



## Estimated Cost Per Click Guide by Package

Business Type	Keyword Example	Est. Standard		Est. Advanced		Est. Professional	
		Avg Pos	Avg CPC	Avg Pos	Avg CPC	Avg Pos	Avg CPC
Accommodation	accommodation hotels	4 to 6	59c	1 to 3	82c	1 to 3	\$1.18
Amusements	arcade amusements	1 to 3	29c	1 to 3	31c	1 to 3	\$0.35
Automotive	automotive jobs	4 to 6	58c	1 to 3	80c	1 to 3	\$1.16
Building	building contractors	1 to 3	41c	1 to 3	48c	1 to 3	\$0.56
Insurance	car insurance	7 to 10	54c	7 to 10	83c	7 to 10	\$1.36
Catering	catering equipment	1 to 3	62c	1 to 3	79c	1 to 3	\$0.99
Dentists	cheap dentists	4 to 6	57c	4 to 6	79c	1 to 3	\$1.20
Photographers	children photographers	1 to 3	50c	1 to 3	65c	1 to 3	\$0.97
Engineers	civil engineers	1 to 3	40c	1 to 3	61c	1 to 3	\$0.82
Property	commercial property management	4 to 6	59c	1 to 3	76c	1 to 3	\$1.16
Computers	computer equipment	1 to 3	53c	1 to 3	75c	1 to 3	\$1.08
Conveyancing	conveyancing solicitor	7 to 10	55c	7 to 10	82c	4 to 6	\$1.32
Delivery	courier services	1 to 3	46c	1 to 3	60c	1 to 3	\$0.92
Golf	discount golf equipment	1 to 3	64c	1 to 3	77c	1 to 3	\$0.92
Employment	employment agency	1 to 3	53c	1 to 3	77c	1 to 3	\$1.06
Fashion	fashion accessories	1 to 3	41c	1 to 3	50c	1 to 3	\$0.63
Financial	finance brokers	1 to 3	51c	1 to 3	72c	1 to 3	\$1.07
Florists	florists adelaide	7 to 10	65c	7 to 10	85c	7 to 10	\$1.36
Removals	furniture removals	4 to 6	49c	4 to 6	76c	4 to 6	\$1.24
Hairdressers	hairdressers supplies	1 to 3	58c	1 to 3	81c	1 to 3	\$1.14
Restaurants	italian restaurants	1 to 3	33c	1 to 3	33c	1 to 3	\$0.47
Research	market research survey	4 to 6	55c	4 to 6	80c	1 to 3	\$1.18
Footwear	mens footwear	1 to 3	58c	1 to 3	78c	1 to 3	\$1.00
Pets	online pet shops	1 to 3	56c	1 to 3	65c	1 to 3	\$0.84
Painters	painters and decorators	4 to 6	60c	1 to 3	85c	1 to 3	\$1.09
Supplies	party supplies	1 to 3	62c	1 to 3	79c	1 to 3	\$1.04
Health Care	private health care	4 to 6	40c	4 to 6	54c	4 to 6	\$0.91
Schools	private schools	1 to 3	29c	1 to 3	32c	1 to 3	\$0.43
Promotional	promotional products	7 to 10	62c	7 to 10	91c	4 to 6	\$1.33
Real Estate	real estate agents	1 to 3	56c	1 to 3	75c	1 to 3	\$1.00
Retirement	retirement villages	1 to 3	45c	1 to 3	62c	1 to 3	\$1.10
Seafood	seafood processors	1 to 3	32c	1 to 3	38c	1 to 3	\$0.51
Books	second hand books	1 to 3	60c	1 to 3	81c	1 to 3	\$1.15
Shopping	shopping tours	1 to 3	57c	1 to 3	75c	1 to 3	\$1.08
Signwriters	signwriters	1 to 3	55c	1 to 3	69c	1 to 3	\$0.83
Travel	travel agents	1 to 3	56c	1 to 3	73c	1 to 3	\$0.90
Weddings	wedding jewellery	4 to 6	62c	1 to 3	88c	1 to 3	\$1.24

Legend	
<b>CPC</b>	Cost Per Click of your Ads in your Advertising Account.
<b>1 to 3</b>	The estimated position range for your ads on selected Package.
<b>4 to 6</b>	The estimated position range for your ads on selected Package.
<b>7 to 10</b>	The estimated position range for your ads on selected Package.
<b>11 to 15</b>	The estimated position range for your ads on selected Package.