

DriRite.net

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 498 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 248 new users this period.

Acquisition			
	Users	New Users	Sessions
	498	498	547
1 Referral	248		
2 Paid Search	103		
3 Direct	80		
4 Organic Search	62		
5 (Other)	8		
6 Social	2		

Paid Search Campaign

Our paid campaign is showing much improvement over the previous period. We've lowered our cost per click from \$60 to \$49 over the previous period. Our CTR or (Click Through Rate) improved to 3.47% from 1.70%. Statistically, higher CTR's produce lower cost per clicks and a better overall campaign performance.

Last Period

All campaigns Custom: Dec 15, 2017 - Jan 14, 2018

Campaigns | Ad groups | Settings | Ads | Ad extensions | Keywords | Audiences | Dimensions | Display Network

All enabled campaigns | Segment | Filter | Columns | Find campaigns | View Change History

Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	
[Water]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	\$0.00	
[Mold]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	\$0.00	
[Remarketing - All Visitors]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	\$0.00	
[Branded]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	\$0.00	
Total - all enabled campaigns			0	--	--	--	\$0.00	0.00	\$0.00	
Total - all campaigns			\$175.00/day	4,828	82	1.70%	\$60.89	\$4,993.03	10.00	\$496.05
Total - Search				4,828	82	1.70%	\$60.89	\$4,993.03	10.00	\$496.05
Total - Display				0	--	--	\$0.00	0.00	\$0.00	

Current Period

All campaigns Custom: Jan 15, 2018 - Feb

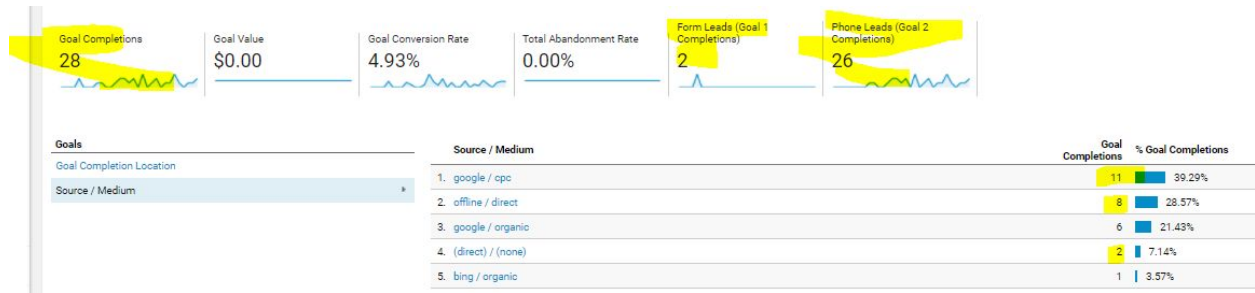
Campaigns | Ad groups | Settings | Ads | Ad extensions | Keywords | Audiences | Dimensions | Display Network

All enabled campaigns | Segment | Filter | Columns | Find campaigns | View Change History

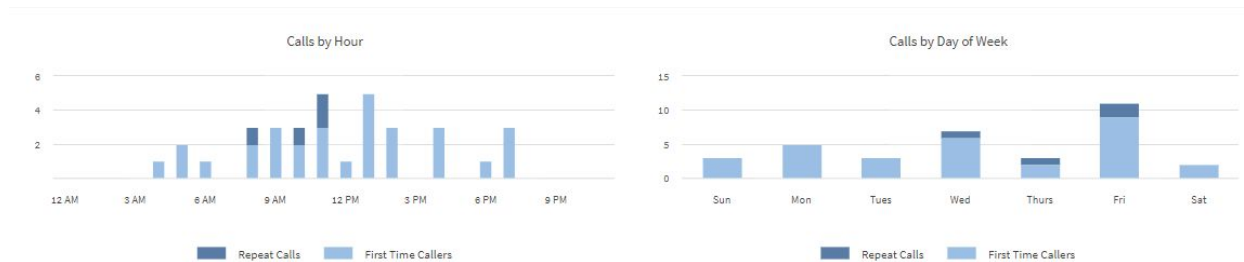
Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	
[Mold]	DriRite \$175.00/day	Eligible	837	41 clicks	4.90% CTR	\$44.22 per click	\$1,813.02	6.00	
[Branded]	DriRite \$175.00/day	Eligible	1,235	39 clicks	3.16% CTR	\$39.89 per click	\$1,555.78	6.00	
[Water]	DriRite \$175.00/day	Eligible	747	22 clicks	2.95% CTR	\$67.62 per click	\$1,487.55	1.00	
[Remarketing - All Visitors]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	
Total - all enabled campaigns			2,819	102	3.62%	\$47.61	\$4,856.35	13.00	
Total - all campaigns			\$175.00/day	3,604	125	3.47%	\$49.78	\$6,223.07	15.00
Total - Search				3,604	125	3.47%	\$49.78	\$6,223.07	15.00

Conversions

We had 28 conversions for the month. We had 26 phone calls and 2 form leads. Our paid campaign produced 21 conversions for the period. 7 conversions came from organic search. With a total ad spend of \$6223 for the month and 21 conversions, our cost per lead this period is \$293. Our goal is to continue to improve our campaign performance and lower our cost per lead over the coming months.



Calls by hour and days of the week:



Average call duration for the period:

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	34 (100%)	30 (100%)	2m 45s
Google Paid	14 (41.2%)	13 (43.3%)	2m 47s
DriRite [Adwords Ad Extension]	7 (20.6%)	5 (16.7%)	2m 47s
Google Organic	6 (17.6%)	5 (16.7%)	2m 16s

Import Organic Keyword Ranks

Keyword	Google +/-	Yahoo +/-	Bing +/-
moisture detection winter garden	1 0	1 +8	1 +3
mold remediation windermere	1 0	20 +81	19 +82
desiccant drying winter garden	1 0	1 0	1 0
water damage repair winter garden, fl	1 0	24 -3	24 +77
water damage winter garden	1 0	22 -2	22 -3
desiccant drying orlando	1 +2	1 0	1 0
restoration companies in winter garden, fl	1 0	45 +56	45 +56
infrared thermography services orlando	2 +17	1 +100	2 +20
truss cleaning services orlando	2 0	1 0	1 0
water damage restoration winter garden, fl	4 0	20 +46	20 +2
dehumidification services orlando, fl	5 +6	1 +38	1 +61

moisture detection orlando	12 -2	7 +27	13 +1
soda blasting orlando	14 +26	8 +93	8 +93
water extraction orlando	16 -1	85 +16	84 -57
mold remediation apopka	20 +22	72 +29	72 +29
microbial growth removal	22 +79	16 +85	16 +85
water removal orlando	25 +8	- 0	- 0
water damage restoration orlando	27 +54	- 0	- 0
mold remediation altamonte springs	27 +74	- 0	- 0
restoration companies in orlando	30 +56	- 0	- 0
water damage repair orlando	35 +28	- -20	- 0
mold remediation orlando	35 +52	40 +29	40 +61
water damage orlando, fl	41 +27	- 0	- 0

<input type="checkbox"/> orlando water damage		44 +36	- 0	- 0
<input type="checkbox"/> mold damage cleanup orlando	+	45 +56	64 +31	82 +19
<input type="checkbox"/> duct cleaning orlando		79 +22	- 0	- 0
<input type="checkbox"/> mold inspection orlando		86 +15	- 0	- 0

Campaign Suggestions

Search Impression Share tells us how often our ads are showing up compared to how often they are eligible to show. With our impression share hovering around the 60% mark, it's clear we have more opportunity for our ads to show up more often. Increasing our current budget will allow us to increase our impression share and ultimately our conversions.

CAMPAIGN											
Edit		Details		Bid strategy		Automate		Labels			
<input type="checkbox"/>	●	Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Search Impr. share
<input type="checkbox"/>	●	[Mold]	DriRite \$175.00/day	Eligible	892	43 clicks	4.82% CTR	\$45.20 per click	\$1,943.66	6.00	57.78%
<input type="checkbox"/>	●	[Branded]	DriRite \$175.00/day	Eligible	1,397	42 clicks	3.01% CTR	\$39.99 per click	\$1,679.76	7.00	65.90%
<input type="checkbox"/>	●	[Water]	DriRite \$175.00/day	Eligible	794	23 clicks	2.90% CTR	\$71.34 per click	\$1,640.79	1.00	60.02%
<input type="checkbox"/>	●	[Remarketing - All Visitors]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	--