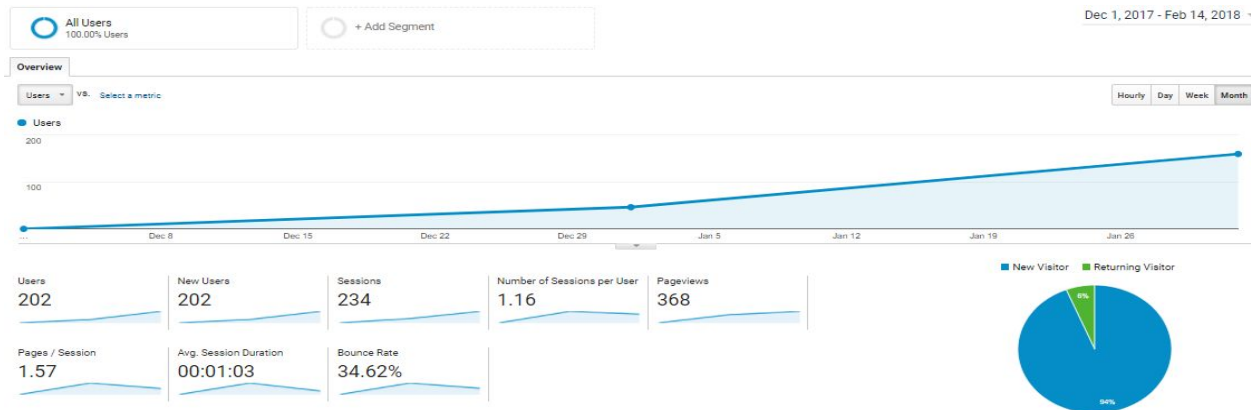


Advancedhva.com

Monthly Online Marketing Report - February, 2018

Since the inception of the new Google Analytics on dririte.net, we've seen a steady increase of traffic to the site. We've had 202 new users to the site. We'll continue to track all traffic sources and report our ongoing progress.

All Traffic



Traffic Sources

We've seen a steady increase in all traffic sources. Referral traffic has generated 74 new users this period.

	Acquisition		
	Users	New Users	Sessions
	202	202	234
1 Referral	74		
2 (Other)	39		
3 Paid Search	34		
4 Organic Search	29		
5 Direct	28		

Paid Search Campaign

Since the start of our paid search campaign we've produced 46 clicks and 1,450 impressions. Our CTR (Click Through Rate) is at 2.99%. Our average cost per click is at \$12.80. We have an average position of 1.2 with an 52% impression share. Search Impression Share tells us how often our ads are showing up compared to how often they are eligible to show. Currently, our ads are only show up half the time they are eligible. We can improve this by increasing are monthly budget (ad spend). Increasing our budget will produce more conversions. Our goal over the coming months is to continue to improve our campaign performance by improving our CTR and lowering our cost per click. This will ultimately lower our cost per lead.

Relentless Media > All campaigns >
 Campaign: [Main] Drafts ▾ Last 30 days: Jan 17, 2018 - Feb 15, 2018 ▾

● Enabled Type: Search Network only - All features Edit Budget: \$20.00/day Edit Targeting: 30.0 mi around (28.355537, -82.353468) Edit

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions ▾

All but removed ad groups ▾ Segment ▾ Filter ▾ Columns ▾ ⌵ ⌵ Find ad groups 🔍 View Change History

AD GROUP Edit ▾ Details ▾ Bid strategy ▾ Automate ▾ Labels ▾

<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Status [?]	Default Max. CPC [?]	Clicks [?] ⬆ ⬇	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Search Impr. share [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Heart	Limited by budget [?]	\$50.00 ⌵	16	323	4.95%	\$8.49	\$135.87	1.1	57.89%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cardiologist	Limited by budget [?]	\$50.00 ⌵	13	357	3.64%	\$9.36	\$121.67	1.3	39.60%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vascular	Limited by budget [?]	\$50.00 ⌵	8	357	2.24%	\$14.35	\$114.83	1.2	60.51%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Varicose	Limited by budget [?]	\$50.00 ⌵	8	488	1.64%	\$26.93	\$215.41	1.2	55.76%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dr Chadda	Limited by budget [?]	\$10.00 ⌵	1	15	6.67%	\$1.04	\$1.04	1.0	71.43%
Total - all but removed ad groups					46	1,540	2.99%	\$12.80	\$588.82	1.2	52.27%
Total - Search					46	1,540	2.99%	\$12.80	\$588.82	1.2	52.27%

Conversions

We had 34 unique phone calls this period. Our paid campaign produced 3 phone calls.

Unique Callers Advanced Heart & Vascular 1/17/18 - 2/16/18

34 Unique Callers from Jan 17, 2018 to Feb 16, 2018 Export to CSV

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
813-816-9711	Tampa South, FL	Advanced Heart & Vascular	Google Adwords	Google Paid	1/29 8:04am	1	31s	31s
813-702-2149	Zephyrhills, FL	Advanced Heart & Vascular	Google Adwords	Google Paid	2/8 11:52am	2	3m 45s	2m 16s
202-720-0240	Wits 2001	Advanced Heart & Vascular	Google Adwords	Google Paid	2/16 9:21am	1	11s	11s
352-277-6302	Brooksville, FL	Advanced Heart & Vascular	Maps [Brooksville]	Maps [Brooksville]	2/9 4:28pm	1	16s	16s
734-674-9094	Czako Andrew	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/5 1:47pm	3	2m 9s	1m 35s
813-971-2600	Cardiology Cent	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/2 2:48pm	1	34s	34s
352-650-2296	Wendy Stramiell	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/12 10:18am	1	1m 29s	1m 29s
352-398-1231	Nai Integrative	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/2 12:23pm	2	2m 4s	1m 7s
352-364-1658	Crystal Riv, FL	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/12 5:32pm	1	25s	25s
727-862-3548	West Pasco Pulm	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/7 10:58am	1	1m 46s	1m 46s
727-312-4300	Pinellas Hemato	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/5 2:50pm	2	3m 26s	2m 51s
727-862-2580	Int Med Assoc	Advanced Heart & Vascular	Maps [Hudson]	Maps [Hudson]	2/7 9:05am	1	1m 44s	1m 44s

Import Organic Keyword Ranks

Keyword	Google +/-	Yahoo +/-	Bing +/-
<input type="checkbox"/> vascular disease treatment hudson, fl	1 +100	— 0	— 0
<input type="checkbox"/> vein doctor new port richy, fl	1 +78	— 0	— 0
<input type="checkbox"/> dr chadda new port richy, fl	1 +17	64 +37	64 -42
<input type="checkbox"/> endovascular specialist hudson, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> interventional radiology hudson, fl	1 +100	10 +91	10 +91
<input type="checkbox"/> varicose veins doctor hudson, fl	1 +100	7 +94	7 +94
<input type="checkbox"/> endovascular doctor new port richy, fl	1 +100	4 +97	4 +97
<input type="checkbox"/> endovascular specialist new port richy, fl	1 +100	3 +98	3 +98
<input type="checkbox"/> varicose veins hudson, fl	1 +100	4 +97	4 +97
<input type="checkbox"/> peripheral vascular doctor hudson, fl	1 +100	37 +64	34 +67
<input type="checkbox"/> endovascular doctor hudson, fl	1 +100	1 +100	1 +100

<input type="checkbox"/> dr chadda brooksville, fl	+	1 +5	11 -1	11 -1
<input type="checkbox"/> varicose veins doctor new port richey, fl		5 +96	- 0	- 0
<input type="checkbox"/> endovascular specialist land o' lakes, fl		5 +96	4 +97	4 +97
<input type="checkbox"/> dr chadda hudson, fl		5 +10	19 +6	25 -12
<input type="checkbox"/> endovascular specialist brooksville, fl		8 +93	3 +98	3 +98
<input type="checkbox"/> endovascular doctor land o' lakes, fl		8 +93	10 +91	10 +91
<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl		9 +92	30 +56	30 +71
<input type="checkbox"/> vein doctor hudson, fl		10 +91	24 +77	24 +77
<input type="checkbox"/> vein specialist hudson, fl		12 +89	8 +93	8 +93
<input type="checkbox"/> vascular md hudson, fl		12 +21	18 +83	18 +83
<input type="checkbox"/> heart doctors hudson, fl		13 +31	25 +76	25 +76
<input type="checkbox"/> heart specialist hudson, fl		14 +87	25 +76	23 +78

<input type="checkbox"/> vein doctor brooksville, fl		14 +87	- 0	- 0
<input type="checkbox"/> vein treatment doctor new port richey, fl		14 +87	- 0	- 0
<input type="checkbox"/> vein treatment doctor hudson, fl		15 +86	96 +5	92 +9
<input type="checkbox"/> cardiologist surgeon hudson, fl		15 +86	24 +77	24 +77
<input type="checkbox"/> heart surgeons new port richey, fl	+	17 +84	21 +80	21 +80
<input type="checkbox"/> varicose veins doctor brooksville, fl		18 +83	- 0	- 0
<input type="checkbox"/> cardiologist specialist hudson, fl		18 +83	19 +82	19 +82
<input type="checkbox"/> vascular md land o' lakes, fl		19 +82	- -71	- -78
<input type="checkbox"/> vascular surgeons hudson, fl		19 +82	19 +82	19 +82
<input type="checkbox"/> vein doctor land o' lakes, fl		19 +82	23 +78	23 +78
<input type="checkbox"/> vein treatment doctor brooksville, fl		19 +82	- 0	- 0
<input type="checkbox"/> aneurysm doctor new port richey, fl		20 +28	- 0	- 0

<input type="checkbox"/> vein specialist new port richey, fl	20 +81	- 0	- 0
<input type="checkbox"/> heart surgeons hudson, fl	20 +81	25 +76	25 +76
<input type="checkbox"/> vein treatment doctor land o' lakes, fl	21 +80	49 +52	49 +52
<input type="checkbox"/> cardiologist doctor hudson, fl	22 +79	38 +63	38 +63
<input type="checkbox"/> artery blockage treatment brooksville, fl	22 +79	- 0	- 0
<input type="checkbox"/> cardiologist hudson, fl	22 +79	35 +66	26 +75
<input type="checkbox"/> artery blockage treatment hudson, fl	22 +79	- 0	- 0
<input type="checkbox"/> varicose veins land o' lakes, fl	22 +79	- 0	- 0
<input type="checkbox"/> vascular disease treatment land o' lakes, fl	23 +78	- 0	- 0
<input type="checkbox"/> vein specialist brooksville, fl	23 +78	- 0	- 0
<input type="checkbox"/> aneurysm doctor hudson, fl	23 +78	- 0	- 0
<input type="checkbox"/> heart doctors new port richey, fl	24 +77	- 0	- 0

<input type="checkbox"/> cardiologist surgeon new port richey, fl	25 +76	29 +72	29 +72
<input type="checkbox"/> heart specialist new port richey, fl	25 +76	- 0	- 0
<input type="checkbox"/> varicose veins doctor land o' lakes, fl	25 +76	9 +92	9 +92
<input type="checkbox"/> varicose veins new port richey, fl	25 +76	- 0	- 0
<input type="checkbox"/> vascular md new port richey, fl	25 -1	- 0	- 0
<input type="checkbox"/> cardiology hudson, fl	26 +75	40 +61	40 +61
<input type="checkbox"/> vascular surgeons new port richey, fl	27 +74	- 0	- 0
<input type="checkbox"/> vein specialist land o' lakes, fl	27 +74	- 0	- 0
<input type="checkbox"/> cardiology land o' lakes, fl	28 +73	51 +50	51 +50
<input type="checkbox"/> cardiologist doctor new port richey, fl	29 +72	- 0	- 0
<input type="checkbox"/> endovascular doctor brooksville, fl	29 +72	4 +97	4 +97
<input type="checkbox"/> cardiologist specialist new port richey, fl	30 +71	- 0	- 0

<input type="checkbox"/> cardiologist surgeon brooksville, fl	31 +70	30 +71	30 +71
<input type="checkbox"/> heart specialist brooksville, fl	35 +66	45 +56	60 +41
<input type="checkbox"/> cardiologist specialist brooksville, fl	35 +66	- 0	- 0
<input type="checkbox"/> interventional cardiology hudson, fl	35 +66	41 +60	41 +60
<input type="checkbox"/> artery blockage treatment new port richey, fl	37 +64	- 0	- 0
<input type="checkbox"/> venous insufficient treatment new port richey, fl	37 +64	- 0	- 0
<input type="checkbox"/> vascular md brooksville, fl	41 +60	- 0	- 0
<input type="checkbox"/> cardiologist doctor brooksville, fl	41 +60	- 0	- 0
<input type="checkbox"/> vascular surgeons brooksville, fl	41 +60	41 +60	40 +61
<input type="checkbox"/> interventional cardiology new port richey, fl	42 +59	- 0	- 0
<input type="checkbox"/> heart doctors brooksville, fl	42 +59	- 0	- 0
<input type="checkbox"/> heart surgeons brooksville, fl	44 +57	29 +72	29 +72

<input type="checkbox"/> cardiologist brooksville, fl	45 +56	94 +7	94 +7
<input type="checkbox"/> aneurysm treatment brooksville, fl	46 +1	- 0	- 0
<input type="checkbox"/> aneurysm doctor brooksville, fl	47 +54	- 0	- 0
<input type="checkbox"/> cardiologist new port richey, fl	49 +52	- 0	- 0
<input type="checkbox"/> cardiology new port richey, fl	52 +26	- 0	- 0
<input type="checkbox"/> interventional cardiology land o' lakes, fl	53 +48	41 +60	41 +60
<input type="checkbox"/> interventional radiology brooksville, fl	59 +42	21 +80	21 +80
<input type="checkbox"/> interventional radiology new port richey, fl	64 +37	21 +80	21 +80
<input type="checkbox"/> heart failure treatment new port richey, fl	65 +36	- 0	- 0
<input type="checkbox"/> corroded artery blockage treatment hudson, fl	- 0	- 0	- 0
<input type="checkbox"/> peripheral vascular doctor brooksville, fl	- 0	30 +71	30 +71
<input type="checkbox"/> vascular disease treatment new port richey, fl	- 0	- 0	- 0