Channel Overlap Dashboard

Dashboards · https://www.serpsmoothie.com/support/dashboards/channel-overlap/

Channel Overlap answers a single question: where does organic do enough of the heavy lifting that paid can step back—without hurting outcomes? Use it to free budget for growth while protecting total conversions/revenue.

What this dashboard helps you decide

- Reduce or pause paid coverage on terms with consistently strong organic performance
- Keep or even scale paid where both channels are accretive
- Reinvest the freed budget into high-yield areas

How it works

SERP Smoothie blends GSC search terms with Google Ads metrics for the same terms and computes coverage and savings signals. Recommendations reflect your selected client goal (Budget efficiency, Cost reduction, or SERP domination).

Read the top of the page first

- Summary cards: counts of candidates (e.g., “Add to negatives”) and an estimated potential savings figure
- Filters: time window, country/region, campaigns/ad groups, categories, and recommendation type

Read the charts

- Compare SEO impressions vs PPC clicks to spot terms where paid rides organic demand
- Overlay SEO average position with PPC CTR to assess whether paid is additive or duplicative
- Track ROAS (or conversion value) against total coverage to confirm efficiency

Work the table

- Sort by “potential savings” or “coverage” to bubble the best candidates
- Add the “impression share” and “avg position (SEO)” columns to sanity-check resilience
- Select rows to bulk export; click any row to open Performance view

Performance view (per-term drill-down)

- See the exact rationale behind the recommendation with trend charts and key tiles (spend, CTR, ROAS, SEO position, coverage)
- Confirm that organic is stable before excluding or reducing paid

Goal-aware recommendations

- Budget efficiency: conservative reductions where SEO is reliably strong and PPC underperforms target ROAS/CPA
- Cost reduction: more assertive “add to negatives” suggestions with guardrails
- SERP domination: surface coexistence wins where both channels compound value
- Thresholds can be tuned per project as policy evolves

Scope & limits

- Includes search terms present in both GSC and Ads for the selected window (7/30/custom)
- Ads terms require at least 1 click to qualify

Workflow (5 steps)

1) Filter to priority campaigns and the last 30 days 2) Sort by potential savings; open top candidates 3) Validate in Performance view (position stable, PPC below target) 4) Action: add to negatives, lower bids, or hold 5) Export changes; schedule a 1–2 week review to verify outcomes

Export & handoff

- Export all rows with current filters or only selected rows (CSV/XLSX) for change logs or client comms

Tips

- Track changes as a cohort and review Performance view weekly
- Watch for competition spikes; be ready to re-enable paid on strategic terms