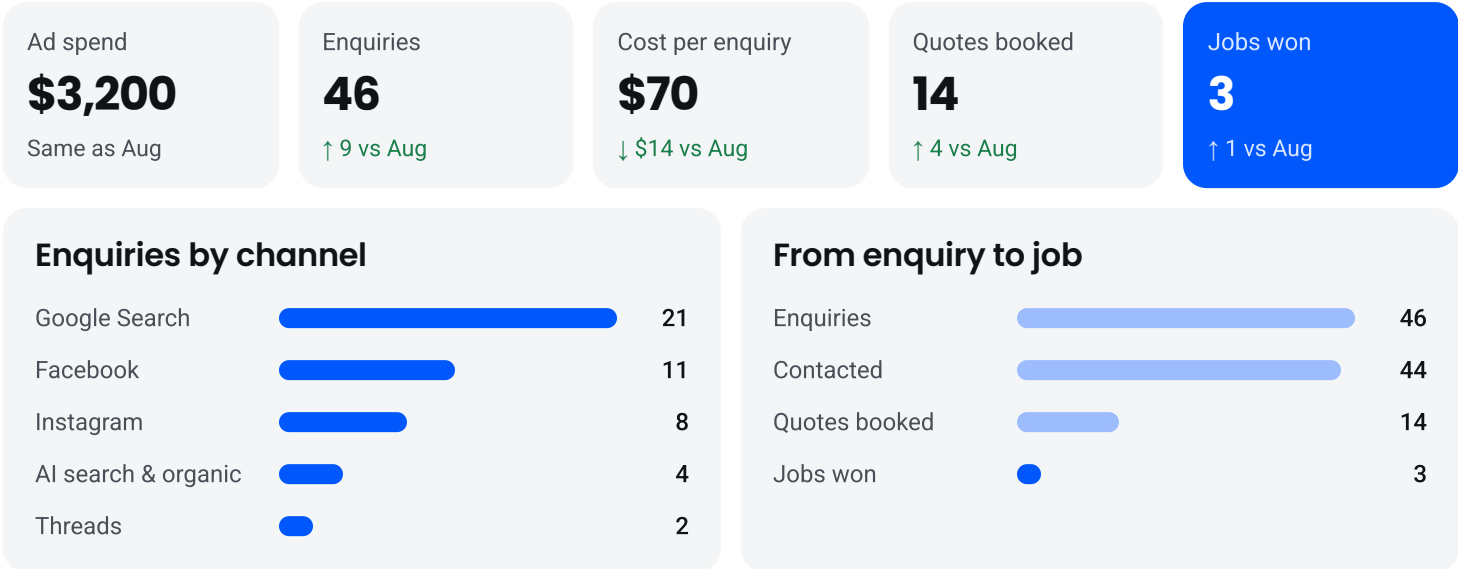


September 2026

Monthly performance report · Harbour & Hill Builders

Summary

46 enquiries this month at \$70 each. 14 turned into booked quotes and 3 into signed jobs. Google Search brought in the most enquiries and Threads the fewest, so we're moving budget across.



Campaigns

Campaign	Spend	Enquiries	Cost each
Google Search · New homes & rebuilds	\$1,600	21	\$76
Facebook · Extensions	\$900	11	\$82
Instagram · Custom homes	\$500	8	\$63
Threads · Knockdown rebuilds	\$200	2	\$100
AI search & organic	—	4	—
Total	\$3,200	46	\$70

yourbusiness

Sponsored



Custom Homes for Modern Living

Knockdown Rebuilds | Home Extensions | Sydney

Get a Free Quote

245 likes

yourbusiness New homes, knockdown rebuilds and extensions across Sydney. Free site visit & quote.

Best ad this month

8 enquiries at \$63 each

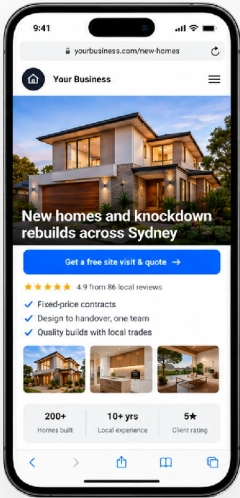
Next month

- Move budget from Threads to Google Search.
- Add a landing page for knockdown rebuilds.
- Test a Facebook ad with before-and-after photos.

Enquiry log

Date	Job	Source	Status
2 Sep	Kitchen renovation	Google Search	Job won
3 Sep	Two-storey extension	Facebook	Quote booked
4 Sep	New home	Google Search	Quote booked
5 Sep	Knockdown rebuild	Google Search	Contacted
8 Sep	Bathroom renovation	Instagram	Quote booked
9 Sep	New home	AI search	Job won
10 Sep	Deck and pergola	Facebook	Not a fit
12 Sep	Kitchen renovation	Instagram	Quote booked
18 Sep	New home	Google Search	Job won
26 Sep	Knockdown rebuild	Google Search	Quote booked

Showing 10 of 46 enquiries. The full log is in your live dashboard.



Landing pages

Page	Visits	Enquiries	Conversion
/new-homes	620	15	2.4%
/extensions	540	12	2.2%
/kitchens-bathrooms	480	9	1.9%
/knockdown-rebuilds	310	6	1.9%
Total from ads	1,950	42	2.2%

Average first reply

47 sec

Enquiries contacted

44 / 46

Missed-lead reminders

6



Signed this month

2 Sep · Kitchen renovation, Epping	\$48,500
9 Sep · New home, Box Hill	\$612,000
18 Sep · New home, Ryde	\$585,000