8 | \$0.47 | 33% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |
| lake geneva grand resort | 1 | \$0.43 | 50% | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad | Ad |

« Previous Months Ad Change Over Time More Recent Months »

2016 | 2017

[Grand Geneva Resort & Spa](http://grandgeneva.com/)
<http://grandgeneva.com/>
 Luxury Resort in Lake Geneva Luxury Hotel, Spa & Ski Resort

Position: 1 Screenshot Highlight

[Grand Geneva Resort & Spa](http://grandgeneva.com/)
<http://grandgeneva.com/>
 Luxury Resort in Lake Geneva Luxury Hotel, Spa & Golf Resort

Position: 1 Screenshot Highlight

[Learn how to use Ad History](#)

Top Ads Select All / None

- [Grand Geneva Resort & Spa](http://grandgeneva.com/) Highlight
 Luxury Resort in Lake Geneva Luxury Hotel, Spa & Ski Resort
1 of 3 Avg Ad Position **25%** of Ads Served
85% in Top of Page
- [Grand Geneva Resort & Spa](http://grandgeneva.com/) Highlight
 Luxury Resort in Lake Geneva Luxury Hotel, Golf & Ski Resort, Spa
1 of 2 Avg Ad Position **14%** of Ads Served
100% in Top of Page
- [Weddings in Lake Geneva](http://grandgeneva.com/w...) Highlight
 Wisconsin's Most Gorgeous Reception Venue. Book Your Wedding Today
1 of 6 Avg Ad Position **6%** of Ads Served
69% in Top of Page
- [Lake Geneva Weddings](http://grandgeneva.com/) Highlight
 Wedding Venues in Wisconsin Beautiful Venues

Top Adwords Buy Recommendations

lake geneva accomodations

Consider



IMPRESSIONS /MO

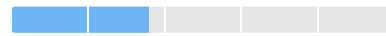
10

COMPETITORS WHO BOUGHT



visit lake geneva

Consider



IMPRESSIONS /MO

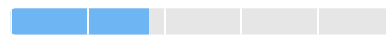
150

COMPETITORS WHO BOUGHT



hotels in lake geneva wi

Consider



IMPRESSIONS /MO

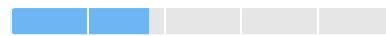
2K

COMPETITORS WHO BOUGHT



hotel lake geneva

Consider



IMPRESSIONS /MO

390

COMPETITORS WHO BOUGHT



wedding chapels in columbia sc

Consider



IMPRESSIONS /MO

90

COMPETITORS WHO BOUGHT

