

# GOOGLE SEARCH ADS - HOME SERVICES AVERAGES BY INDUSTRY



	<b>INTRODUCTIONS</b> Average monthly impressions	<b>ENGAGEMENTS</b> Average monthly visitors who clicked on the ads	<b>AVG COST</b> Average monthly wholesale spend	<b>AVG CPC</b> Average wholesale cost for each click
Cleaning Services	1,287	58	\$189.18	\$3.29
Electrical Services	1,788	86	\$120.56	\$1.41
Flooring Contractors	1,258	57	\$175.99	\$3.09
Home Renovations	1,710	71	\$203.21	\$2.86
HVAC	3,501	130	\$334.20	\$2.57
Junk Removal	1,236	72	\$150.15	\$2.09
Landscaping	2,444	85	\$215.78	\$2.53
Painting Services	4,535	106	\$208.68	\$1.98
Pest Control	5,419	521	\$332.72	\$0.64
Plumbing	2,170	58	\$200.95	\$3.46
Roofing	8,135	45	\$154.59	\$3.45
Tree Services	1,806	55	\$199.18	\$3.60
Windows & Blinds	5,377	179	\$238.96	\$1.34
<b>AVERAGES</b>	<b>3,128</b>	<b>117</b>	<b>\$209.55</b>	<b>\$1.79</b>