Utah Pro Xteriors – Monthly Marketing Performance Report

Date Range: September 16, 2025 – October 15, 2025
Prepared by: The Renu Agency

Executive Summary

Utah Pro Xteriors continues to experience **strong growth and exceptional marketing performance** across all key digital channels. This month, the brand achieved **premium visibility in Google AI search results** and is now ranked **#2 on Google Maps** for the highly competitive keyword **"exterior remodeling Salt Lake City."**

These milestones demonstrate significant local SEO authority and growing brand recognition in Utah's home exterior market. Paid ad campaigns, website engagement, and Google Business interactions all remain well above industry averages — positioning Utah Pro Xteriors as one of the **top-performing remodeling brands in the region.**

The next two weeks are projected to bring continued lead growth as Google Ads optimization and ranking signals compound.

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1. Google Ads Performance

- **Clicks:** 668
- **Impressions:** 39,000
- **Average CPC: $6.15** *(Industry average: $7–$12)*
- **Total Spend:** $4,110

Analysis:

Utah Pro Xteriors' campaigns are maintaining **excellent cost efficiency**, outperforming industry benchmarks in both cost-per-click and conversion quality. With continued keyword and targeting

optimization, ad visibility across Utah service areas remains high and stable.
These results reflect strong ad copy performance, refined audience targeting, and proper budget allocation that attracts qualified leads at scale.

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2. Website Performance (Duda Platform)

- **Site Visits:** 784 (▲ **4.1%**)
- **Engagements:** 68 (▲ **13.3%**)
    - **35 Click-to-Calls**
    - **31 Form Submissions**
    - **2 Click-to-Emails**
- **Conversion Rate: 8.6%** *(Industry average: 3–6%)*

Analysis:

The website continues to perform **above industry average**, driving a high percentage of visitors to take action through calls and form submissions.
This indicates that the landing pages, CTAs, and user experience are highly effective, creating trust and generating strong customer intent. Both traffic and engagement are trending upward, showing healthy synergy between paid and organic sources.

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3. Google Business Profile (GBP)

- **Total Interactions:** 154
- **Profile Views:** 1,703
- **Search Queries:** 104 unique keywords
    - *Top searches:* masonry repair, stucco repair, brick mason, exterior repair
- **Engagement Rate: ≈9%** *(Industry average: 5–10%)*

Analysis:

Utah Pro Xteriors' GBP is performing strongly in local visibility, capturing a consistent share of high-intent searches. The company's listing now ranks **#2 in the Google Maps Pack** for "exterior remodeling Salt Lake City," which is a major ranking win that drives direct call and direction inquiries.
Ongoing review generation, photo uploads, and keyword-rich posts will help maintain this strong position and reinforce local trust signals.

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4. SEO & AI Ranking Achievements

Recent Ranking Milestones:

- ✅ **Ranked in Google's AI Overview** for *"Exterior remodeling in Salt Lake City"* — featured alongside top industry competitors.
- ✅ **Ranked #2 in Google Maps Pack** for *"Exterior remodeling Salt Lake City."*
- ✅ Listed among the **top local remodeling companies** in both AI and organic search, increasing authority and brand exposure.

Impact:

Being featured in both the **AI Overview** and **Google Maps' top 3-pack** is a major visibility breakthrough. These placements signal Google's recognition of Utah Pro Xteriors as one of the **leading exterior remodeling contractors in the state**, which will boost click volume, credibility, and long-term SEO growth.

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5. Overall Marketing Snapshot

Channel	Key Metrics	Industry Avg	Performance
Google Ads	668 clicks / $6.15 avg CPC	$7–$12 CPC	✅ Better
Website Conversion	8.6%	3–6%	🟢 Above Average

GBP Engagement Rate	9%	5–10%	✅ Strong
Estimated CPL (All Channels)	~$55	$60–$120	🟢 Excellent

Overall Insight:

Utah Pro Xteriors is outperforming industry averages in all key marketing categories — with efficient ad spend, strong on-site conversions, and growing dominance in local and AI search visibility.

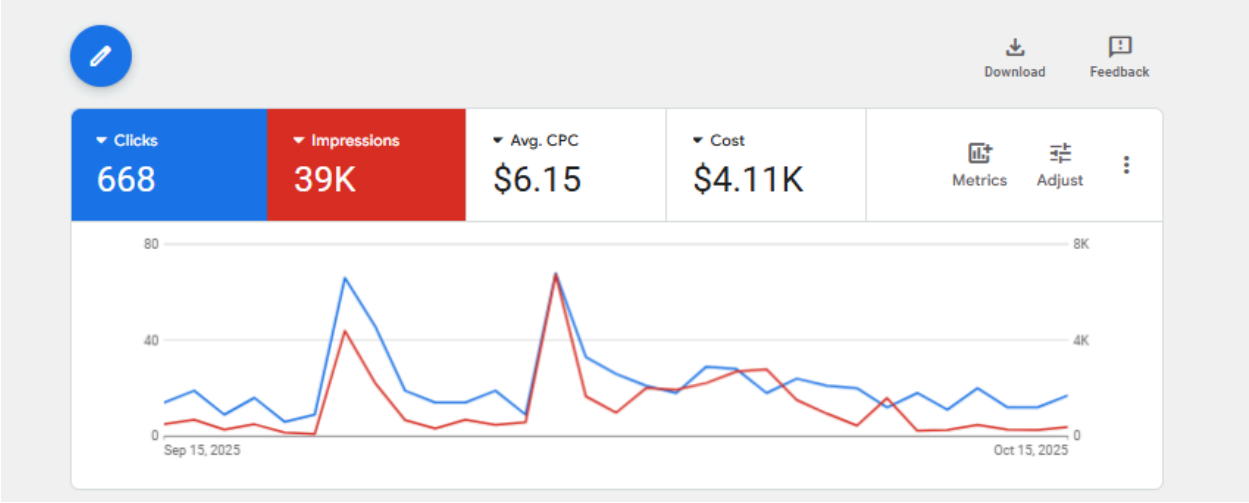
Outlook

Utah Pro Xteriors' marketing system is entering a **high-performance phase**, showing measurable growth in both visibility and conversions. With current momentum, the company is on track to dominate exterior remodeling search results across Utah by the end of Q4.

The combination of **AI ranking inclusion**, **top-tier map positioning**, and **industry-leading cost efficiency** firmly establishes Utah Pro Xteriors as a **top competitor in Utah's exterior remodeling market**.

Prepared by:

The Renu Agency
Marketing & Lead Generation Team
📅 **Report Date:** October 15, 2025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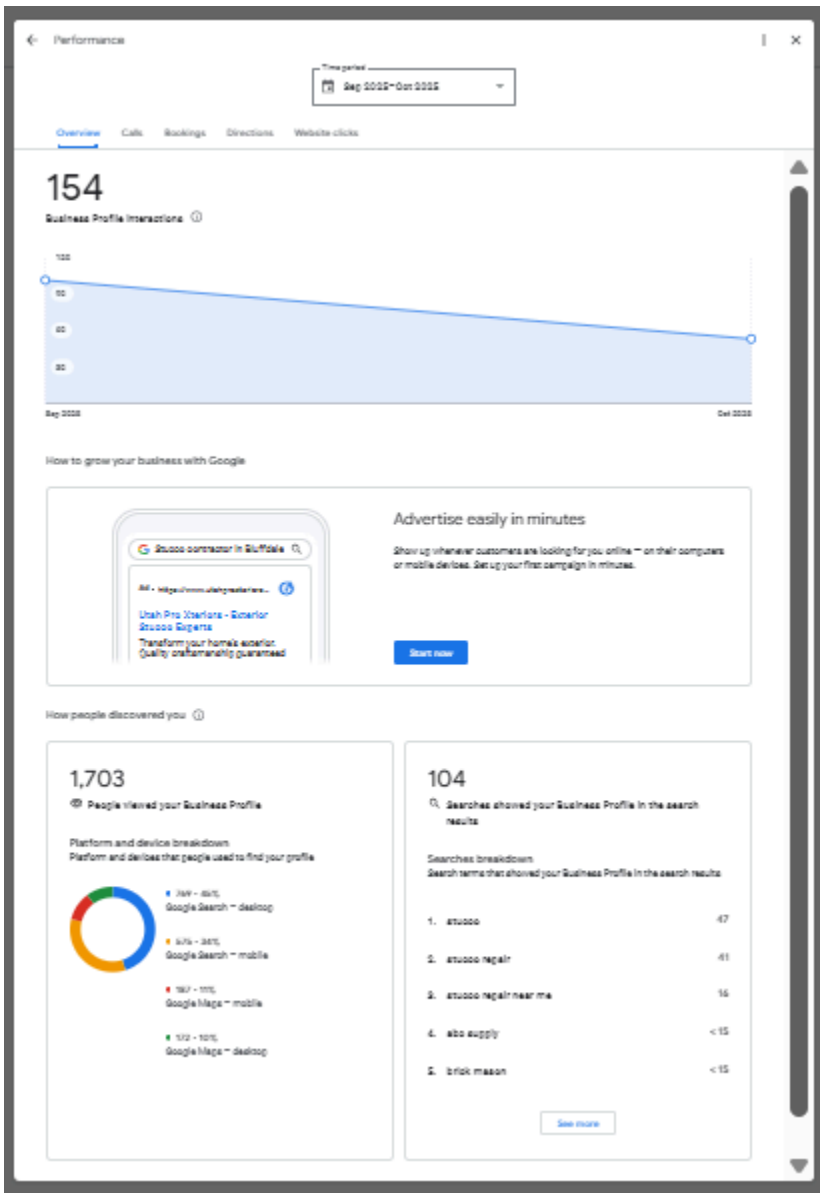
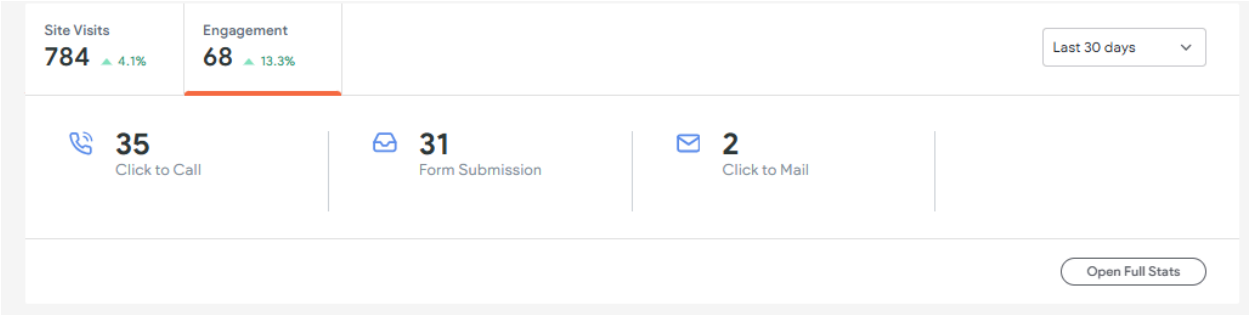
Sep 15, 2025
Oct 15, 2025


Performance
Overview
Calls
Bookings
Directions
Website clicks
154
Business Profile interactions
How to grow your business with Google
Advertise easily in minutes
Start now
How people discovered you
1,703
People viewed your Business Profile
Platform and device breakdown
Google Search – desktop
Google Search – mobile
Google Maps – mobile
Google Maps – desktop
104
Searches showed your Business Profile in the search results
Searches breakdown
1. stucco 47
2. stucco repair 41
3. stucco repair near me 16
4. sbs supply < 15
5. brick mason < 15
See more

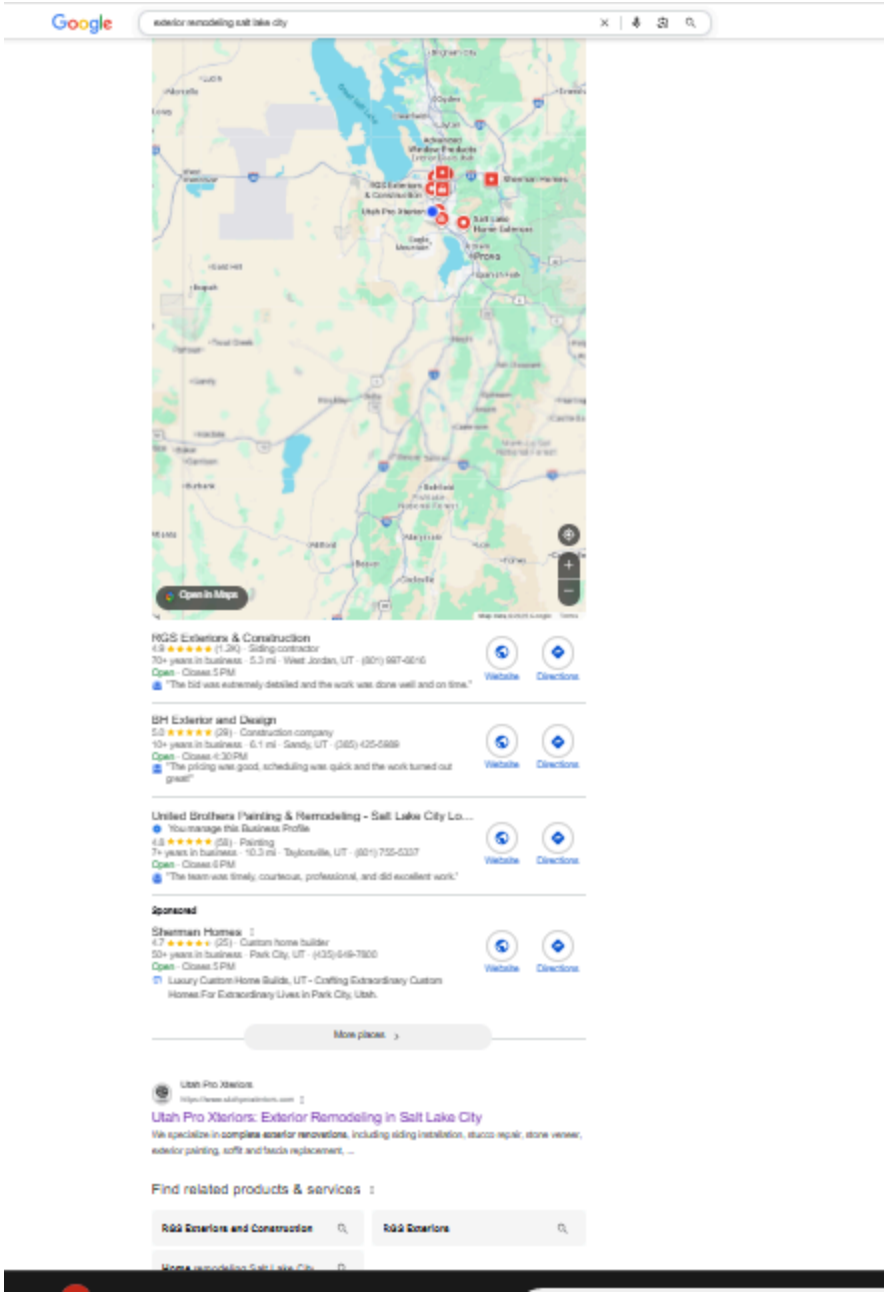

Site Visits
784 ▲ 4.1%
Engagement
68 ▲ 13.3%
Last 30 days
35
Click to Call
31
Form Submission
2
Click to Mail
Open Full Stats

AI Overview +9

Exterior remodeling in Salt Lake City includes services like siding, stucco, roofing, gutters, and window installation from companies like Utah Pro Xteriors, Christensen Exteriors, and RGS Exteriors. These contractors offer services ranging from complete makeovers to specific repairs, with many local companies specializing in Utah's unique weather conditions and architectural styles.

Common exterior remodeling services in Salt Lake City

- **Siding:** Installation and repair of various siding materials to enhance curb appeal and protect the home.
- **Stucco:** Application and repair of stucco, a common material in the region, to maintain and update home exteriors.
- **Gutters:** Installation of rain gutter systems to protect the property from water damage.
- **Soffit and fascia:** Installation and maintenance of soffit for proper ventilation and fascia to protect the roofline.
- **Windows:** Replacement with low-maintenance, energy-efficient, and custom-made options.
- **Decks:** Custom deck creation for outdoor living spaces.
- **Roofing:** Repair and replacement of roofing materials.


Google
exterior remodeling salt lake city
Open in Maps
NGS Exteriors & Construction
4.9 ★★★★★ (1.2K) · Siding contractor
70+ years in business · 5.3 mi · West Jordan, UT · (801) 997-6510
Open · Closes 5 PM
"The bid was extremely detailed and the work was done well and on time."
Website
Directions
BH Exterior and Design
5.0 ★★★★★ (28) · Construction company
10+ years in business · 6.1 mi · Sandy, UT · (385) 425-5889
Open · Closes 4:30 PM
"The pricing was good, scheduling was quick and the work turned out great!"
Website
Directions
United Brothers Painting & Remodeling - Salt Lake City Lo...
You manage this Business Profile
4.8 ★★★★★ (58) · Painting
7+ years in business · 10.3 mi · Taylorsville, UT · (801) 755-5337
Open · Closes 6 PM
"The team was timely, courteous, professional, and did excellent work."
Website
Directions
Sponsored
Silverman Homes
4.7 ★★★★★ (25) · Custom home builder
50+ years in business · Park City, UT · (435) 649-7800
Open · Closes 5 PM
Luxury Custom Home Builds, UT - Crafting Extraordinary Custom Homes For Extraordinary Lives in Park City, Utah.
Website
Directions
More places
Utah Pro Xteriors
Utah Pro Xteriors: Exterior Remodeling in Salt Lake City
We specialize in complete exterior renovations, including siding installation, stucco repair, stone veneer, exterior painting, soffit and fascia replacement, ...
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