

ADVANCED REPORTING FOR MARKET LEADER

— FROM PMW —

LET YOUR NUMBERS DO THE TALKING

PMW's Advanced Reporting is designed to help you be your own data scientist. All of your key marketing metrics including SEO, PPC, Social, Call Tracking, and more at your fingertips. Unify your data and create custom dashboards to track, analyze, and optimize campaign performance.





With our Market Leader Program, we have created a customized dashboard to help you monitor your campaign performance at scale. Your current dashboard is based on your current marketing integrations. Our Advanced Reporting platform integrates with over 60 marketing channels. These integrations can be added to your dashboard and monthly reporting.

Please contact Mackenzie Hammett at: **mackenzie@propertymanagerwebsites.com** or you can ***schedule a meeting with her here*** to discuss any integrations you might be looking to add.

ACCESSING YOUR REPORT

1

LOGIN

Login to your Dashboard at reporting.nesthub.com. If you need access to your dashboard, please contact Mackenzie Hammett at:

mackenzie@propertymanagerwebsites.com.

Once logged in, your dashboard will pre-populate based on your integrations. In the upper right-hand corner, you have the ability to change the time period, share your report, and edit your dashboard.

2

UNDERSTANDING THE NAVIGATION

Left-Hand Side Navigation

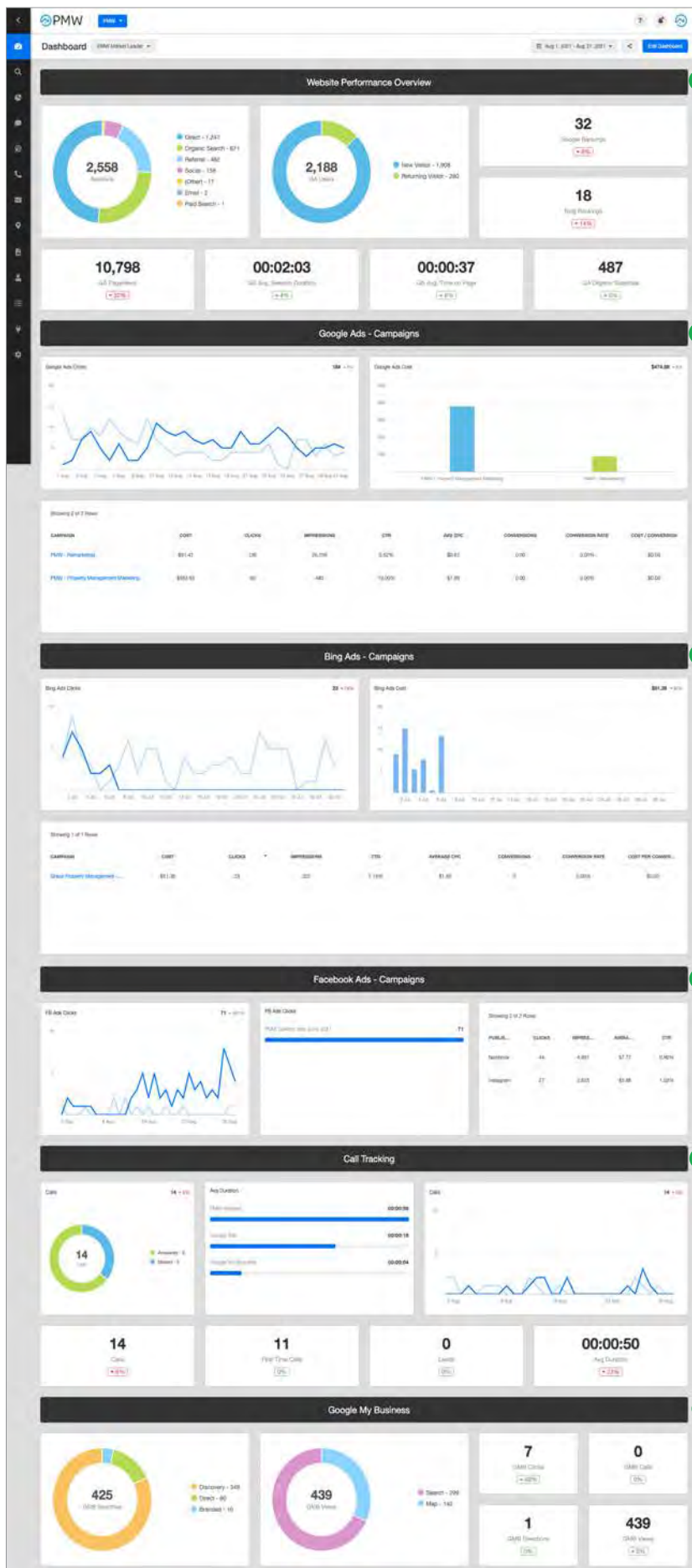
On the left-hand side, you will find the navigation for all of your analytics. Each section is broken down by marketing channel. If you click on any specific widget on your dashboard, you will be taken to the corresponding section. You can easily return back to the dashboard by clicking the dashboard widget located at the top of the navigation bar on the left-hand side.

Upper Right-Hand Side Navigation

You have the ability to change the time frame from preselected periods or create your own custom date range. There is also the ability to customize the 'Compare to Previous' period. Options range from the previous period, the previous year, or you can create your own custom date range period.

Share your dashboard via downloadable PDF, send via email or share a link directly to your dashboard for easy communication across all departments. Under the same navigation, you will see the ability to 'Add to Report'. All of this information is already in your monthly report. If you would like to create a new report or add other integrations, please contact us!

DASHBOARD OVERVIEW



Shows information about your website performance and visitors.

Shows your monthly Google Ads account metrics. Ads are shown to users who are interested in your property management services.

With Bing Ads, your account may spend less budget each month depending on the areas you target compared to Google Ads.

Allows you to target users based on interests, demographics, location, and behaviors.

You'll know exactly what marketing campaigns are gaining your new potential owner's attention.

Turn people who find you on Google Search and Maps into new customers!

WEBSITE PERFORMANCE OVERVIEW

The website performance overview section shows information about your website performance and visitors. By default, the dashboards show website activity from the last month. You can use the filters to change the date range.

[1] CHANNEL SESSIONS

A session is a group of user interactions with your website that take place within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and ecommerce transactions.

A single user can open multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session. There are two methods by which a session ends:

Time-based expiration:

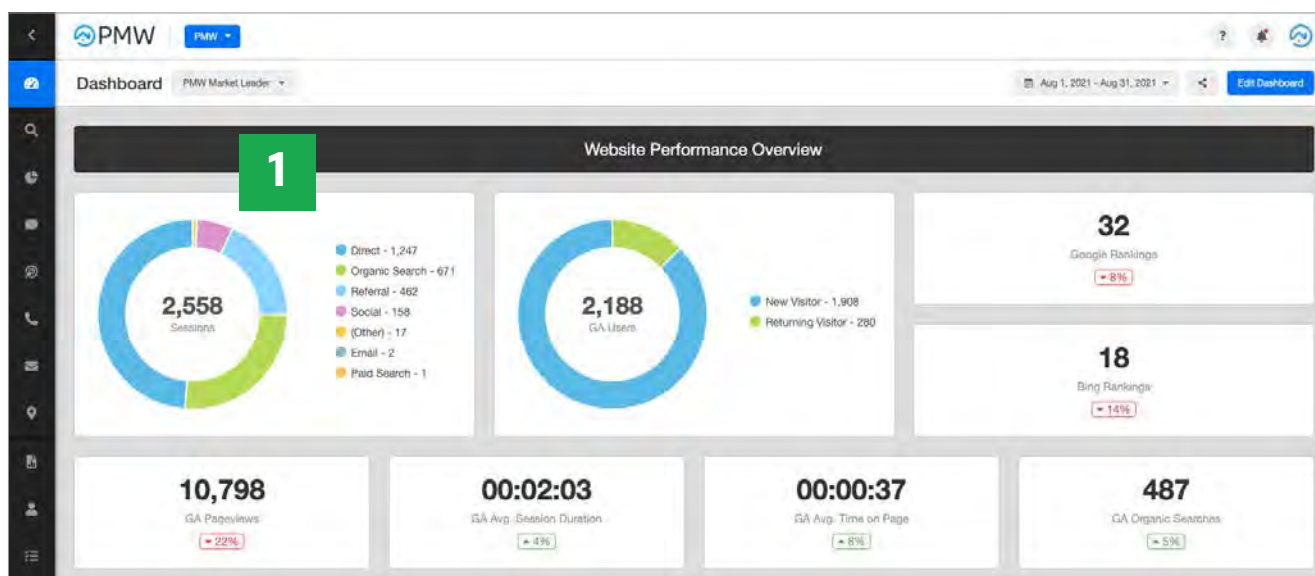
- After 30 minutes of inactivity
- At midnight

Campaign change:

- If a user arrives via one campaign, leaves, and then comes back via a different campaign.

This pie chart shows the sessions categorized based on how they arrived to your website:

- **DIRECT:** Traffic from users directly typing in your URL or bookmarks
- **ORGANIC SEARCH:** Traffic from Search Engines such as Google, Bing, Yahoo, etc.
- **PAID SEARCH:** Traffic from your Paid Search Ads
- **REFERRAL:** Traffic from other websites
- **SOCIAL:** Referral traffic from social media platforms such as Facebook, Twitter, LinkedIn and other major social networks
- **OTHER:** Google could not attribute the source of the traffic
- **EMAIL:** Traffic from email



[2] NEW VS RETURNING USERS

This pie chart depicts new vs returning visitors to your website during the given time period

[3] GOOGLE RANKINGS

Your current Google Keyword rankings compared to the previous time period

[4] BING RANKINGS

Your current Bing Keyword rankings compared to the previous time period

[5] GOOGLE ANALYTICS PAGEVIEWS

Your total number of pages viewed compared to the previous time period

[6] GOOGLE ANALYTICS AVG. SESSION DURATION

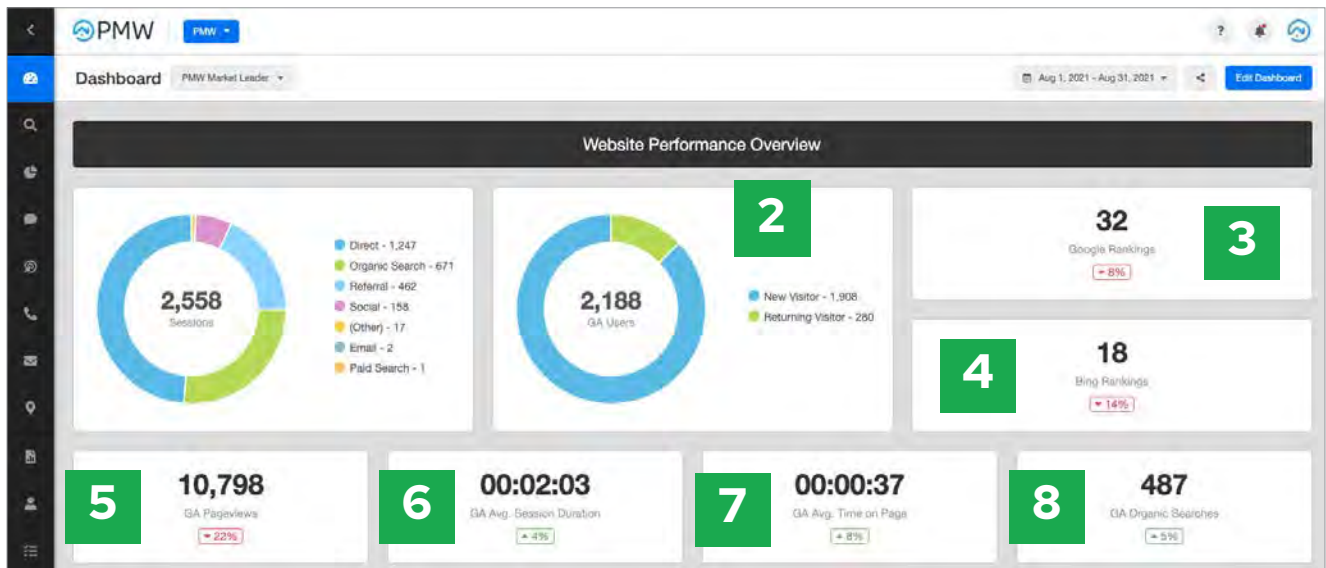
The average time a session lasts compared to the previous time period. A good session duration is 1-3 minutes. It may not seem like a ton of time, but it's enough time for users to read content and interact with your website.

[7] GOOGLE ANALYTICS AVG. TIME ON PAGE

The average time on the page reflects how long a user spends on a specific landing page compared to the previous time period. A good average time on page is anywhere between 30 seconds and 60 seconds.

[8] GOOGLE ANALYTICS ORGANIC SEARCHES

Organic Searches reflect how many searches came to your website from search engines compared to the previous time period. Your organic searches will depend on the search volume for property management services in your area.



GOOGLE ADS – CAMPAIGNS

Shows your monthly Google Ads account metrics. Ads are shown to users who are interested in your property management services. Check out your metrics below.

[9] GOOGLE ADS CLICKS

The total number of times your ads have been clicked on

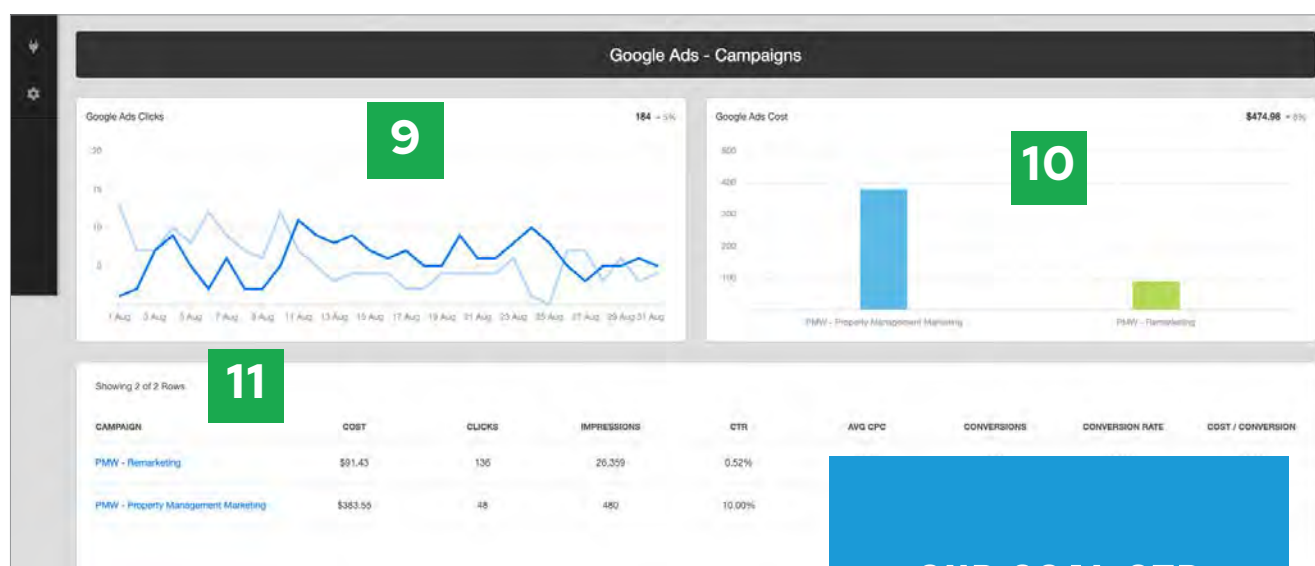
[10] GOOGLE ADS COST

The total amount spent for a specific Google Ads campaign during the specific time period selected

[11] GOOGLE ADS CAMPAIGNS

A breakdown of all your Google Ads campaigns showing the following:

- **COST:** The total amount you spent within a specific campaign during a specific time period
- **CLICKS:** The total number of times your Google Ads have been clicked on
- **IMPRESSIONS:** An impression is counted each time your Google Ad is shown during a search
- **CTR (CLICK THROUGH RATE):** A ratio showing how often users see your ad versus how often they click on your ad. Industry average CTR is 2% for text ad campaigns. Here at PMW, we aim for a 5% or above CTR
- **AVG CPC:** The average cost per click within each campaign
- **CONVERSIONS:** Total number of phone calls or form submissions from a user who originally clicked on your Google Ad
- **CONVERSION RATE:** How often, on average, a click leads to a conversion
- **COST / CONVERSION:** The average cost per conversion (lead)



TARGET CLICK THROUGH RATE (CTR)

Industry standard for text ads is 2% and display ads is .05%. **We strive for higher!**

BING ADS – CAMPAIGNS

With Bing Ads, your account may spend less budget each month depending on the areas you target, compared to Google Ads. Less users search on Bing compared to Google, which then leads to less competition within the ads section, less overall search volume & lower cost per clicks. Check out your metrics below.

[12] BING ADS CLICKS

The total number of times your ads have been clicked on

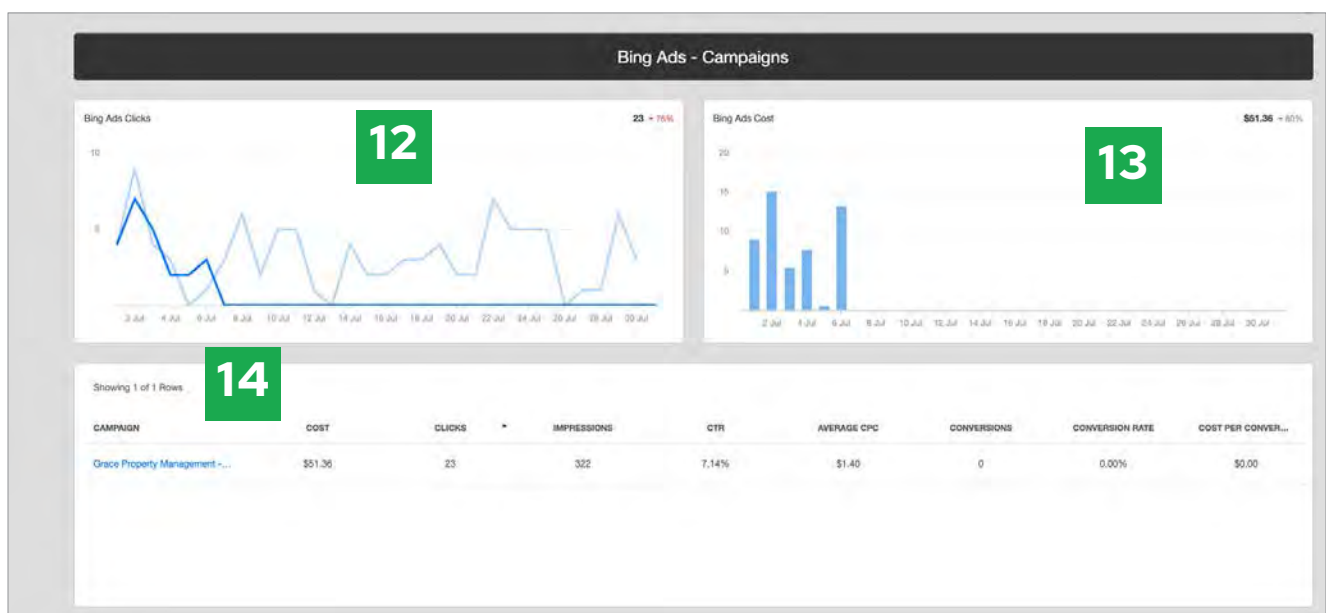
[13] BING ADS COST

The total amount spent for a specific Google Ads campaign during the specific time period selected

[14] BING ADS CAMPAIGNS

A breakdown of all your Google Ads campaigns showing the following:

- **COST:** The total amount you spent within a specific campaign during a specific time period
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FACEBOOK ADS – CAMPAIGNS

Facebook Ads allow you to target users based on interests, demographics, location, and behaviors.

[15] FACEBOOK ADS CLICKS

The total number of times your ads have been clicked on

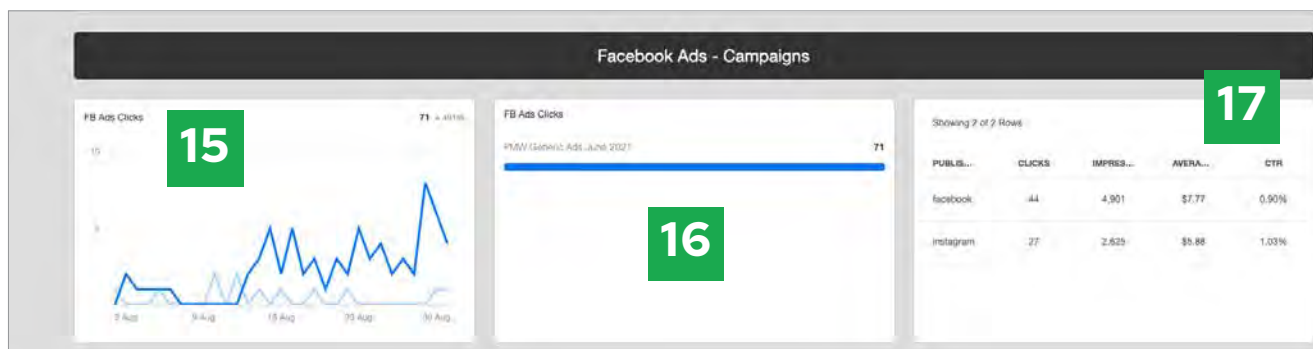
[16] FACEBOOK ADS CLICKS BY AD

The total number of times your Facebook Ads have been clicked on

[17] FACEBOOK ADS CAMPAIGNS TABLE

The number of clicks on all of your Facebook Ads broken down by the platform they were published on

- **PUBLISHED PLATFORM:** Which platform your Facebook Ad was displayed on (ie Facebook or Instagram)
- **CLICKS:** The total number of times your ads have been clicked on
- **IMPRESSIONS:** An impression is counted each time your ad is shown. Facebook & Instagram Ads can show in stories, news feeds, reels, etc.
- **AVERAGE CPC:** The average cost per click within each campaign
- **CTR:** A ratio showing how often users see your ad versus how often they click on your Facebook Ad.



CALL TRACKING

With call tracking software, you'll know exactly what marketing campaigns are gaining your new potential owner's attention. Check out your call tracking metrics below.

[18] CALLS PIE CHART

Total calls during a given time period displayed by Answered and Missed in a pie chart

[19] AVG. DURATION PER CAMPAIGN

Average Call Duration broken down by each number tracked within CallRail

[20] CALLS CHART

Total calls during a given time period displayed in a line chart

[21] CALLS

Total calls received during a given period compared to the previous period

[22] FIRST TIME CALLS

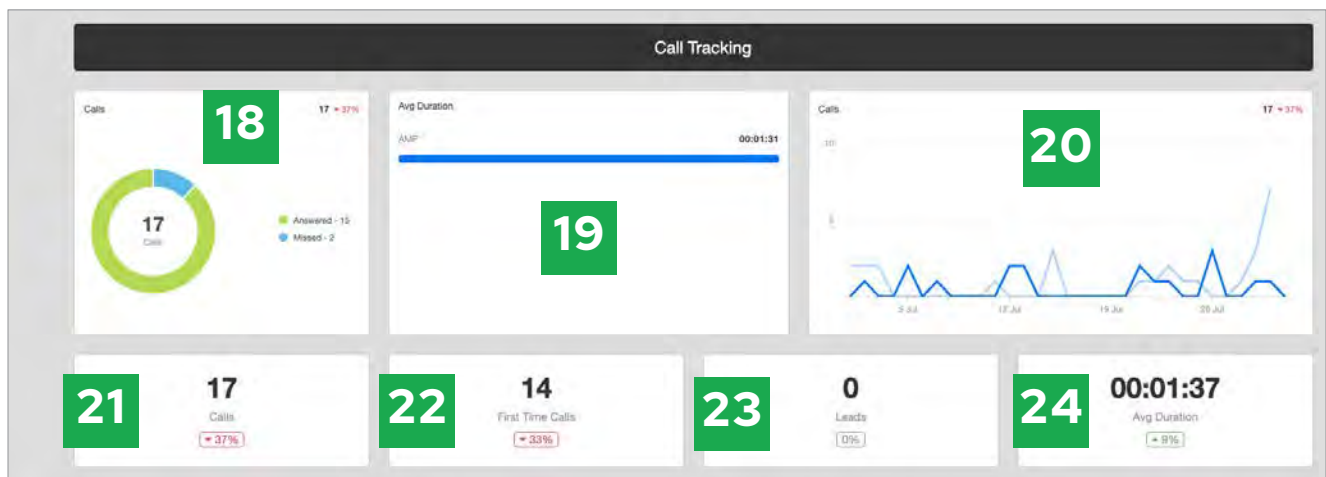
Total calls received by first-time callers compared to the previous period

[23] LEADS

A chat conversation you have marked as a lead

[24] AVG. DURATION TOTAL

The average duration of all calls during a given time period



GOOGLE MY BUSINESS

Your Google My Business (GMB) Listing is your online storefront. Turn people who find you on Google Search and Maps into new customers! Check out your GMB metrics below.

[25] GMB SEARCHES

Your GMB Search categories by Direct, Discovery, and Branded

- Direct: Customers who find your listing searching for your business name or address
- Discovery: Customers who find your listing searching for a category, product, or service
- Branded: Customers who find your listings searching for a brand related to your business

[26] GMB VIEWS

GMB views are categorized by if they see your GMB listing on search vs map

[27] GMB CLICKS

Total number of clicks on your GMB listing compared to the previous time period

[28] GMB CALLS

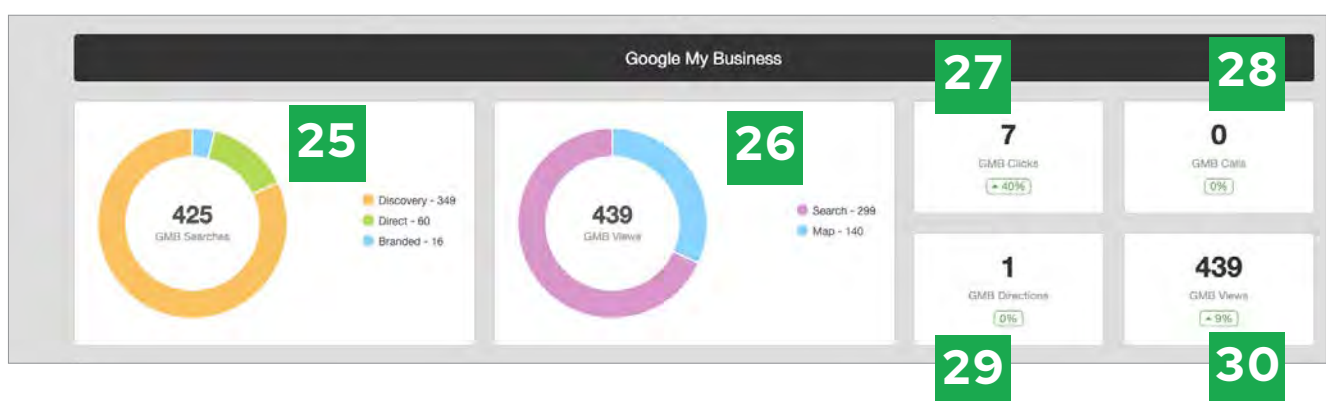
Total number of calls from your GMB listing compared to the previous time period

[29] GMB DIRECTIONS

Total number of clicks on your directions button on your GMB listing compared to the previous time period

[30] GMB VIEWS

The total number of views on your GMB listing compared to the previous time period



1

MONTHLY REPORTING

Save time with scheduled reports. We have customized your Market Leader Report to automatically send to you and your team on the first of the month. Your report will include all the key metrics on your dashboard and more! Every report will be focused on the previous month's data compared to the previous period, the month prior to the reporting month. For example, on January 1st, you will receive your monthly report for all of your data in December compared to November's data.

If you would like your monthly report to go to additional team members, please contact Mackenzie Hammett at:

[***mackenzie@propertymanagerwebsites.com***](mailto:mackenzie@propertymanagerwebsites.com)

2

ADDITIONAL RESOURCES

PMW prides itself on having experts in all areas of property manager websites and digital marketing including SEO (Search Engine Optimization), Paid Search or Pay-Per-Click, Content Marketing, Email Marketing, and Social Media Marketing.

If you would like to meet with any one of our experts, please contact Mackenzie Hammett at [***mackenzie@propertymanagerwebsites.com***](mailto:mackenzie@propertymanagerwebsites.com) or you can [***schedule a meeting with her here***](#) to discuss your needs. She will do all the heavy lifting and connect you with the right experts in the right departments.

3

MARKET LEADER KNOWLEDGEBASE

We have created an exclusive Knowledge Base just for our Market Leaders, wanting to take their business to the next level. Here you can find resources on how to optimize your current website features, add additional marketing channels, and more!

[***Market Leader Knowledge Base***](#)

Still have questions?

Email Mackenzie:
mackenzie@propertymanagerwebsites.com

Schedule a Call:
<https://meetings.hubspot.com/mackenzie-hammett/market-leader-chat>

