

Search keyword report (1)

Search keyword report																		
March 27, 2025 - March 27, 2025																		
Row Type	Action	Keyword status	Keyword	Match type	Campaign	Ad group	Status	Status reasons	Final URL	Impr.	Interactions	Interaction rate	Currency code	Avg. cost	Cost	Conv. rate	Conversions	Cost / conv.
Keyword	Edit	Enabled	"construction services"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"quantity surveying"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"construction company"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction management	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building services	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	build construction	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"contracting services"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction companies near me	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Limited	low quality	https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	pre construction	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"building development company"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"building contractor"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction company	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building development company	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"infra companies near me"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building contractor company	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building contractor near me	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building contractor	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"construction companies near me"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Limited	low quality	https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"building services"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"building construction contractor"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	quantitative surveyor	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"building contractor near me"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	Construction Project Management	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"engineering & architecture"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	quantity surveying	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"construction management programme"	Phrase match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction manager	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction project	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction services	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	1	0	0.00%	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building construction contractor	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	companies construction	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	building construction companies	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	contracting services	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction general contractors	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	engineering & architecture	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	infra companies near me	Broad match	ATD Website Traffic 2025	ATD Web Traffic	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	architecture	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"structural engineering"	Phrase match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"architects near me"	Phrase match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	quantity surveyor near me	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	1	0	0.00%	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	quantity surveying	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	architect	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction project management	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"quantity surveying"	Phrase match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	design architects near me	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction project manager	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction management services	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	civil engineering	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	architects near me	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction quantity surveyor	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction management	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	construction project management company	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	"construction management services"	Phrase match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Keyword	Edit	Enabled	structural engineering	Broad match	ATD - SERCH - LEAD 2025	ATD -Cont - Pro Services	Eligible		https://www.africantreresa.co.za/africantrree-cta	0	0	--	ZAR	0	0.00	0.00%	0.00	0.00
Total: All but removed keywords										2	0	0.00%	ZAR	0	0.00	0.00%	0.00	0.00
Total: Search keywords on display network										1,111	17	1.53%	ZAR	4.32	73.52	0.00%	0.00	0.00
Total: Account										1,135	21	1.85%	ZAR	4.08	85.71	0.00%	0.00	0.00
Total: Performance Max										22	4	18.18%	ZAR	3.05	12.19	0.00%	0.00	0.00
Total: Search										1,113	17	1.53%	ZAR	4.32	73.52	0.00%	0.00	0.00

Campaign ID	Ad group ID	Keyword ID	Max. CPC	Mobile final URL	Final URL suffix	Tracking template	Custom parameter
22306065243	177492456713	180434634	--		--	--	
22306065243	177492456713	50676150	--		--	--	
22306065243	177492456713	31086303	--		--	--	
22306065243	177492456713	10038730	--		--	--	
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22306065243	177492456713	313043057675	--		--	--	
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22306065243	177492456713	10939171	--		--	--	
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22306065243	177492456713	19962601	--		--	--	
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22306065243	177492456713	38481622	--		--	--	
22306065243	177492456713	267017834	--		--	--	
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22306065243	177492456713	382139999117	--		--	--	
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22306065243	177492456713	817848100310	--		--	--	
22316033994	177069453278	10075981	--		--	--	
22316033994	177069453278	28474423	--		--	--	
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22316033994	177069453278	19962601	--		--	--	
22316033994	177069453278	10667521	--		--	--	
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22316033994	177069453278	1185181489	--		--	--	
22316033994	177069453278	10038730	--		--	--	
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22316033994	177069453278	296770243427	--		--	--	
22316033994	177069453278	11883381	--		--	--	