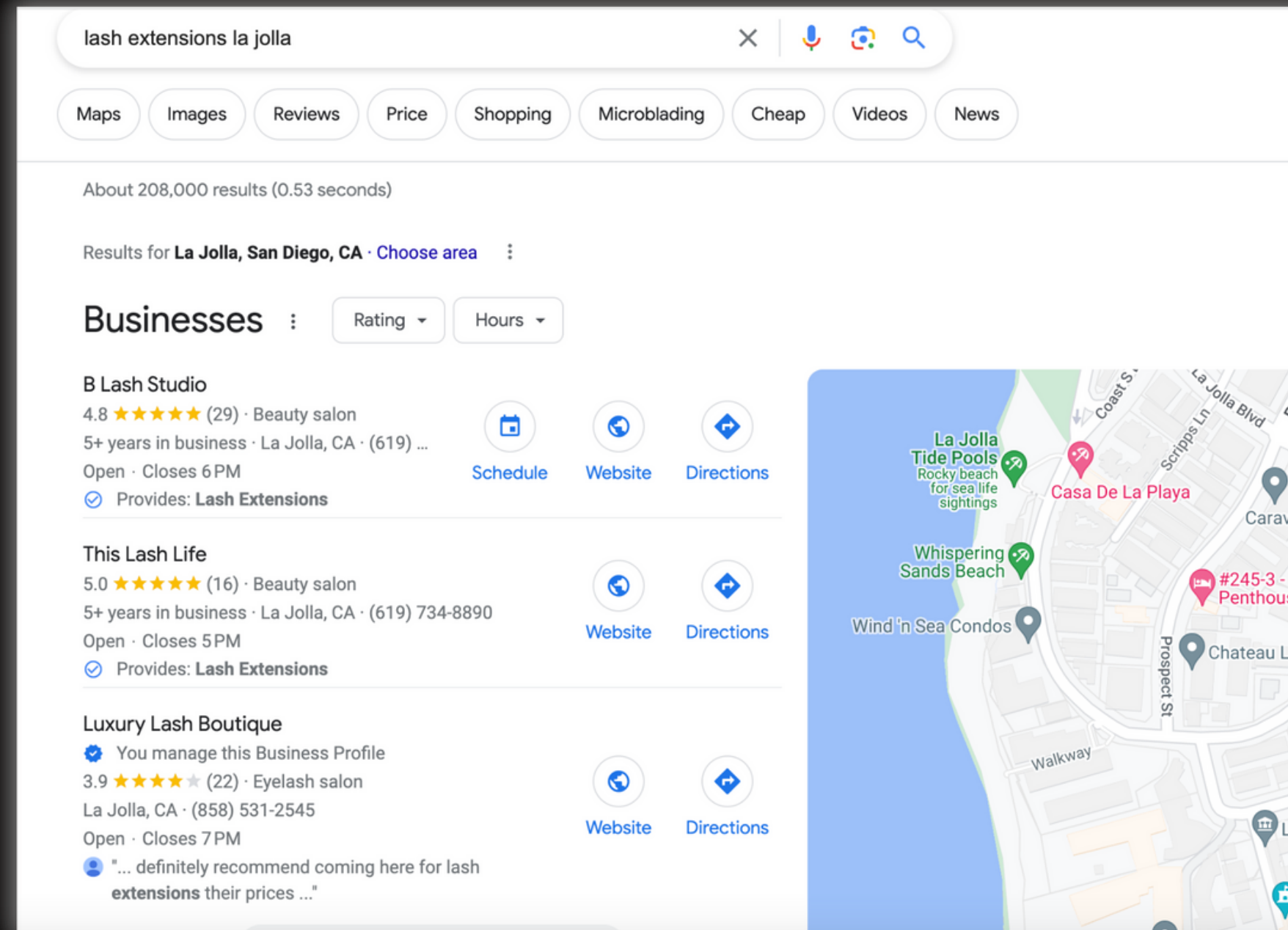


LLB MARKETING UPDATE

August 2, 2023



As of August 1: Luxury Lash Boutique is in map pack for keyword "lash extensions la jolla"

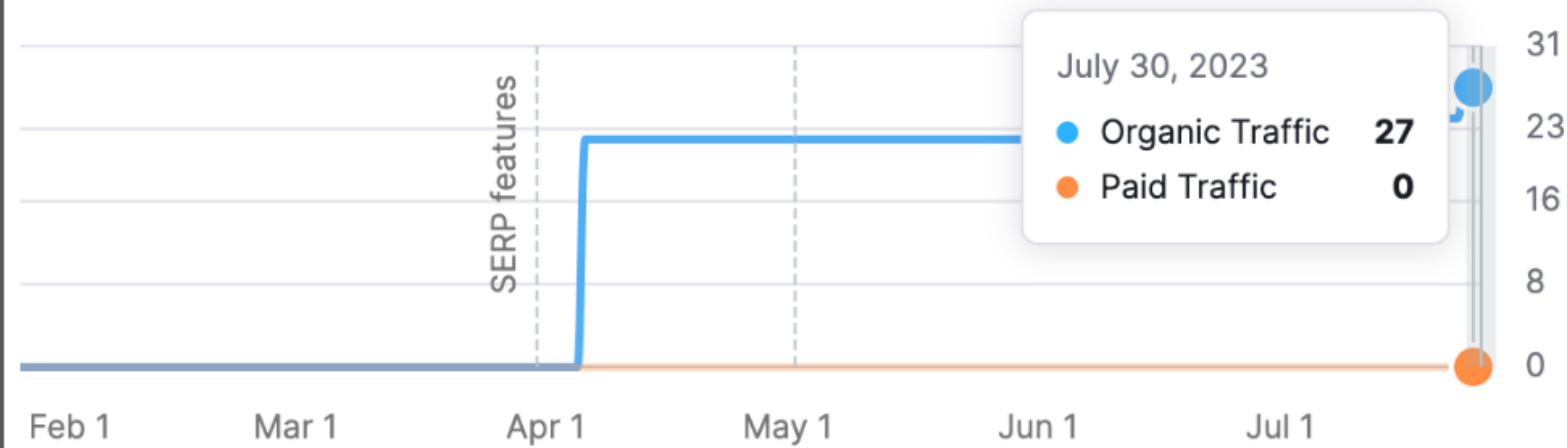


Google Map Pack is the term used to describe the most prominent position in Google's local search results – where businesses are listed and their locations are identified on a map with place marker icons. Map Pack has become a critical factor in how consumers decide where and what to buy when they search online.



Organic Traffic 27/month

☒ Organic Traffic ☒ Paid Traffic | Notes ▾



As of July 30th there has been an increase in organic traffic (visitors to the site from search results) 22.73% increase since June



LLB is currently ranking #6 for Lash Extensions La Jolla / Eyelash Extensions La Jolla

lash extensions la jolla

Feedback

luxurylashboutique.net
https://www.luxurylashboutique.net

6 **Luxury Lash Boutique San Diego: Eyelash Extensions La ...**
Luxury Lash Boutique is a top lash extensions salon serving clients throughout La Jolla, San Diego, CA. Learn about our premium lash, brow and facial ...

Instagram
https://www.instagram.com › lashbarlajollavillage

7 **LASHBAR™ La Jolla (@lashbarlajollavillage)**
Lash extensions • Lash lifts. www.lashbar.com/lajolla. 111 posts; 744 followers; 126 following. Our Diamond wand is perfect for a last minute stocking ...

https://www.instagram.com › face.expert

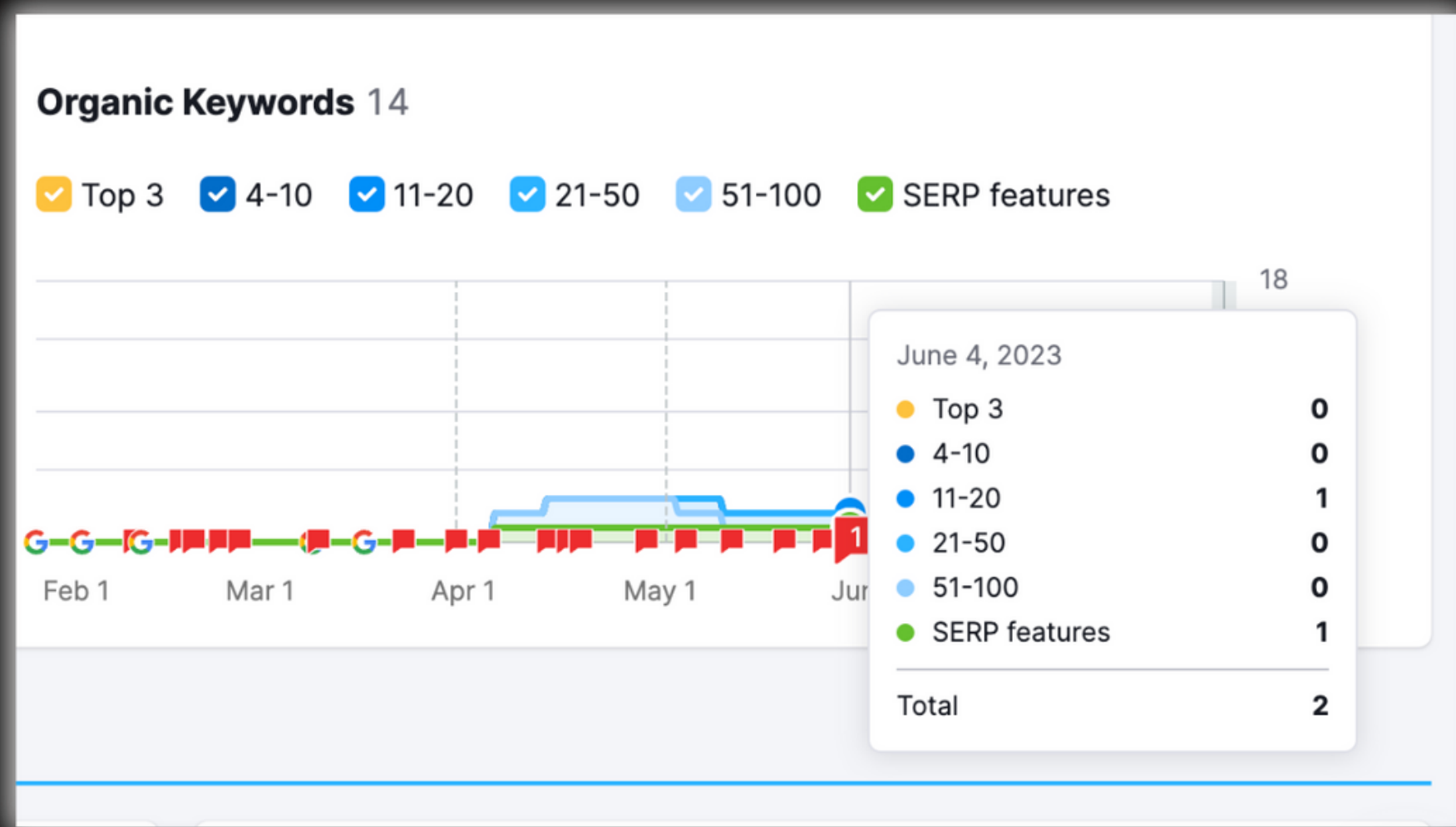
EYELASHES | SAN DIEGO, CA (@face.expert)
Eastern European style lash extensions • brows lamination • PMU Little Italy, 2033 India st La Jolla, 7655 Girard ave,suite 102 book now ☎ · gentle reminder ...

Related searches :

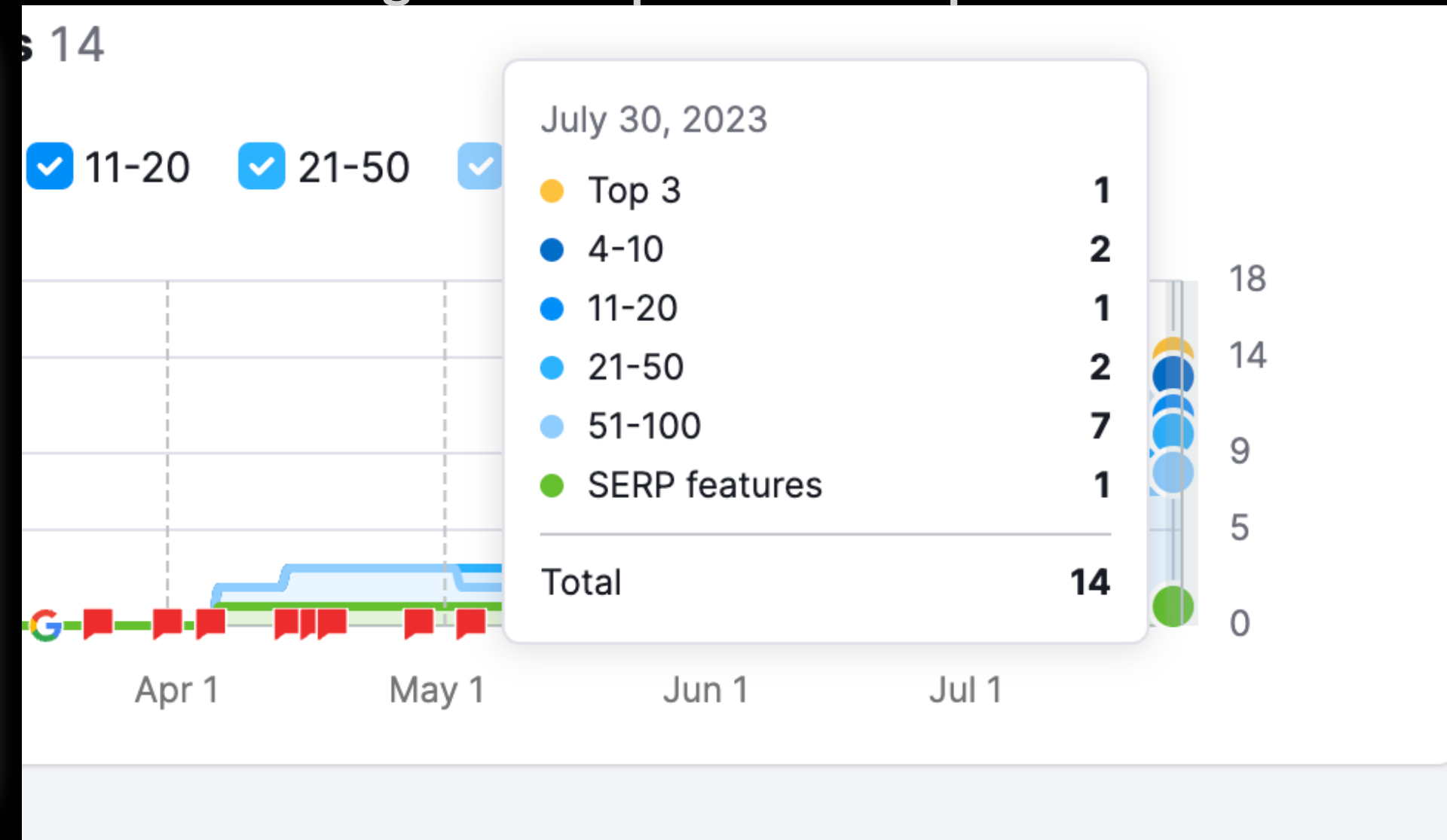
lash extensions san diego

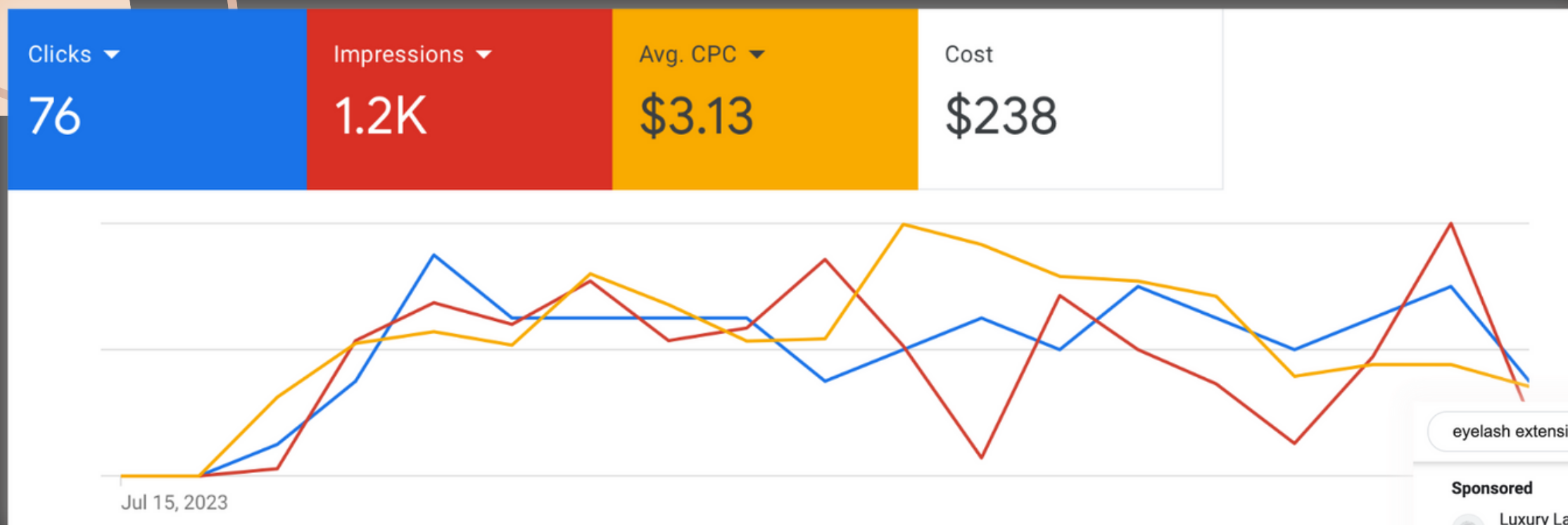
lash lift la jolla

On June 4th - LLB had just 1 keyword ranking in positions 11-20 (on second page search results)



As of July 30th - LLB has 14 keywords ranking with 1 being in the top 3 and 2 in spots 4-10






The Google Ads Campaign started serving impressions on July 16.

In that 17 day timeframe, we have driven 76 users to site, had 6 users call directly from the advertisement and 4 users fill out a New Client Submission Form.


eyelash extensions la jolla

Sponsored

 **Luxury Lash Boutique**
https://www.luxurylashboutique.net/new_clients

Luxury Lash Boutique San Diego - \$95 - Full Set Lash Extensions
New Client Summer **Lash** Special La Jolla, San Diego, CA. Save \$55 On Your First Set Of **Lash Extensions**.

Sponsored

 **thelashlounge.com**
<https://www.thelashlounge.com>


\$99 - Full Set Lash Extensions - The Lash Lounge San Diego
With Customized **Lash Extensions**, Get a Look That's Unique For You—No Mascara Required.

Businesses : Rating ▾ Hours ▾

Sponsored

Luxury Lash Boutique :
3.9 ★★★★★ (22) · Eyelash salon
7+ years in business · 7660 Fay Ave · (858) 531-2545
Open · Closes 7 PM
[Website](#) [Directions](#)

B Lash Studio
4.8 ★★★★★ (29) · Beauty salon
5+ years in business · La Jolla, CA · (619) ...
Open · Closes 6 PM
[Schedule](#) [Website](#) [Directions](#)
✓ Provides: **Eyelash extensions**



Sessions ▼ by traffic source ▼ i

Google ↑ 62% | 94

Direct ↑ 114% | 47

Instagram ↓ 4% | 24

Facebook ↑ 45% | 16

Yelp ↑ 300% | 8

Google sessions are up 62% since launching ads compared to the previous period. Most importantly, time on site is up 30% which means we are driving higher quality users to site.

Traffic Overview

📅 Jul 16 - Today ▼

compared to previous period (Jun 28 - Jul 15, 2023)

Site sessions

198 ↑ 64%

Unique visitors

167 ↑ 76%

Avg. session duration

3m 56s ↑ 30%





The New Client Page we created has been a large factor driving engagement.

Now that the campaign has had some time to run, we have made optimizations that will bring down the cost per click and continue to drive high quality leads with the goal to increase form submissions and click to call.



Thank you!

