



Mario's Roofing Digital Marketing Report - BWM

January 2026

Mario's Roofing

mariosroofing.com

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Report Summary

Mario's Roofing - January 2026 Performance Report

Hi Stephen,

Here's your January performance summary. Overall, the month showed strong momentum with significant gains in conversions and continued expansion into the Sudbury market area.

Analytics Overview

Traffic & Engagement

- Sessions: 3,662 (+18%)
- Users: 3,075 (+13%)
- Average Engagement Time: 30 seconds (-3.23%)
- Bounce Rate: 55.30% (-3.06%)

Conversions

- Total Key Events: 290 (+45%)
- Conversion Rate: 7.59% (+20%)
- Phone Clicks: 199 (+35%)
- Contact Forms: 82 (+58%)
- PPC Contacts: 9 (+800%)

Traffic Sources

- Paid Search: 1,129 sessions, 124 conversions (+20%)
- Organic Search: 574 sessions, 78 conversions (+14%)
- Direct: 492 sessions, 32 conversions (-1%)
- Cross-network: 344 sessions, 16 conversions (+14%)
- Organic Shopping: 315 sessions, 12 conversions (+29%)
- Paid Social: 204 sessions, 16 conversions (+220%)
- Organic Social: 110 sessions, 8 conversions (+86%)

Top 5 Massachusetts Cities

- Boston: 507 sessions, 49 conversions (+24%)
- Brockton: 69 sessions, 4 conversions (+60%)
- Taunton: 54 sessions, 1 conversion (+218%)
- Stoughton: 45 sessions, 7 conversions (+50%)
- Quincy: 43 sessions, 3 conversions (+95%)

Top Landing Pages

- Homepage (/): 1,061 sessions, 97 conversions
- Roofing Contractors LP: 416 sessions, 54 conversions
- Facebook Ads Landing Page: 588 sessions, 20 conversions
- Contact Page: 70 sessions, 15 conversions
- Siding Installation: 184 sessions, 14 conversions

Google Business Profile

- Impressions: 1,424 (+2.96%)
- Total Interactions: 370 (+45%)
- Website Clicks: 169 (+84%) - excellent increase
- Directions: 126 (+25%)
- Calls: 75 (+21%)
- Average Rating: 5 stars (+14%)
- Reviews: 1 (-88%)

Google Search Console

- Clicks: 400 (+5.26%)
- Impressions: 117,000 (+10.28%)
- CTR: 0.34% (+6.25%)
- Top Performing Keywords: "marios roofing" (63 clicks), "marios roofing stoughton" (20 clicks), "mario's roofing" (14 clicks)

Keyword Rankings - Top 10 First Page Rankings (from Rank Tracker)

Keyword	Google Position	Change
roofing canton ma	1st	-
roofing stoughton ma	1st	-
siding contractors easton ma	1st	-
siding contractors stoughton ma	1st	-
siding contractors sandwich ma	1st	-
roofing contractors easton ma	2nd	-
roofing contractors brockton ma	3rd	+20
roofing contractors randolph ma	3rd	-3
roofing contractors wareham ma	4th	-3
roofing contractors pleasant lake ma	5th	+19

Ranking Summary:

- Total Google Rankings: 162 (+13%)
- Overall Position Improvements: +155 spots (+9%)
- Bing Rankings: 161 (+26%)

Strong performance holding #1 positions across Canton, Stoughton, and multiple siding contractor terms. Notable jump of 20 positions for Brockton and 19 positions for Pleasant Lake.

Google Ads Performance

- Total Clicks: 2,246 (+12%)
- Avg CPC: \$10.57 (-6.60%)
- Conversion Rate: 12.90% (+26%)
- Conversions: 194.61 (+49%)
- Total Cost: \$15,477.34 (-25%)
- Cost per Conversion: \$79.53 (-16%)
- Impressions: 33,385 (+7%)

Campaign Breakdown:

- Roofing: 1,093 clicks, 111.82 conversions, \$10,503.86 spent
- Siding: 424 clicks, 73.79 conversions, \$5,309.91 spent
- Rhode Island Performance Max: 557 clicks, 5 conversions, \$608.60 spent
- Mario's Roofing and Siding RI: 107 clicks, 4 conversions, \$4,391.67 spent

Work Completed in January**Website Updates**

- Updated all site-wide branding from "Mario's" to "Marios"
- Removed homepage project widget and refreshed photos

Service Area Page Development

- Published Natick, MA service area page (<https://mariosroofing.com/natick-ma/>)
- Enhanced Sudbury SAP with customer reviews and FAQ module (<https://mariosroofing.com/sudbury-ma/>)

Content Creation

- Published blog: "How Poor Roof Ventilation Causes Hidden Winter Damage" (<https://mariosroofing.com/how-poor-roof-ventilation-causes-hidden-winter-damage/>)
- Published blog: "How to Pick the Right Roofing Contractors" (<https://mariosroofing.com/how-to-pick-the-right-roofing-contractors/>)

Local SEO

- Submitted 60+ local citations:
 - 30 citations for Wareham location
 - 30 citations for Sudbury location
 - 10 updated citations for Stoughton with "Marios" name change
- Google Business Profile audit and optimization
- Sitemap submission and indexing verification

Social Media

- Consistent posting schedule maintained throughout January
- Project showcases and service area highlights

Technical Maintenance

- Ongoing traffic performance analysis
- Page speed optimization
- Keyword tracking and monitoring

Strategic Recommendations**Priority Areas**

- Continue Sudbury market expansion momentum - strong early results from service area page
- Leverage the 84% increase in GBP website clicks with optimized conversion paths
- Capitalize on improved Google Ads efficiency with 25% cost decrease and 16% lower cost per conversion
- Build on the 45% growth in total conversions
- Maintain first-page dominance for Canton, Stoughton, and Easton markets

February Focus Areas

- Develop Marlborough, MA service area page (adjacent to Sudbury)
- Publish blog: "When Should I Replace My Roof in Massachusetts? 7 Warning Signs" (AEO-focused)
- Expand local citation building for newly targeted areas
- Implement internal linking strategy between service area pages
- Add LocalBusiness and Service schema to new pages
- Continue social proof integration (reviews/testimonials) across service pages

Sudbury Market Development

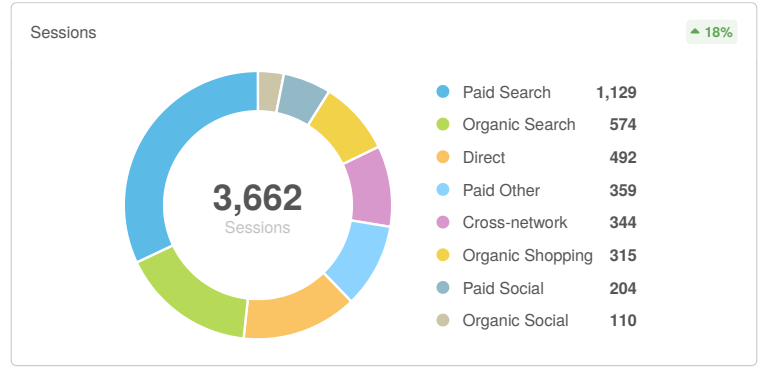
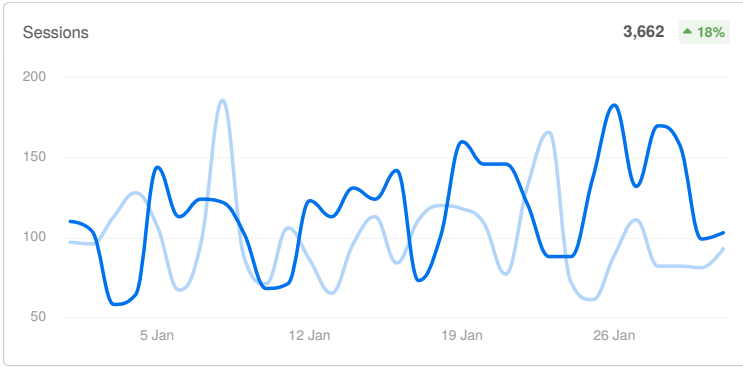
Following our meeting discussion about Sudbury expansion, the Natick and enhanced Sudbury pages are performing well. Recommended next steps include Marlborough and Framingham to strengthen presence in this geographic cluster.

Looking forward to continuing the strong growth trajectory we're seeing. The combination of increased budget allocation, Sudbury market focus, and significantly improved Google Ads efficiency is producing excellent results.

Best, Kemal

Google Analytics 4 - All Channels

User Acquisition



Sessions ▲ 18%

3,662

Total Users ▲ 13%

3,075

Average Engagem... ▼ 3.23%

00:00:30

Bounce Rate ▲ 3.06%

55.30%

Key Events ▲ 45%

290

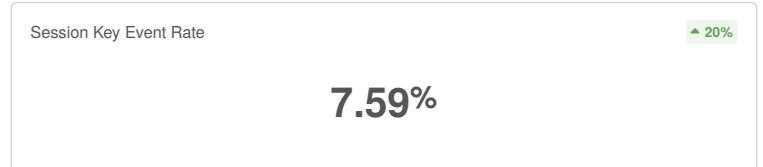
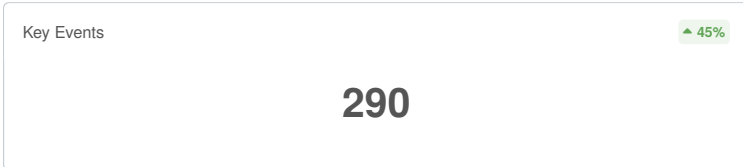
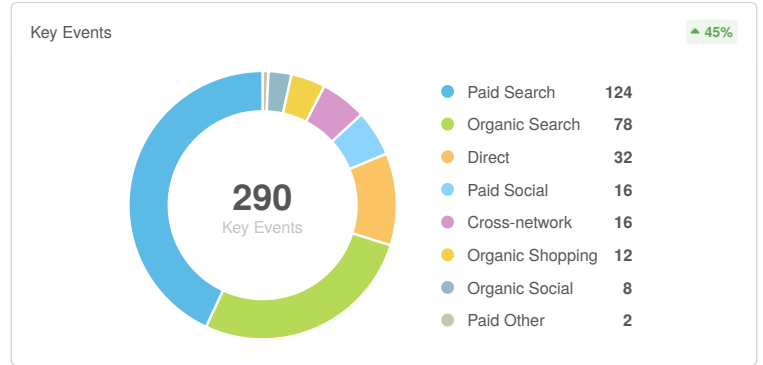
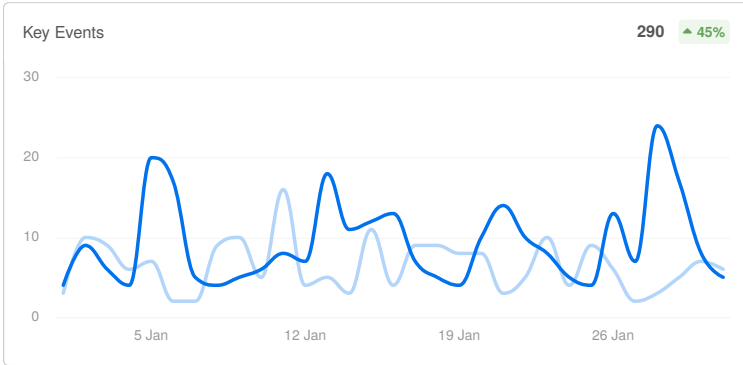
Showing 11 of 11 Rows

CHANNEL	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TI...	BOUNCE RATE	KEY EVENTS
Paid Search	1,129 ▲ 20%	989 ▲ 16%	00:00:42 ▲ 14%	40.66% ▼ 0.37%	124.00 ▲ 41%
Organic Search	574 ▲ 14%	385 ▼ 4.70%	00:00:59 ▼ 3.28%	30.66% ▲ 1.86%	78.00 ▲ 63%
Direct	492 ▼ 1.01%	421 ▼ 4.10%	00:00:23 ▼ 12%	61.79% ▲ 19%	32.00 ▲ 3.23%
Paid Other	359 ▲ 52%	293 ▲ 44%	00:00:06 ▼ 74%	74.93% ▲ 2.21%	2.00 ▲ 100%
Cross-network	344 ▲ 14%	321 ▲ 15%	00:00:26 ▲ 18%	62.50% ▼ 12%	16.00 ▼ 5.88%
Organic Shopping	315 ▲ 29%	309 ▲ 29%	00:00:06 0%	86.03% ▼ 1.97%	12.00 ▲ 500%
Paid Social	204 0%	196 ▲ 7.69%	00:00:17 ▲ 55%	71.08% ▼ 7.64%	16.00 ▲ 220%
Organic Social	110 ▲ 86%	104 ▲ 79%	00:00:19 ▼ 9.52%	62.73% ▲ 5.75%	8.00 ▲ 167%
Referral	88 ▼ 19%	85 ▼ 6.59%	00:00:09 ▲ 13%	85.23% ▲ 24%	2.00 ▼ 67%
Unassigned	3 ▲ 100%	3 ▲ 100%	00:00:27 ▲ 100%	33.33% ▲ 100%	0.00 0%

CHANNEL	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TI...	BOUNCE RATE	KEY EVENTS
Organic Video	1 ▲ 100%	1 ▲ 100%	00:00:07 ▲ 100%	100.00% ▲ 100%	0.00 0%

Google Analytics 4 - Conversions

User Acquisition

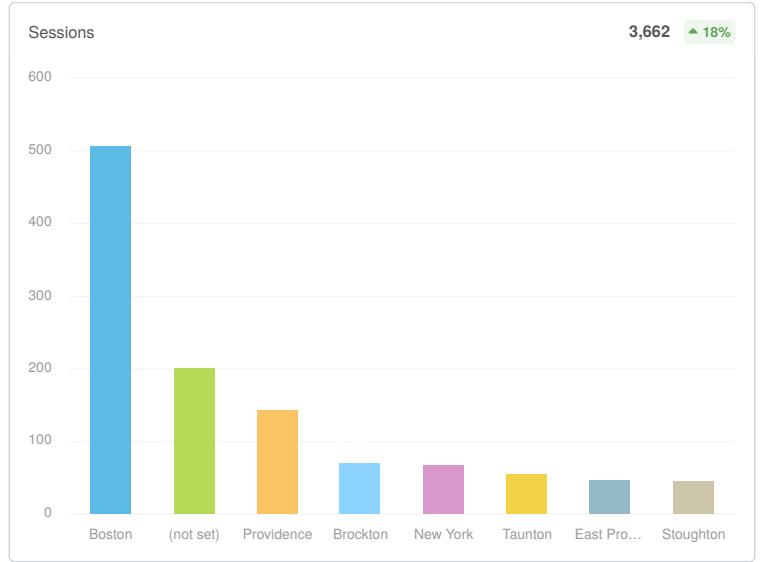
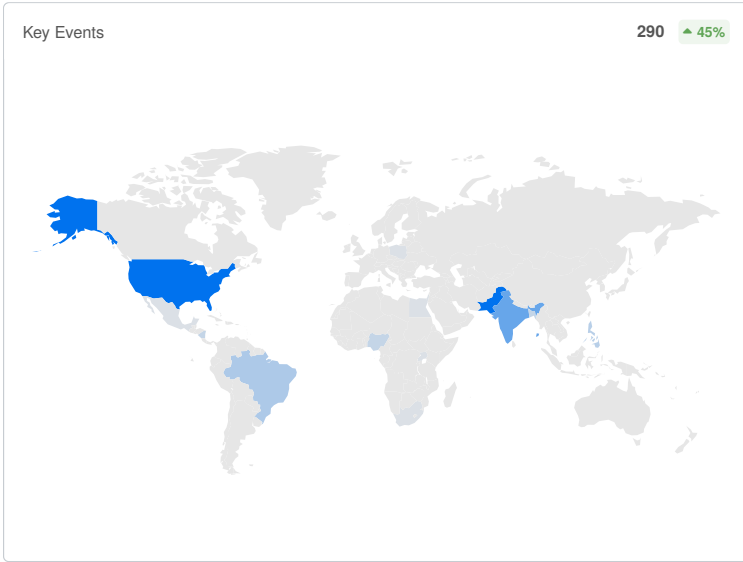


Showing 3 of 3 Rows

EVENT NAME	CONVERSIONS
Click_To_Call	199.00 ▲ 35%
contact_form	82.00 ▲ 58%
contact_ppc	9.00 ▲ 800%

Google Analytics 4 - Location

User Acquisition



Sessions ▲ 18%

3,662

Total Users ▲ 13%

3,075

Average Engagemen... ▼ 3.23%

00:00:30

Bounce Rate ▲ 3.06%

55.30%

Key Events ▲ 45%

290

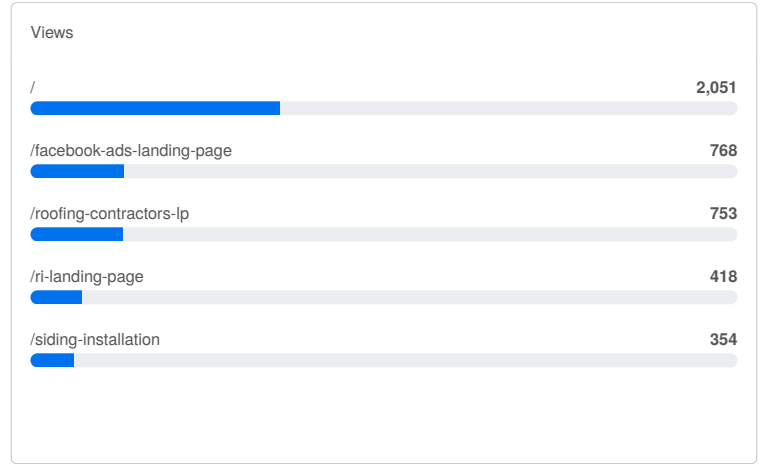
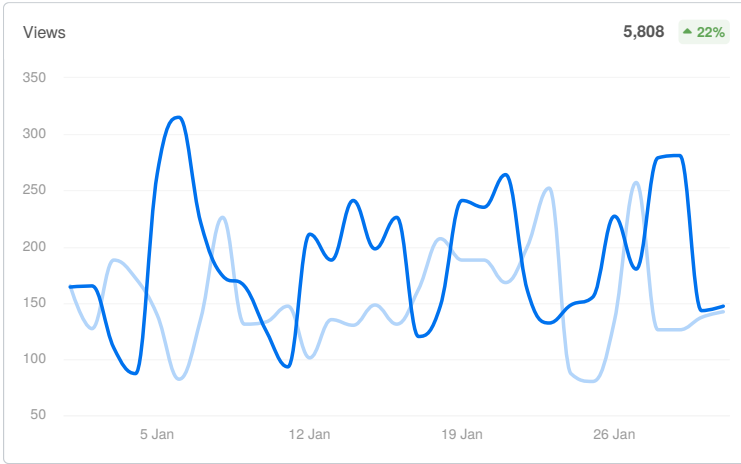
Showing 25 of 855 Rows

CITY	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT ...	BOUNCE RATE	KEY EVENTS
Boston	507 ▲ 24%	420 ▲ 14%	00:00:34 ▼ 11%	54.04% ▲ 4.51%	49.00 ▲ 158%
(not set)	201 ▼ 3.83%	189 ▲ 1.07%	00:00:14 ▲ 27%	62.69% ▼ 6.42%	11.00 ▲ 10%
Providence	143 ▲ 31%	133 ▲ 30%	00:00:17 ▼ 11%	72.03% ▲ 1.97%	3.00 0%
Brockton	69 ▲ 60%	55 ▲ 38%	00:00:28 ▼ 73%	62.32% ▲ 41%	4.00 ▼ 33%
New York	67 ▲ 24%	58 ▲ 23%	00:00:12 ▼ 56%	64.18% ▲ 58%	2.00 ▼ 50%
Taunton	54 ▲ 218%	43 ▲ 169%	00:00:25 ▼ 43%	61.11% ▲ 48%	1.00 0%
East Providence	46 ▲ 64%	39 ▲ 44%	00:00:09 ▼ 82%	60.87% ▲ 6.53%	3.00 ▲ 100%
Stoughton	45 ▲ 50%	38 ▲ 52%	00:00:57 ▲ 7.55%	31.11% ▼ 22%	7.00 ▲ 75%

CITY	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT ...	BOUNCE RATE	KEY EVENTS
Nashville	44 ▲ 91%	7 ▲ 75%	00:00:14 ▲ 7.69%	56.82% ▼ 13%	3.00 ▲ 200%
Quincy	43 ▲ 95%	31 ▲ 63%	00:00:41 ▼ 11%	46.51% ▲ 105%	3.00 ▲ 50%
Cranston	43 ▲ 4.88%	41 ▲ 7.89%	00:00:24 ▲ 71%	65.12% ▼ 17%	2.00 0%
Dallas	42 ▲ 83%	34 ▲ 209%	00:00:02 ▼ 33%	95.24% ▲ 22%	2.00 ▲ 100%
Warwick	35 ▼ 2.78%	35 ▲ 6.06%	00:00:40 ▼ 27%	42.86% ▼ 47%	2.00 ▲ 100%
Pawtucket	35 ▲ 52%	34 ▲ 48%	00:00:18 ▲ 200%	71.43% ▲ 9.52%	1.00 ▼ 50%
Easton	31 ▲ 72%	22 ▲ 29%	00:00:54 ▲ 86%	51.61% ▲ 33%	5.00 ▲ 400%
Lahore	30 ▼ 33%	27 ▼ 18%	00:00:16 ▼ 11%	43.33% ▲ 39%	6.00 ▲ 20%
Canton	28 ▲ 180%	24 ▲ 167%	00:01:14 ▼ 28%	35.71% ▲ 19%	3.00 ▲ 50%
Plymouth	23 ▲ 64%	23 ▲ 77%	00:00:35 ▲ 40%	47.83% ▲ 12%	1.00 ▲ 100%
Mansfield	21 ▲ 163%	15 ▲ 114%	00:02:43 ▲ 196%	47.62% ▲ 27%	2.00 ▲ 100%
McAlester	20 ▲ 67%	20 ▲ 67%	00:00:00 0%	100.00% 0%	0.00 0%
Attleboro	19 ▲ 280%	17 ▲ 240%	00:00:33 ▲ 200%	47.37% ▼ 41%	1.00 ▲ 100%
New Bedford	19 ▼ 32%	16 ▼ 43%	00:00:20 ▼ 38%	63.16% ▲ 26%	1.00 ▼ 80%
Wareham	18 ▲ 20%	11 ▼ 15%	00:00:47 ▼ 46%	50.00% ▲ 7.14%	4.00 ▲ 33%
Revere	17 ▲ 750%	10 ▲ 400%	00:01:12 ▲ 929%	17.65% ▲ 100%	5.00 ▲ 100%
Ashburn	17 ▲ 13%	16 ▲ 6.67%	00:00:28 ▲ 56%	52.94% ▼ 0.73%	4.00 ▲ 33%

Google Analytics 4 - Landing Pages

User Acquisition



Sessions ▲ 18%

3,662

Total Users ▲ 13%

3,075

Average Engagement Time Pe... ▼ 3.23%

00:00:30

Key Events ▲ 45%

290

Showing 50 of 181 Rows

LANDING PAGE	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TIME ...	KEY EVENTS
/	1,061 ▲ 23%	936 ▲ 18%	00:00:34 ▲ 3.03%	97.00 ▲ 59%
/roofing-contractors-lp	416 ▲ 11%	393 ▲ 8.86%	00:00:42 ▲ 50%	54.00 ▲ 64%
/facebook-ads-landing-page	588 ▲ 29%	513 ▲ 28%	00:00:11 ▼ 39%	20.00 ▲ 233%
/contact-us	70 ▲ 59%	69 ▲ 60%	00:00:18 ▼ 22%	15.00 ▼ 6.25%
/siding-installation	184 ▲ 19%	178 ▲ 20%	00:00:38 ▼ 22%	14.00 ▼ 18%
/ri-landing-page	334 ▲ 3.73%	322 ▲ 3.87%	00:00:19 ▼ 14%	12.00 ▲ 200%
/dorchester-ma-contractors	45 0%	45 ▲ 4.65%	00:00:41 ▼ 41%	10.00 0%
(not set)	152 ▲ 30%	128 ▲ 29%	00:00:02 ▼ 60%	7.00 ▼ 30%
/roofing-siding-wareham-ma	30 ▼ 27%	29 ▼ 15%	00:00:58 ▲ 1.75%	7.00 ▲ 133%

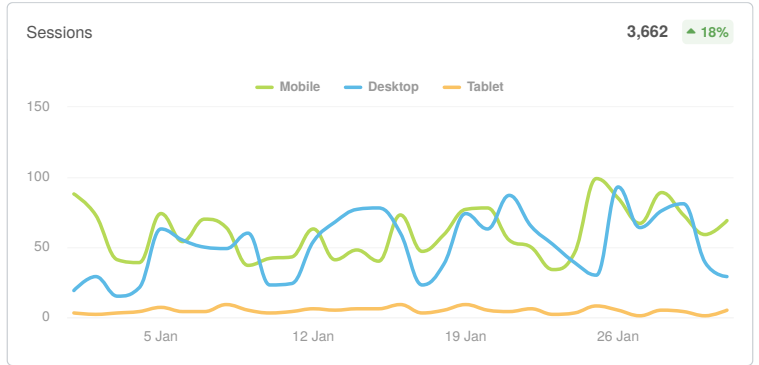
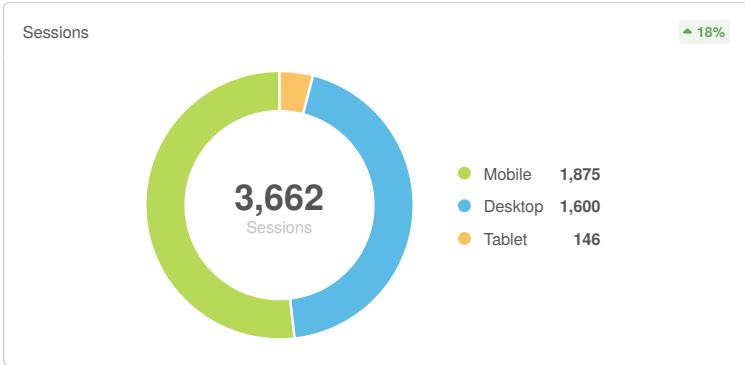
LANDING PAGE	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TIME ...	KEY EVENTS
/window-replacement-installation	98 ▼ 22%	94 ▼ 24%	00:00:39 ▼ 2.50%	5.00 ▼ 29%
/four-important-things-to-know-about-ice-dams	56 ▲ 100%	54 ▲ 100%	00:00:50 ▲ 100%	4.00 ▲ 100%
/providence-ri-roofing-siding	28 ▲ 87%	27 ▲ 93%	00:01:36 ▲ 500%	4.00 ▲ 100%
/thank-you	4 0%	3 ▼ 25%	00:01:33 ▲ 52%	4.00 0%
/about-us	28 ▼ 13%	24 ▼ 23%	00:01:10 ▲ 112%	3.00 ▲ 50%
/middleboro-ma-contractors	17 ▼ 37%	16 ▼ 41%	00:00:29 ▼ 71%	3.00 0%
/norwood-ma-roofing-siding	5 ▲ 150%	5 ▲ 400%	00:01:07 ▲ 191%	3.00 ▲ 100%
/skylights	33 ▼ 11%	32 ▼ 11%	00:00:36 ▲ 20%	3.00 ▲ 50%
/abington-ma-roofing-siding	3 ▲ 100%	3 ▲ 100%	00:00:53 ▲ 100%	2.00 ▲ 100%
/contact-us-page-test	2 ▲ 100%	1 ▲ 100%	00:03:37 ▲ 100%	2.00 ▲ 100%
/roofing	29 ▲ 12%	29 ▲ 16%	00:00:36 ▼ 31%	2.00 0%
/sudbury-ma	22 ▲ 57%	19 ▲ 73%	00:00:50 ▲ 72%	2.00 ▲ 100%
/thank-you-ppc	1 ▲ 100%	1 ▲ 100%	00:00:00 0%	2.00 ▲ 100%
/wareham-ma	10 ▲ 100%	8 ▲ 100%	00:00:44 ▲ 100%	2.00 ▲ 100%
/benefits-of-attic-insulation	1 ▲ 100%	1 ▲ 100%	00:05:20 ▲ 100%	1.00 ▲ 100%
/chatham-ma	3 ▲ 50%	3 ▲ 50%	00:01:30 ▲ 8900%	1.00 ▲ 100%
/cohasset-ma-roofing-siding-company	9 ▲ 100%	9 ▲ 100%	00:00:29 ▲ 100%	1.00 ▲ 100%
/gutter-installation-replacement	6 ▼ 25%	6 ▼ 25%	00:00:25 ▼ 71%	1.00 0%
/harvey-windows	1 0%	1 0%	00:11:40 ▲ 415%	1.00 ▲ 100%

LANDING PAGE	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TIME ...	KEY EVENTS
/james-hardie-siding	27 ▲ 350%	27 ▲ 350%	00:00:47 ▲ 31%	1.00 ▲ 100%
/milton-ma-contractors	1 ▲ 100%	1 ▲ 100%	00:00:10 ▲ 100%	1.00 ▲ 100%
/project/siding-installation-in-canton	2 ▲ 100%	2 ▲ 100%	00:06:05 ▲ 100%	1.00 ▲ 100%
/project/window-replacement-sharon-ma	1 ▲ 100%	1 ▲ 100%	00:01:40 ▲ 100%	1.00 ▲ 100%
/request-a-quote	1 ▲ 100%	1 ▲ 100%	00:01:32 ▲ 100%	1.00 ▲ 100%
/stoughton-ma	10 ▼ 33%	10 ▼ 29%	00:01:15 ▲ 74%	1.00 ▼ 50%
/warwick-ri	11 ▼ 15%	10 ▲ 11%	00:00:28 ▲ 56%	1.00 ▼ 50%
/why-november-is-the-best-time-to-replace-your-windows	1 ▼ 50%	1 0%	00:00:07 ▲ 100%	1.00 ▲ 100%
/acton-ma	1 ▼ 50%	1 ▼ 50%	00:00:04 ▲ 100%	0.00 0%
/andersen-windows	1 ▼ 80%	1 ▼ 80%	00:00:00 ▼ 100%	0.00 ▼ 100%
/angies-list-super-service-award	1 ▲ 100%	1 ▲ 100%	00:00:03 ▲ 100%	0.00 0%
/archive/lmng/page/3	1 0%	1 0%	00:00:00 ▼ 100%	0.00 0%
/archive/lmpro	1 ▲ 100%	1 ▲ 100%	00:00:08 ▲ 100%	0.00 0%
/archive/thermatru	3 ▲ 100%	3 ▲ 100%	00:00:01 ▲ 100%	0.00 0%
/are-skylights-worth-it-a-complete-guide	3 ▲ 50%	3 ▲ 50%	00:00:21 ▲ 100%	0.00 0%
/author/admin	1 0%	1 0%	00:00:05 ▲ 100%	0.00 0%
/author/taimariosroofing-com	1 ▼ 50%	1 ▼ 50%	00:00:03 ▼ 40%	0.00 0%
/awnings	2 ▲ 100%	2 ▲ 100%	00:00:14 ▲ 100%	0.00 0%
/azek-videos	1 ▲ 100%	1 ▲ 100%	00:00:00 0%	0.00 0%

LANDING PAGE	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT TIME ...	KEY EVENTS
/barefoot-siding-before	1 ▲ 100%	1 ▲ 100%	00:00:01 ▲ 100%	0.00 0%
/barnstable-ma-2	1 ▲ 100%	1 ▲ 100%	00:00:05 ▲ 100%	0.00 0%
/bathroom-pinkblanket	1 ▲ 100%	1 ▲ 100%	00:00:00 0%	0.00 0%

Google Analytics 4 - Devices

User Acquisition



Sessions ▲ 18%

3,662

Total Users ▲ 13%

3,075

Average Engagemen... ▼ 3.23%

00:00:30

Bounce Rate ▲ 3.06%

55.30%

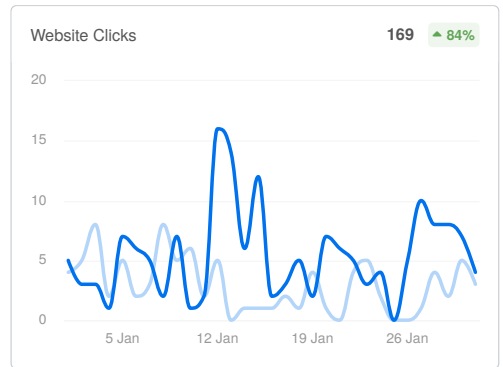
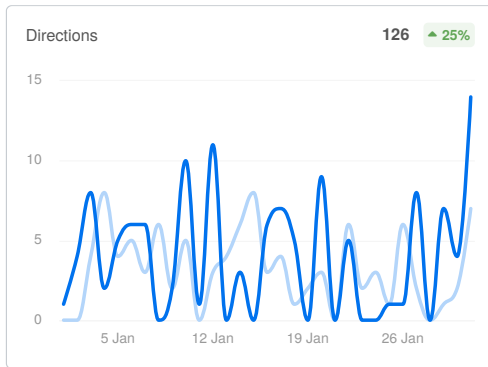
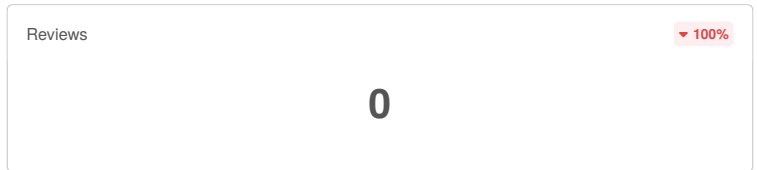
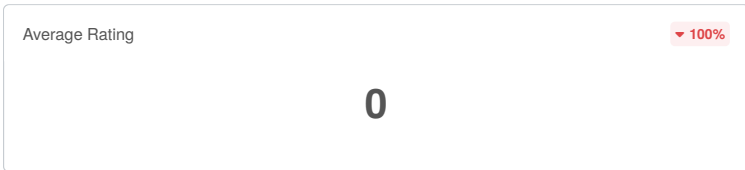
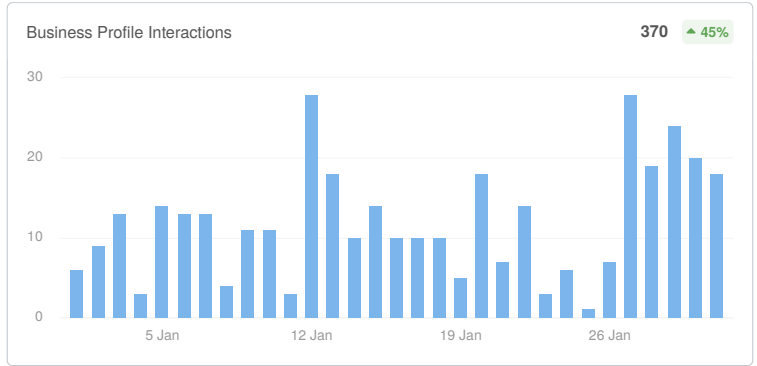
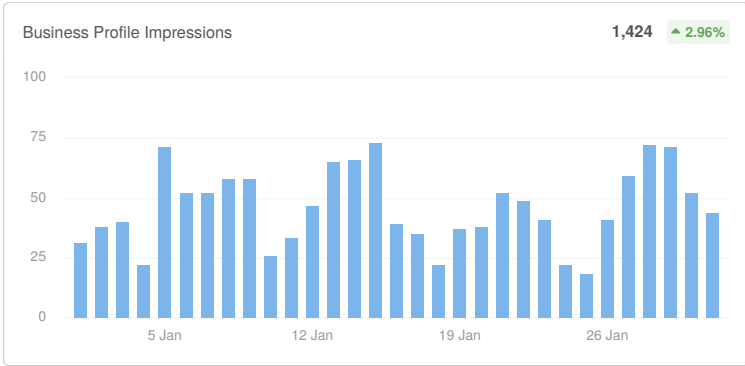
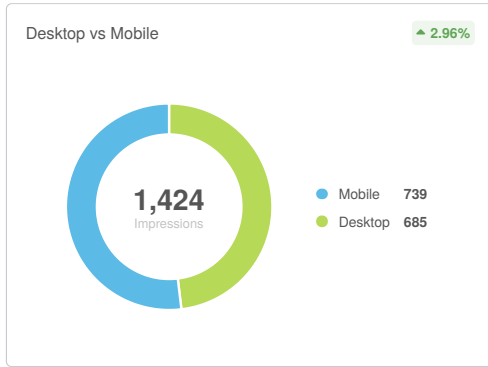
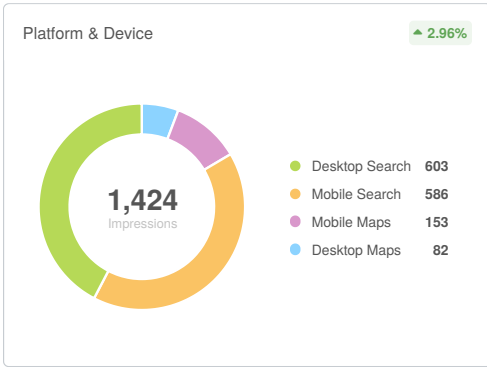
Key Events ▲ 45%

290

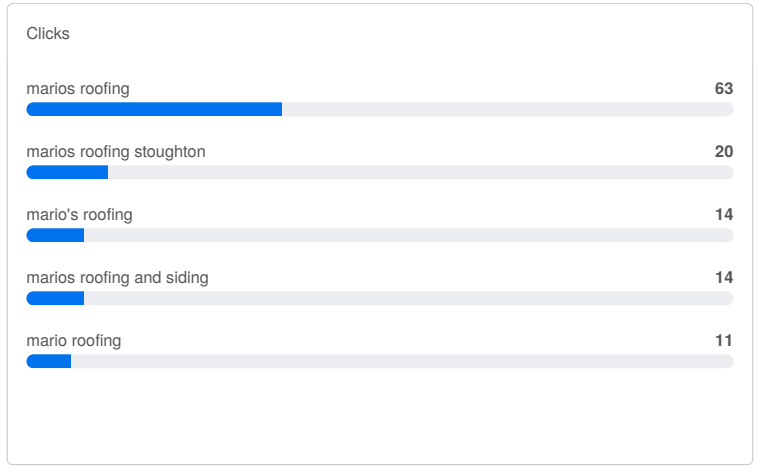
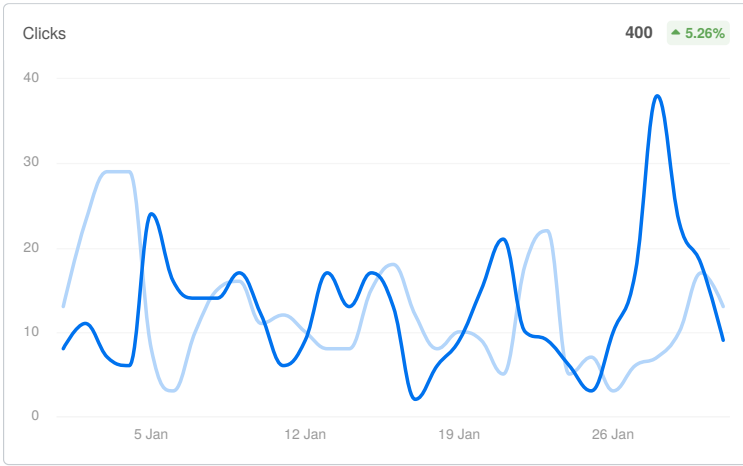
Showing 10 of 173 Rows

MOBILE DEVICE INFO	SESSIONS	TOTAL USERS	AVERAGE ENGAGEMENT ...	BOUNCE RATE	KEY EVENTS
(not set)	2,916 ▲ 13%	2,478 ▲ 9.50%	00:00:34 ▲ 6.25%	50.93% ▼ 0.16%	267.00 ▲ 41%
Galaxy A15 5G	44 ▲ 47%	41 ▲ 46%	00:00:10 ▲ 900%	75.00% ▼ 10.00%	0.00 ▼ 100%
Galaxy A16 5G	38 ▲ 153%	36 ▲ 140%	00:00:29 ▼ 56%	76.32% ▼ 12%	1.00 0%
Galaxy A14 5G	21 ▲ 75%	20 ▲ 67%	00:00:06 ▼ 96%	61.90% ▼ 17%	0.00 0%
Galaxy S25 Ultra	20 ▼ 4.76%	17 ▼ 19%	00:00:50 ▲ 733%	60.00% ▼ 26%	2.00 ▲ 100%
Galaxy A02s	19 ▲ 375%	12 ▲ 200%	00:00:05 ▲ 25%	84.21% ▲ 12%	0.00 0%
Galaxy S24 Ultra	17 ▼ 32%	15 ▼ 21%	00:00:21 ▼ 22%	58.82% ▼ 14%	0.00 ▼ 100%
Galaxy S21+ 5G	16 ▲ 300%	4 0%	00:00:30 ▲ 275%	43.75% ▼ 42%	1.00 ▲ 100%
Galaxy S25+	15 ▲ 15%	12 ▲ 20%	00:00:07 ▼ 87%	66.67% ▲ 24%	0.00 0%
Galaxy Tab A9+	14 ▲ 180%	13 ▲ 160%	00:00:21 ▲ 40%	71.43% ▲ 257%	0.00 0%

Google Business Profile - Performance



Google Search Console - Top Queries



Clicks ▲ 5.26%

400

Impressions ▼ 0.28%

117 K

CTR ▲ 6.25%

0.34%

Showing 50 of 5,717 Rows

KEYWORD	CLICKS	IMPRESSIONS	AVG POSITION	CTR
marios roofing	63 ▲ 34%	598 ▲ 30%	3.14 ▼ 9.32%	10.54% ▲ 2.93%
marios roofing stoughton	20 ▲ 400%	117 ▲ 193%	1.00 ▲ 2.44%	17.09% ▲ 71%
mario's roofing	14 ▼ 22%	135 ▼ 29%	4.48 ▼ 98%	10.37% ▲ 10%
marios roofing and siding	14 ▲ 17%	69 ▲ 47%	1.94 ▼ 79%	20.29% ▼ 21%
mario roofing	11 ▲ 450%	151 ▲ 6.34%	6.95 ▼ 46%	7.28% ▲ 416%
marios roofing wareham ma	8 ▲ 700%	52 ▲ 37%	1.04 ▲ 91%	15.38% ▲ 485%
mario's quality roofing siding & window	2 ▲ 100%	13 ▼ 46%	1.00 ▲ 71%	15.38% ▲ 269%
mario's roofing and siding	2 ▲ 100%	21 ▲ 100%	4.86 ▲ 100%	9.52% ▲ 100%
marios	2 0%	140 ▲ 65%	1.34 ▲ 13%	1.43% ▼ 39%
marios roofing reviews	2 0%	62 ▼ 11%	5.32 ▲ 62%	3.23% ▲ 13%












KEYWORD	CLICKS	IMPRESSIONS	AVG POSITION	CTR
roofing contractors in massachusetts	2 ▲ 100%	32 ▲ 167%	2.25 ▲ 88%	6.25% ▲ 100%
are skylights worth it	1 ▲ 100%	74 ▼ 23%	7.43 ▼ 36%	1.35% ▲ 100%
cape cod roof material	1 ▼ 67%	56 ▼ 96%	2.89 ▲ 55%	1.79% ▲ 752%
cupolas near me	1 ▲ 100%	3 ▲ 200%	7.00 ▲ 50%	33.33% ▲ 100%
emergency roof repair	1 ▲ 100%	15 ▼ 6.25%	1.00 ▲ 58%	6.67% ▲ 100%
emergency roof snow removal	1 ▲ 100%	1 ▲ 100%	1.00 ▲ 100%	100.00% ▲ 100%
local roofing companies	1 ▲ 100%	28 0%	25.25 ▲ 25%	3.57% ▲ 100%
mario's roofing reviews	1 ▼ 50%	64 ▼ 23%	10.97 ▲ 14%	1.56% ▼ 35%
marios roofing stoughton ma	1 ▼ 67%	50 ▼ 22%	1.64 ▲ 42%	2.00% ▼ 57%
marios roofing wareham	1 ▼ 67%	6 ▼ 33%	1.17 ▼ 17%	16.67% ▼ 50%
pictures of houses with lp smart siding	1 0%	3 ▼ 25%	5.33 ▲ 42%	33.33% ▲ 33%
roof repair massachusetts	1 0%	54 ▲ 15%	2.85 ▲ 46%	1.85% ▼ 13%
roof repair near me	1 ▲ 100%	52 ▼ 3.70%	5.96 ▼ 56%	1.92% ▲ 100%
roof snow removal service	1 ▲ 100%	2 ▲ 100%	1.00 ▲ 100%	50.00% ▲ 100%
roofer near me	1 ▲ 100%	16 ▼ 58%	7.69 ▼ 195%	6.25% ▲ 100%
roofing and siding companies near me	1 ▲ 100%	280 ▲ 4.09%	20.11 ▲ 3.02%	0.36% ▲ 100%
roofing companies chatham	1 ▲ 100%	9 ▼ 25%	7.44 ▼ 6.35%	11.11% ▲ 100%
roofing companies in massachusetts	1 ▼ 50%	77 ▲ 1.32%	30.74 ▲ 18%	1.30% ▼ 51%
roofing companies near me	1 ▼ 50%	445 ▼ 11%	11.39 ▼ 98%	0.22% ▼ 45%

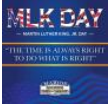










KEYWORD	CLICKS	IMPRESSIONS	AVG POSITION	CTR
roofing contractors natick ma	1 ▲ 100%	33 ▲ 100%	13.33 ▲ 100%	3.03% ▲ 100%
roofing contractors near me	1 ▲ 100%	63 ▲ 19%	5.78 ▼ 101%	1.59% ▲ 100%
roofing contractors sudbury ma	1 ▲ 100%	66 ▼ 5.71%	11.17 ▲ 0.68%	1.52% ▲ 100%
roofing in acton ma	1 ▲ 100%	28 ▲ 600%	7.39 ▲ 13%	3.57% ▲ 100%
roofing in massachusetts	1 ▲ 100%	50 ▲ 138%	12.50 ▲ 36%	2.00% ▲ 100%
roofing in natick ma	1 ▲ 100%	11 ▲ 100%	12.91 ▲ 100%	9.09% ▲ 100%
roofing massachusetts	1 ▲ 100%	229 ▲ 5.05%	19.78 ▲ 1.83%	0.44% ▲ 100%
roofing near me	1 ▲ 100%	46 ▲ 31%	3.39 ▲ 26%	2.17% ▲ 100%
roofing norwood ma	1 ▲ 100%	18 ▲ 29%	10.61 ▼ 10%	5.56% ▲ 100%
roofing subcontractor jobs	1 ▲ 100%	1 ▲ 100%	18.00 ▲ 100%	100.00% ▲ 100%
siding contractor massachusetts	1 ▲ 100%	2 ▼ 67%	58.50 ▲ 27%	50.00% ▲ 100%
top rated roofers	1 ▲ 100%	1 ▲ 100%	1.00 ▲ 100%	100.00% ▲ 100%
types of skylights	1 ▲ 100%	110 ▲ 2100%	37.22 ▲ 26%	0.91% ▲ 100%
vinyl siding installation canton ma	1 ▲ 100%	22 ▲ 38%	5.55 ▲ 7.58%	4.55% ▲ 100%
vinyl siding repair near me	1 ▲ 100%	3 0%	9.33 ▼ 115%	33.33% ▲ 100%
window companies in massachusetts	1 ▲ 100%	1 ▲ 100%	21.00 ▲ 100%	100.00% ▲ 100%
"roofing contractors near me"	0 0%	1 ▲ 100%	80.00 ▲ 100%	0.00% 0%
24 hour roof leak repair	0 0%	1 ▲ 100%	1.00 ▲ 100%	0.00% 0%
3 tab gaf shingles	0 0%	1 ▲ 100%	97.00 ▲ 100%	0.00% 0%

KEYWORD	CLICKS	IMPRESSIONS	AVG POSITION	CTR
30 day extended forecast	0 0%	1 ▲ 100%	1.00 ▲ 100%	0.00% 0%
353 west grove st middleboro ma	0 0%	13 ▲ 100%	10.92 ▲ 100%	0.00% 0%

Facebook - Posts

Showing 22 of 22 Rows

DATE	POST	POST IMPRESSIONS UNI...	LIKES	SHARES	CLICKS
Jan 30, 2026	 <p>❄️ What Causes Ice Damming?... Photos from Mario's Quality Roofing,</p>	196	5	0	12
Jan 30, 2026	 <p>Quality roofing and siding that...</p>	141	6	0	5
Jan 29, 2026	 <p>🔥 ❄️ Extreme weathers fro...</p>	470	10	2	26
Jan 29, 2026	 <p>Proud to serve Natick, MA! O...</p>	230	8	1	13
Jan 27, 2026	 <p>❄️ Snow on Your Roof? This...</p>	1,661	11	6	25
Jan 26, 2026	 <p>What a week at IRE! 🙌 Here are the 5</p>	80	2	0	5
Jan 23, 2026	 <p>❄️ New England Winter ... Photos from Mario's Quality Roo</p>	593	4	3	47
Jan 22, 2026	 <p>This is what quality roofing lo...</p>	138	4	0	6
Jan 21, 2026	 <p>🪟 Happy Window Wednesday! Ou...</p>	257	6	4	21
Jan 20, 2026	 <p>🌟 Testimonial Tuesday 🌟 H...</p>	203	7	0	7
Jan 20, 2026	 <p>Looking to go solar? We can ...</p>	144	3	0	2

DATE	POST	POST IMPRESSIONS UNI...	LIKES	SHARES	CLICKS
Jan 19, 2026	 Happy Martin Luther ...	182	7	1	0
Jan 15, 2026	 Happy National Hat Day! Th... Photos from Mario's Quality Roofing	366	12	1	123
Jan 15, 2026	 We love taking on challenging...	134	3	0	4
Jan 15, 2026		74	3	0	4
Jan 13, 2026	 Thank You, Jersey Mi...	615	14	0	22
Jan 13, 2026	 Proudly serving Stoughton, M...	225	7	0	10
Jan 12, 2026	 Happy Birthday, Paul! It's ... Photos from Mario's Quality Roofing	1,051	27	0	159
Jan 9, 2026	 Another project we're proud o...	170	5	0	1
Jan 7, 2026	 Proud to serve Sudbury, MA, ...	317	8	1	10
Jan 6, 2026	 Testimonial Tuesday R...	439	10	3	18
Jan 1, 2026	 Proudly serving Dedham, Ma...	302	10	0	19

Facebook - Likes

Date



Metric has been sunset and no longer supported by native platform

Organic vs Paid Likes



Metric has been sunset and no longer supported by native platform

Date



Metric has been sunset and no longer supported by native platform

Age



No invalid field: page_fans age

Gender



No invalid field: page_fans ge

Top Countries



Metric has been sunset and no longer supported by native platform

Top Cities



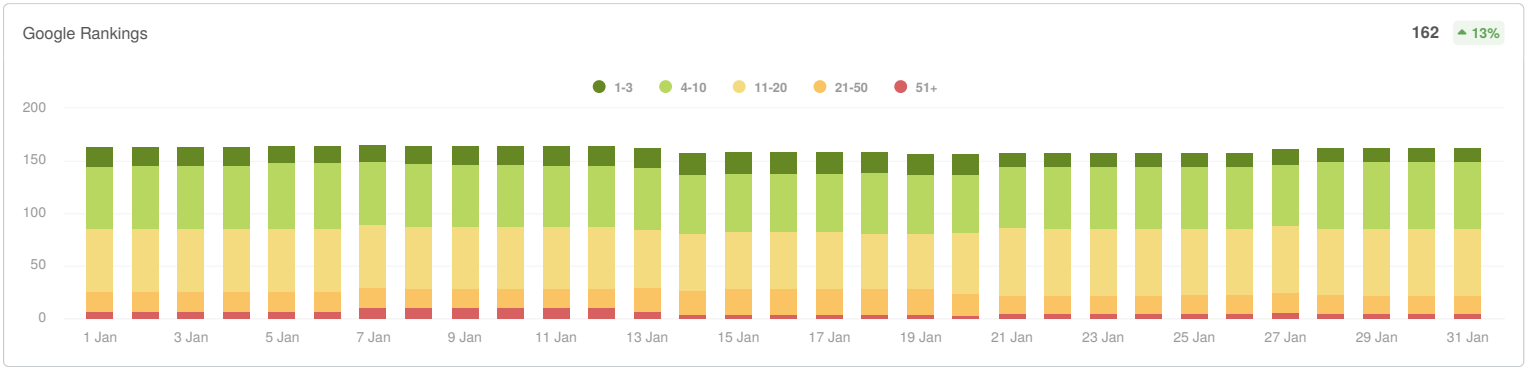
Metric has been sunset and no longer supported by native platform

Top Languages



Metric has been sunset and no longer supported by native platform

Rankings



Google Rankings ▲ 13%

162

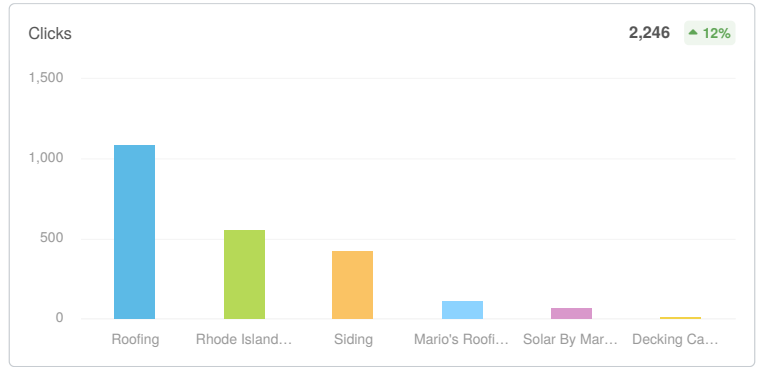
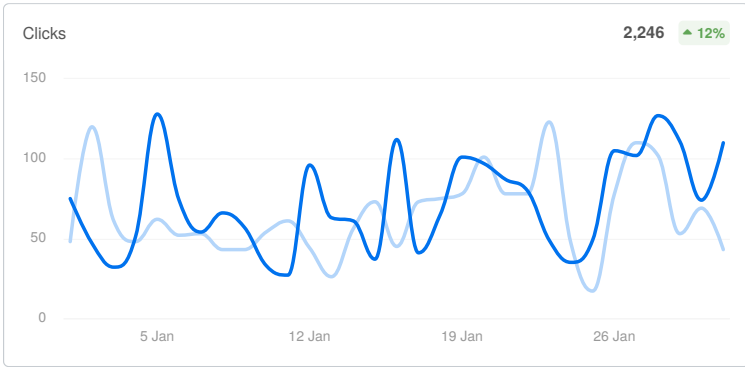
Google Change ▲ 9.15%

▲ 155

Showing 10 of 195 Rows

KEYWORD ▲	GOOGLE	GOOGLE CHANGE
☆ replacement windows acton ma	not found	0
☆ roofing bridgewater ma	38 th	▼ 26
☆ roofing canton ma	1 st	0
☆ roofing contractors abington ma	16 th	▼ 1
☆ roofing contractors acton ma	not found	0
☆ roofing contractors attleboro ma	22 nd	▲ 1
☆ roofing contractors barnstable ma	not found	0
☆ roofing contractors barrington ri	not found	0
☆ roofing contractors barrington ri	not found	0
☆ roofing contractors bellingham ma	19 th	▲ 1

Google Ads - Campaigns



Avg CPC ▲ 6.60%

\$10.57

Clicks ▲ 17%

1,464

Conversion Rate ▲ 27%

12.96%

Conversions ▲ 49%

195.61

Cost ▲ 25%

\$15,477.34

Cost / Conversion ▼ 17%

\$79.12

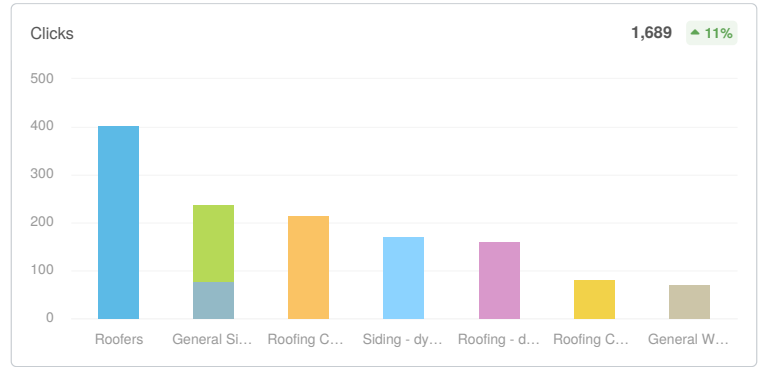
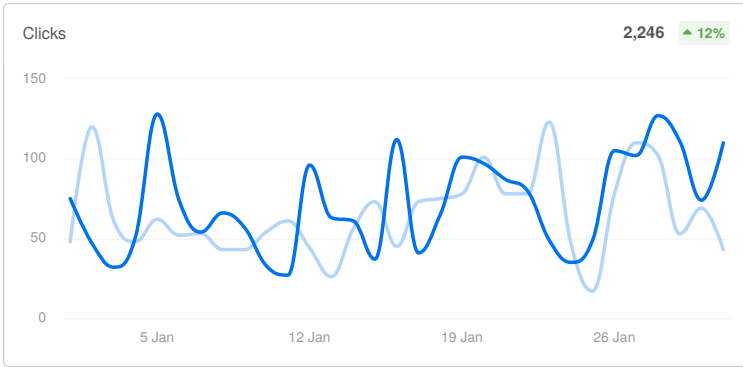
Impressions ▲ 7.44%

33,385

Showing 6 of 6 Rows

CAMPAIGN	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
<u>Decking Campaign</u>	\$30.49 ▲ 46%	1 ▼ 83%	0.00% 0%	0.00 0%	\$30.49 ▼ 76%	\$0.00 0%	152 ▲ 4.83%
<u>Mario's Roofing and Siding RI</u>	\$41.04 ▼ 10%	107 ▲ 14%	3.74% ▲ 100%	4.00 ▲ 100%	\$4,391.67 ▲ 2.36%	\$1,097.92 ▲ 100%	2,372 ▲ 36%
<u>Rhode Island Performance Max</u>	\$1.09 ▼ 9.64%	557 ▲ 13%	0.58% ▲ 3.57%	5.00 ▼ 17%	\$608.60 ▲ 1.88%	\$121.72 ▲ 22%	17,071 ▼ 8.01%
<u>Roofing</u>	\$9.61 ▲ 2.42%	1,093 ▼ 2.32%	10.23% ▲ 45%	111.82 ▲ 42%	\$10,503.86 ▲ 0.04%	\$93.93 ▼ 29%	22,279 ▼ 12%
<u>Siding</u>	\$12.52 ▼ 2.45%	424 ▲ 70%	17.64% ▼ 3.97%	74.79 ▲ 63%	\$5,309.91 ▲ 65%	\$71.00 ▲ 1.59%	12,939 ▲ 53%
<u>Solar By Mario's Campaign</u>	\$15.62 ▼ 23%	64 ▲ 25%	0.00% 0%	0.00 0%	\$999.81 ▼ 3.44%	\$0.00 0%	1,459 ▲ 29%

Google Ads - Ad Groups



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

Impressions ▲ 1.61%

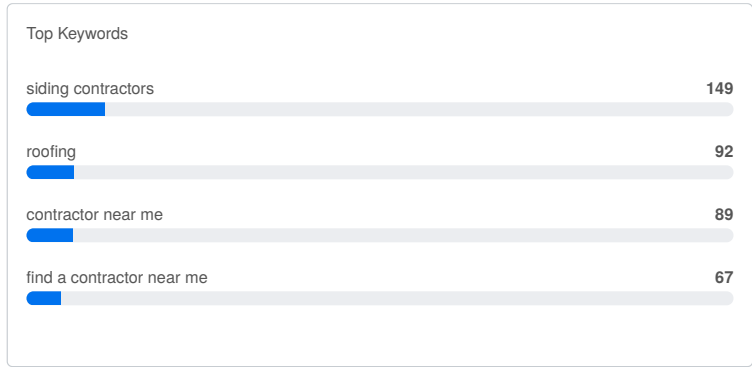
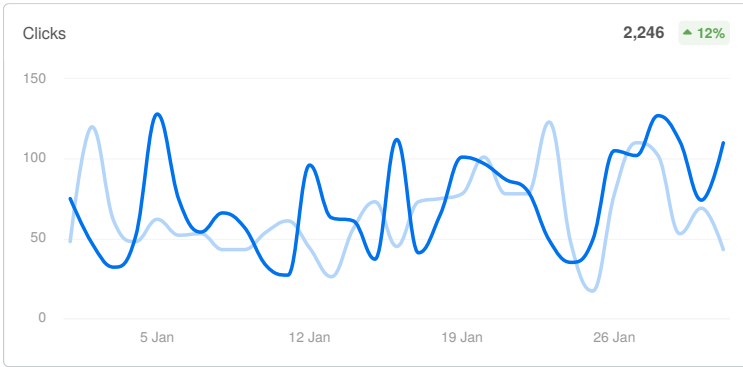
56,272

Showing 22 of 22 Rows

AD GROUP	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
<u>Ad_group_1</u>	\$30.49 ▲ 46%	1 ▼ 83%	0.00% 0%	0.00 0%	\$30.49 ▼ 76%	\$0.00 0%	152 ▲ 4.83%
<u>General Siding Campaign</u>	\$12.30 ▲ 19%	236 ▲ 76%	10.14% ▼ 26%	23.92 ▲ 31%	\$2,902.52 ▲ 109%	\$121.32 ▲ 60%	9,516 ▲ 51%
<u>General Siding Campaign</u>	\$5.74 ▼ 13%	75 ▼ 5.06%	2.67% ▼ 30%	2.00 ▼ 33%	\$430.36 ▼ 18%	\$215.18 ▲ 24%	1,387 ▼ 24%
<u>General Siding Campaign</u>	\$19.40 ▲ 17%	51 ▲ 21%	1.96% ▲ 100%	1.00 ▲ 100%	\$989.16 ▲ 42%	\$989.16 ▲ 100%	705 ▲ 27%
<u>General Window</u>	\$9.62 ▲ 17%	70 ▼ 26%	5.71% ▲ 7.33%	4.00 ▼ 20%	\$673.21 ▼ 13%	\$168.30 ▲ 8.74%	1,663 ▼ 25%
<u>Hardie</u>	\$4.37 ▼ 48%	17 ▲ 113%	17.12% ▲ 100%	2.91 ▲ 100%	\$74.30 ▲ 11%	\$25.53 ▲ 100%	528 ▲ 39%
<u>Hardie</u>	\$3.45 ▲ 100%	10 ▲ 100%	0.00% 0%	0.00 0%	\$34.47 ▲ 100%	\$0.00 0%	150 ▲ 142%
<u>Hardie</u>	\$27.90 ▲ 100%	1 ▲ 100%	0.00% 0%	0.00 0%	\$27.90 ▲ 100%	\$0.00 0%	2 ▲ 100%
<u>Roof Replacement</u>	\$9.18 ▲ 21%	14 ▲ 100%	0.00% 0%	0.00 0%	\$128.47 ▲ 142%	\$0.00 0%	182 ▲ 26%

AD GROUP	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
<u>Roof Replacement</u>	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	11 ▲ 120%
<u>Roofers</u>	\$9.48 ▲ 2.44%	402 ▼ 9.87%	11.82% ▲ 111%	47.50 ▲ 90%	\$3,809.90 ▼ 7.67%	\$80.21 ▼ 51%	9,426 ▼ 17%
<u>Roofers</u>	\$57.57 ▼ 3.97%	31 ▲ 15%	0.00% 0%	0.00 0%	\$1,784.62 ▲ 10%	\$0.00 0%	1,112 ▲ 24%
<u>Roofing - dynamic ad group</u>	\$10.06 ▲ 0.52%	160 ▼ 3.61%	9.58% ▼ 9.11%	15.32 ▼ 12%	\$1,609.73 ▼ 3.12%	\$105.05 ▲ 11%	2,660 ▼ 4.42%
<u>Roofing Company</u>	\$10.63 ▼ 10%	214 ▲ 53%	15.89% ▲ 59%	34.00 ▲ 143%	\$2,274.88 ▲ 37%	\$66.91 ▼ 43%	3,759 ▲ 39%
<u>Roofing Company</u>	\$73.50 ▼ 12%	16 ▼ 24%	12.50% ▲ 100%	2.00 ▲ 100%	\$1,175.97 ▼ 33%	\$587.98 ▲ 100%	449 ▲ 95%
<u>Roofing Contractors</u>	\$11.15 ▲ 29%	81 ▲ 6.58%	6.18% ▼ 6.08%	5.00 ▲ 0.05%	\$903.37 ▲ 37%	\$180.58 ▲ 37%	1,356 ▼ 11%
<u>Roofing Contractors</u>	\$51.75 ▼ 9.48%	8 ▲ 100%	12.50% ▲ 100%	1.00 ▲ 100%	\$414.02 ▲ 81%	\$414.02 ▲ 100%	93 ▲ 66%
<u>Siding - dynamic ad group</u>	\$13.64 ▼ 16%	171 ▲ 58%	28.04% ▲ 9.49%	47.95 ▲ 73%	\$2,333.10 ▲ 33%	\$48.65 ▼ 23%	2,895 ▲ 61%
<u>Siding - dynamic ad group</u>	\$9.39 ▲ 2.93%	11 ▼ 62%	9.09% ▼ 41%	1.00 ▼ 78%	\$103.30 ▼ 61%	\$103.30 ▲ 76%	347 ▼ 29%
<u>Solar Installation</u>	\$15.62 ▼ 23%	64 ▲ 25%	0.00% 0%	0.00 0%	\$999.81 ▼ 3.44%	\$0.00 0%	1,459 ▲ 29%
<u>Window Repair</u>	\$21.99 ▲ 90%	3 ▼ 85%	33.33% ▲ 67%	1.00 ▼ 75%	\$65.98 ▼ 71%	\$65.98 ▲ 14%	141 ▼ 68%
<u>Window Replacement</u>	\$8.87 ▼ 0.58%	53 ▼ 15%	3.77% ▲ 134%	2.00 ▲ 100%	\$470.19 ▼ 15%	\$235.09 ▼ 58%	1,208 ▼ 34%

Google Ads - Keywords



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

Impressions ▲ 1.61%

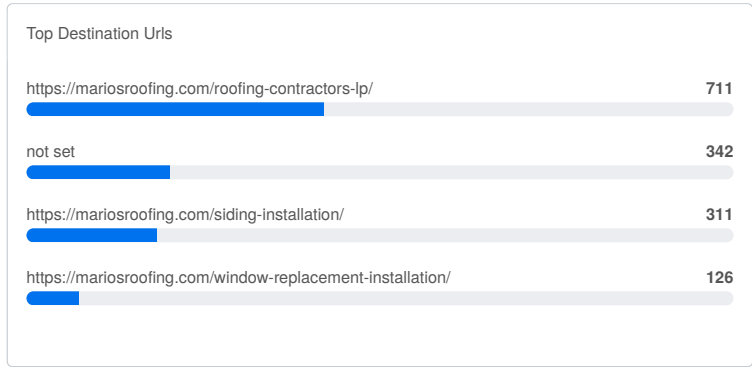
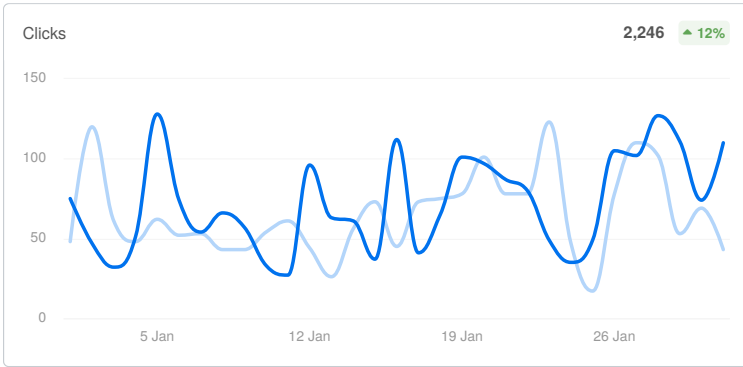
56,272

Showing 25 of 243 Rows

KEYWORD	CLICKS ▼	IMPRESSIONS	AVG CPC	CONVERSIONS	CONVERSION RATE	COST / CONVERSI...	COST
siding contractors	149 ▲ 49%	5,561 ▲ 42%	\$7.05 ▼ 2.64%	14.00 ▲ 14%	0.00% ▼ 100%	\$0.00 ▼ 100%	\$1,594.00 ▲ 55%
roofing	92 ▲ 21%	1,819 ▼ 15%	\$10.04 ▼ 22%	13.50 ▲ 238%	14.67% ▲ 179%	\$68.43 ▼ 72%	\$923.75 ▼ 5.72%
contractor near me	89 ▲ 85%	2,468 ▲ 175%	\$9.04 ▼ 1.43%	8.50 ▲ 750%	9.55% ▲ 359%	\$94.60 ▼ 78%	\$804.13 ▲ 83%
find a contractor near me	67 ▲ 139%	1,298 ▲ 55%	\$7.90 ▼ 47%	3.50 ▲ 75%	5.22% ▼ 27%	\$151.26 ▼ 28%	\$529.41 ▲ 27%
roofing companies near me	66 ▼ 2.94%	1,073 ▼ 2.63%	\$9.09 ▼ 25%	7.50 ▲ 7.14%	11.36% ▲ 10%	\$79.98 ▼ 32%	\$599.87 ▼ 27%
"roofing companies"	65 ▲ 124%	972 ▲ 42%	\$13.24 ▼ 7.39%	11.50 ▲ 130%	17.69% ▲ 2.61%	\$74.87 ▼ 9.74%	\$860.81 ▲ 108%
roof restoration	61 ▲ 100%	939 ▲ 13314%	\$11.23 ▲ 100%	12.00 ▲ 100%	19.67% ▲ 100%	\$57.09 ▲ 100%	\$685.03 ▲ 100%
"Siding Replacement"	54 ▲ 80%	972 ▲ 1.57%	\$11.24 ▼ 16%	3.00 0%	8.70% ▼ 52%	\$129.28 ▲ 76%	\$439.61 ▲ 59%
metal roofing	43 ▼ 14%	910 ▼ 17%	\$13.42 ▲ 43%	5.00 ▲ 400%	11.63% ▲ 482%	\$115.44 ▼ 75%	\$577.21 ▲ 23%

KEYWORD	CLICKS	IMPRESSIONS	AVG CPC	CONVERSIONS	CONVERSION RATE	COST / CONVERSI...	COST
local contractors	42 ▼ 58%	1,239 ▼ 56%	\$10.25 ▲ 43%	7.00 0%	16.67% ▲ 141%	\$61.51 ▼ 40%	\$430.57 ▼ 40%
Window Replacement	40 ▼ 9.09%	853 ▼ 42%	\$9.05 ▲ 8.81%	2.00 ▲ 100%	5.00% ▲ 120%	\$180.94 ▼ 51%	\$361.88 ▼ 1.08%
window and door installation	38 ▼ 7.32%	907 ▼ 14%	\$8.71 ▲ 11%	2.00 ▲ 100%	5.26% ▲ 116%	\$165.57 ▼ 49%	\$331.14 ▲ 2.91%
"roofing contractors"	36 ▲ 71%	458 ▲ 0.22%	\$13.53 ▼ 3.83%	1.00 ▼ 50%	2.78% ▼ 71%	\$486.96 ▲ 230%	\$486.96 ▲ 65%
siding contractors near me	24 ▲ 243%	1,293 ▲ 120%	\$0.00 0%	4.92 ▲ 100%	0.00% 0%	\$0.00 0%	\$398.98 ▲ 751%
roofing contractors	19 ▲ 138%	384 ▲ 35%	\$12.19 ▼ 15%	3.00 ▲ 200%	15.79% ▲ 26%	\$77.20 ▼ 33%	\$231.61 ▲ 101%
vinyl siding colors	19 ▲ 533%	264 ▲ 49%	\$2.16 ▲ 100%	0.00 0%	0.00% 0%	\$0.00 0%	\$47.71 ▲ 448%
siding companies	16 0%	900 ▲ 64%	\$9.53 ▼ 11%	2.00 ▼ 33%	50.00% ▲ 200%	\$19.05 ▼ 70%	\$121.83 ▼ 41%
roof replacements	14 ▲ 100%	181 ▲ 25%	\$9.18 ▲ 21%	0.00 0%	0.00% 0%	\$0.00 0%	\$128.47 ▲ 142%
home construction companies near r	14 ▲ 75%	364 ▲ 27%	\$7.89 ▲ 114%	1.00 ▲ 100%	7.14% ▲ 100%	\$110.40 ▲ 100%	\$110.40 ▲ 274%
[solar shingles]	14 0%	172 ▼ 2.82%	\$9.67 ▼ 39%	0.00 0%	0.00% 0%	\$0.00 0%	\$135.34 ▼ 39%
local roofing contractors	12 ▲ 50%	174 ▲ 2.96%	\$7.54 ▲ 15%	0.00 ▼ 100%	0.02% ▼ 100%	\$0.00 ▼ 100%	\$90.43 ▲ 72%
[hardie siding]	12 0%	128 ▲ 17%	\$13.42 ▲ 44%	0.00 0%	0.00% 0%	\$0.00 0%	\$161.06 ▲ 44%
install fiber cement siding	11 ▲ 83%	306 ▲ 49%	\$5.80 ▲ 100%	2.91 ▲ 100%	26.45% ▲ 100%	\$21.94 ▲ 100%	\$63.84 ▲ 60%
kitchen remodel near me	11 ▼ 66%	247 ▼ 25%	\$7.68 ▲ 12%	0.00 ▼ 100%	0.00% ▼ 100%	\$0.00 ▼ 100%	\$84.45 ▼ 61%
home window replacement	11 ▼ 31%	222 ▼ 29%	\$7.98 ▲ 52%	1.00 0%	9.09% ▲ 45%	\$87.74 ▲ 4.82%	\$87.74 ▲ 4.82%

Google Ads - Ads



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

Impressions ▲ 1.61%

56,272

Showing 50 of 62 Rows

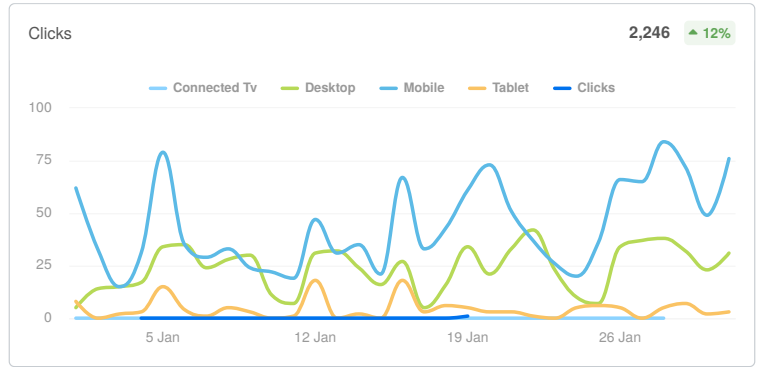
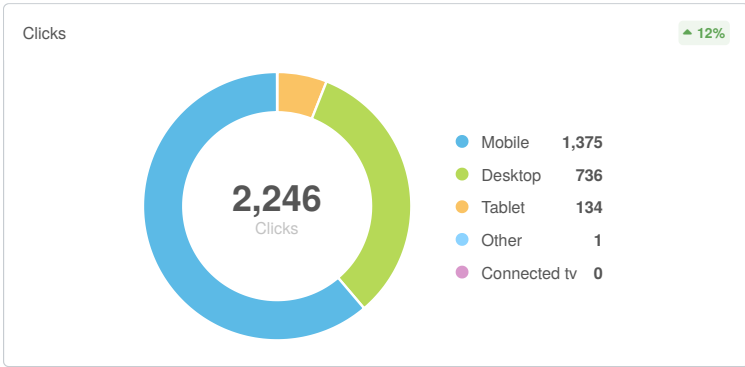
AD	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
#1 Local Roofer Near You Now Top... Install Asphalt, Metal, Slate & Rubbe	\$9.73 ▲ 9.82%	218 ▼ 22%	10.86% ▲ 60%	23.67 ▲ 25%	\$2,120.05 ▼ 14%	\$89.58 ▼ 31%	5,417 ▼ 23%
#1 Local Roofer Near You Now Top... Install Asphalt, Metal, Slate & Rubbe	\$66.86 ▲ 18%	21 ▲ 17%	0.00% 0%	0.00 0%	\$1,404.12 ▲ 38%	\$0.00 0%	759 ▲ 56%
Certified Roofing Specialists Top B... Residential & Commercial Roofing S	\$10.56 ▼ 16%	199 ▲ 66%	14.82% ▲ 27%	29.50 ▲ 111%	\$2,101.38 ▲ 40%	\$71.24 ▼ 34%	3,377 ▲ 41%
Certified Roofing Specialists Top B... Residential & Commercial Roofing S	\$73.50 ▼ 12%	16 ▼ 24%	12.50% ▲ 100%	2.00 ▲ 100%	\$1,175.97 ▼ 33%	\$587.98 ▲ 100%	449 ▲ 95%
Dynamically generated headline Professional Roofing Contractors Off	\$10.04 ▲ 0.30%	159 ▼ 3.05%	9.64% ▼ 9.65%	15.32 ▼ 12%	\$1,596.95 ▼ 2.76%	\$104.22 ▲ 11%	2,624 ▼ 5.07%
Dynamically generated headline Top Roofing Contractors - Master Cr.	\$12.78 ▲ 33%	1 ▼ 50%	0.00% 0%	0.00 0%	\$12.78 ▼ 34%	\$0.00 0%	36 ▲ 89%
Dynamically generated headline Professional Siding Contractors offer	\$15.50 ▼ 3.43%	67 ▲ 29%	29.03% ▲ 4.12%	19.45 ▲ 34%	\$1,038.56 ▲ 24%	\$53.39 ▼ 7.26%	1,417 ▲ 63%
Dynamically generated headline Professional Siding Contractors offer	\$12.45 ▼ 24%	104 ▲ 86%	27.41% ▲ 17%	28.50 ▲ 116%	\$1,294.53 ▲ 41%	\$45.42 ▼ 35%	1,478 ▲ 58%
Dynamically generated headline Professional Siding Contractors offer	\$11.12 ▲ 0.14%	7 ▼ 22%	14.29% ▼ 36%	1.00 ▼ 50%	\$77.81 ▼ 22%	\$77.81 ▲ 56%	183 ▼ 28%

AD	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
Dynamically generated headline Professional Siding Contractors offer	\$6.37 ▼ 23%	4 ▼ 80%	0.00% ▼ 100%	0.00 ▼ 100%	\$25.49 ▼ 85%	\$0.00 ▼ 100%	164 ▼ 31%
Expert Window Contractors Call M... Our Qualified Team Provides Expert	\$8.87 ▼ 0.58%	53 ▼ 15%	3.77% ▲ 134%	2.00 ▲ 100%	\$470.19 ▼ 15%	\$235.09 ▼ 58%	1,208 ▼ 34%
Hardie Siding Installations Install Fi... James Hardie Siding Contractors an	\$4.95 ▼ 57%	7 ▲ 40%	13.02% ▲ 100%	0.91 ▲ 100%	\$34.64 ▼ 39%	\$38.00 ▲ 100%	188 ▲ 15%
Hardie Siding Installations Install Fi... James Hardie Siding Contractors an	\$3.43 ▲ 100%	4 ▲ 100%	0.00% 0%	0.00 0%	\$13.74 ▲ 100%	\$0.00 0%	82 ▲ 148%
James Hardie Siding Contractor - Ha... James Hardie Siding Specialists. Be	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	26 ▲ 136%
James Hardie Siding Contractor - Ha... James Hardie Siding Specialists. Be	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	29 ▲ 222%
James Hardie Siding Installers Fibe... We can provide James Hardie Fiber	\$4.39 ▲ 34%	8 ▲ 167%	24.98% ▲ 100%	2.00 ▲ 100%	\$35.11 ▲ 257%	\$17.57 ▲ 100%	152 ▲ 24%
James Hardie Siding Installers Fibe... We can provide James Hardie Fiber	\$3.46 ▲ 100%	6 ▲ 100%	0.00% 0%	0.00 0%	\$20.73 ▲ 100%	\$0.00 0%	68 ▲ 134%
James Hardie Siding Installers Fibe... We can provide James Hardie Fiber	\$27.90 ▲ 100%	1 ▲ 100%	0.00% 0%	0.00 0%	\$27.90 ▲ 100%	\$0.00 0%	2 ▲ 100%
James Hardie® Contractor - Hardie... James Hardie Siding Contractors an	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	44 ▲ 91%
James Hardie® Contractor - Hardie... James Hardie Siding Contractors an	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	37 ▲ 61%
James Hardie® Contractor - Install F... James Hardie Siding Contractors an	\$2.28 ▲ 100%	2 ▲ 100%	0.00% 0%	0.00 0%	\$4.55 ▲ 100%	\$0.00 0%	52 ▲ 93%
Local Siding Contractor Mario's Qu... Professional Siding Installation & Re	\$10.50 ▲ 31%	85 ▲ 4.94%	7.65% ▼ 31%	6.50 ▼ 28%	\$892.16 ▲ 38%	\$137.26 ▲ 91%	3,439 ▲ 18%
Local Siding Contractor Mario's Qu... Professional Siding Installation & Re	\$4.92 ▼ 24%	50 ▼ 18%	2.00% ▲ 22%	1.00 0%	\$246.02 ▼ 38%	\$246.02 ▼ 38%	942 ▼ 34%
Local Siding Contractor Mario's Qu... Professional Siding Installation & Re	\$14.10 ▼ 6.99%	28 ▼ 13%	3.57% ▲ 100%	1.00 ▲ 100%	\$394.68 ▼ 19%	\$394.68 ▲ 100%	260 ▼ 16%
Marios Roofing Deck Installation ... Expert Decking Installation from Mar	\$30.49 ▲ 46%	1 ▼ 83%	0.00% 0%	0.00 0%	\$30.49 ▼ 76%	\$0.00 0%	152 ▲ 4.83%
Professional Local Roofers - Free Pr... Residential & Commercial Roofers. €	\$3.51 ▼ 62%	8 ▲ 100%	0.00% 0%	0.00 0%	\$28.05 ▼ 25%	\$0.00 0%	110 ▼ 25%
Professional Local Roofers Roof In... We can Provide Asphalt, Metal, Slate	\$8.21 ▼ 10%	140 ▲ 7.69%	12.74% ▲ 452%	17.83 ▲ 494%	\$1,148.77 ▼ 3.14%	\$64.42 ▼ 84%	3,032 ▼ 1.27%
Professional Local Roofers Roof In... We Can Provide Asphalt, Metal, Slat	\$38.05 ▼ 43%	10 ▲ 11%	0.00% 0%	0.00 0%	\$380.50 ▼ 36%	\$0.00 0%	353 ▼ 14%

AD	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
Professional Roofers Near You Professional Roofing Services Provic mariosroofing.com	\$0.00 ▼ 100%	0 ▼ 100%	0.00% ▼ 100%	0.00 ▼ 100%	\$0.00 ▼ 100%	\$0.00 ▼ 100%	287 ▲ 27%
Professional Roofing Company Professional Roofing Contracting Co mariosroofing.com	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	42 ▲ 1300%
Professional Roofing Services - #1 R... Residential & Commercial Roofing S	\$7.85 ▲ 137%	1 ▼ 83%	0.00% 0%	0.00 0%	\$7.85 ▼ 61%	\$0.00 0%	23 ▲ 35%
Professional Roofing Services - Top... Residential & Commercial Roofing S	\$1.65 ▲ 37%	1 ▼ 75%	0.00% 0%	0.00 0%	\$1.65 ▼ 66%	\$0.00 0%	7 ▼ 65%
Roof Replacement Contractors Professional Roof Contractors Speci mariosroofing.com/	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	30 ▲ 2900%
Roof Replacement Service - Asphalt... Professional Contractors Specializec	\$33.17 ▲ 873%	1 0%	0.00% 0%	0.00 0%	\$33.17 ▲ 873%	\$0.00 0%	20 ▲ 5.26%
Roof Replacement Service - Experie... Professional Contractors Specializec	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	2 0%
Roof Replacement Service - License... Professional Contractors Specializec	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	3 ▲ 200%
Roof Replacements - Licensed & Ins... Professional Contractors Specializec	\$14.62 ▲ 100%	1 ▲ 100%	0.00% 0%	0.00 0%	\$14.62 ▲ 100%	\$0.00 0%	5 0%
Roof Replacements Licensed & Ins... Professional Contractors Specializec	\$6.72 ▼ 19%	12 ▲ 100%	0.00% 0%	0.00 0%	\$80.68 ▲ 63%	\$0.00 0%	122 ▲ 4.27%
Roof Replacements Licensed & Ins... Professional Contractors Specializec	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	11 ▲ 120%
Roofing, Siding & Windows Reques... In Need of a Window Installation, Re	\$9.62 ▲ 17%	70 ▼ 26%	5.71% ▲ 7.33%	4.00 ▼ 20%	\$673.21 ▼ 13%	\$168.30 ▲ 8.74%	1,663 ▼ 25%
Siding Installation Services - James... Professional Siding Installation & Re	\$4.44 ▼ 91%	2 ▲ 100%	0.00% 0%	0.00 0%	\$8.87 ▼ 82%	\$0.00 0%	164 ▲ 113%
Siding Installation Services - New H... Professional Siding Installation & Re	\$12.73 ▲ 142%	7 ▲ 250%	14.29% ▲ 100%	1.00 ▲ 100%	\$89.08 ▲ 747%	\$89.08 ▲ 100%	590 ▲ 93%
Siding Installation Services - Vinyl, F... Professional Siding Installation & Re	\$7.83 ▼ 55%	2 ▼ 33%	0.00% ▼ 100%	0.00 ▼ 100%	\$15.67 ▼ 70%	\$0.00 ▼ 100%	397 ▲ 12%
Siding Installation Services - Vinyl, F... Professional Siding Installation & Re	\$8.89 ▲ 100%	7 ▲ 100%	14.29% ▲ 100%	1.00 ▲ 100%	\$62.25 ▲ 100%	\$62.25 ▲ 100%	297 ▲ 143%
Siding Installation Services Get a N... Professional Siding Installation & Re	\$13.79 ▲ 3.59%	133 ▲ 183%	11.60% ▼ 34%	15.42 ▲ 87%	\$1,834.48 ▲ 193%	\$118.94 ▲ 57%	4,629 ▲ 85%
Siding Installation Services Get a N... Professional Siding Installation & Re	\$7.37 ▲ 6.64%	25 ▲ 39%	4.00% ▼ 64%	1.00 ▼ 50%	\$184.34 ▲ 48%	\$184.34 ▲ 196%	445 ▲ 9.88%
Siding Installation Services Get a N... Professional Siding Installation & Re	\$25.85 ▲ 23%	23 ▲ 130%	0.00% 0%	0.00 0%	\$594.48 ▲ 184%	\$0.00 0%	445 ▲ 84%

AD	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSI...	IMPRESSIONS
Solar By Mario's Schedule A Call ... Get Expert Solar Panel Installation S	\$15.62 ▼ 23%	64 ▲ 25%	0.00% 0%	0.00 0%	\$999.81 ▼ 3.44%	\$0.00 0%	1,459 ▲ 29%
Top Local Roofers in MA - Installatio... Respected Master Craftsmen with Di	\$15.69 ▲ 14%	26 ▲ 18%	13.46% ▲ 196%	3.50 ▲ 250%	\$407.87 ▲ 35%	\$116.53 ▼ 61%	434 ▼ 30%
Top Local Roofing Company - Roof... Respected Master Craftsmen with Di	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.00 0%	\$0.00 0%	31 ▲ 121%

Google Ads - Devices



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

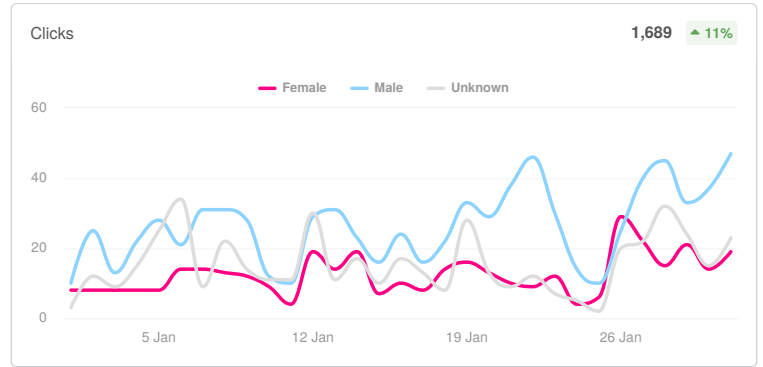
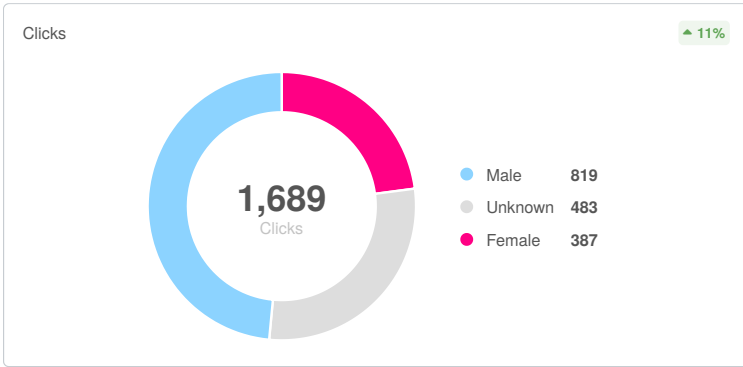
Impressions ▲ 1.61%

56,272

Showing 5 of 5 Rows

DEVICE	VIEW-THROUGH...	AVG CPC	CLICKS	CONVERSION R...	CONVERSIONS	COST	COST / CONVER...	IMPRESSIONS
Connected Tv	0 0%	\$0.00 0%	0 0%	0.00% 0%	0.00 0%	\$0.11 ▲ 133%	\$0.00 0%	57 ▲ 148%
Desktop	0 0%	\$10.07 ▲ 5.35%	736 ▲ 6.20%	7.29% ▼ 1.49%	53.91 ▲ 3.81%	\$7,412.92 ▲ 12%	\$137.51 ▲ 7.78%	18,029 ▲ 15%
Mobile	0 0%	\$10.13 ▼ 3.02%	1,375 ▲ 12%	8.69% ▲ 81%	138.88 ▲ 76%	\$13,935.38 ▲ 8.77%	\$100.34 ▼ 38%	34,860 ▲ 0.58%
Other	0 0%	\$2.30 ▲ 100%	1 ▲ 100%	0.00% 0%	0.00 0%	\$2.30 ▲ 100%	\$0.00 0%	9 ▼ 63%
Tablet	0 0%	\$3.68 ▲ 9.07%	134 ▲ 41%	1.48% ▲ 100%	2.82 ▲ 100%	\$493.64 ▲ 54%	\$174.85 ▲ 100%	3,317 ▼ 34%

Google Ads - Gender



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

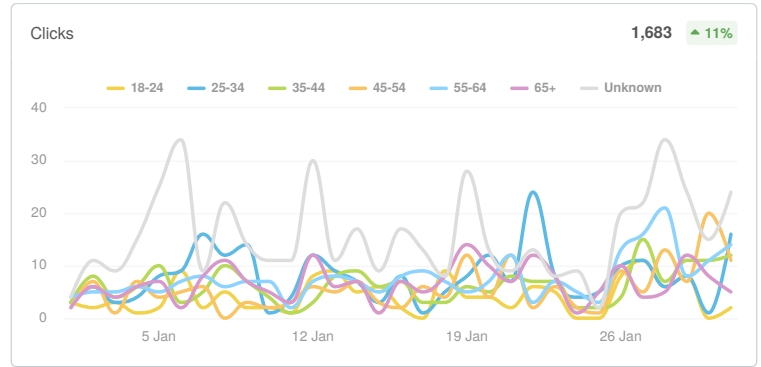
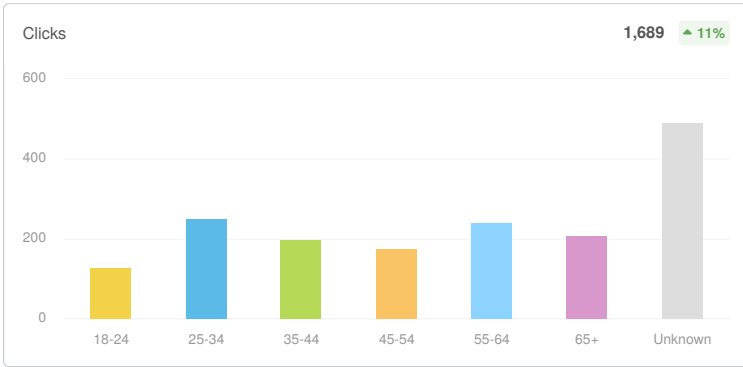
Impressions ▲ 1.61%

56,272

Showing 3 of 3 Rows

GENDER	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSION	IMPRESSIONS
Female	\$12.74 ▼ 5.54%	387 ▲ 12%	11.11% ▲ 24%	43.00 ▲ 39%	\$4,931.01 ▲ 5.96%	\$114.67 ▼ 24%	8,043 ▲ 3.18%
Male	\$12.18 ▼ 3.71%	819 ▲ 14%	11.44% ▲ 38%	93.69 ▲ 56%	\$9,977.49 ▲ 9.38%	\$106.50 ▼ 30%	16,751 ▲ 1.60%
Unknown	\$13.10 ▲ 10%	483 ▲ 6.39%	11.16% ▲ 49%	53.92 ▲ 59%	\$6,327.25 ▲ 17%	\$117.34 ▼ 26%	14,407 ▲ 15%

Google Ads - Age



Avg CPC ▼ 0.86%

\$9.73

Clicks ▲ 12%

2,246

Conversion Rate ▲ 52%

7.69%

Conversions ▲ 49%

195.61

Cost ▲ 11%

\$21,844.34

Cost / Conversion ▼ 26%

\$111.67

Impressions ▲ 1.61%

56,272

Showing 7 of 7 Rows

AGE	AVG CPC	CLICKS	CONVERSION RATE	CONVERSIONS	COST	COST / CONVERSION	IMPRESSIONS
18-24	\$9.44 ▲ 32%	127 ▲ 10%	10.50% ▲ 202%	13.33 ▲ 233%	\$1,199.23 ▲ 45%	\$89.95 ▼ 56%	2,273 ▼ 6.69%
25-34	\$9.00 ▼ 10%	250 ▲ 12%	8.40% ▲ 45%	21.00 ▲ 62%	\$2,251.20 ▲ 0.26%	\$107.20 ▼ 38%	5,607 ▲ 4.92%
35-44	\$11.30 ▼ 19%	197 ▲ 18%	11.63% ▲ 7.88%	22.91 ▲ 27%	\$2,226.60 ▼ 4.71%	\$97.18 ▼ 25%	5,229 ▲ 7.86%
45-54	\$14.60 ▲ 0.42%	177 ▲ 11%	10.14% ▼ 15%	17.95 ▼ 5.50%	\$2,584.73 ▲ 12%	\$143.98 ▲ 18%	3,995 ▼ 0.35%
55-64	\$16.11 ▲ 6.55%	239 ▲ 13%	15.90% ▲ 69%	38.00 ▲ 90%	\$3,849.38 ▲ 20%	\$101.30 ▼ 37%	4,069 ▲ 2.01%
65+	\$13.38 ▼ 13%	208 ▲ 14%	10.97% ▲ 17%	22.82 ▲ 34%	\$2,782.38 ▼ 0.87%	\$121.91 ▼ 26%	3,474 ▼ 2.83%
Unknown	\$12.92 ▲ 9.66%	491 ▲ 6.51%	11.12% ▲ 51%	54.59 ▲ 61%	\$6,342.23 ▲ 17%	\$116.18 ▼ 27%	14,554 ▲ 15%