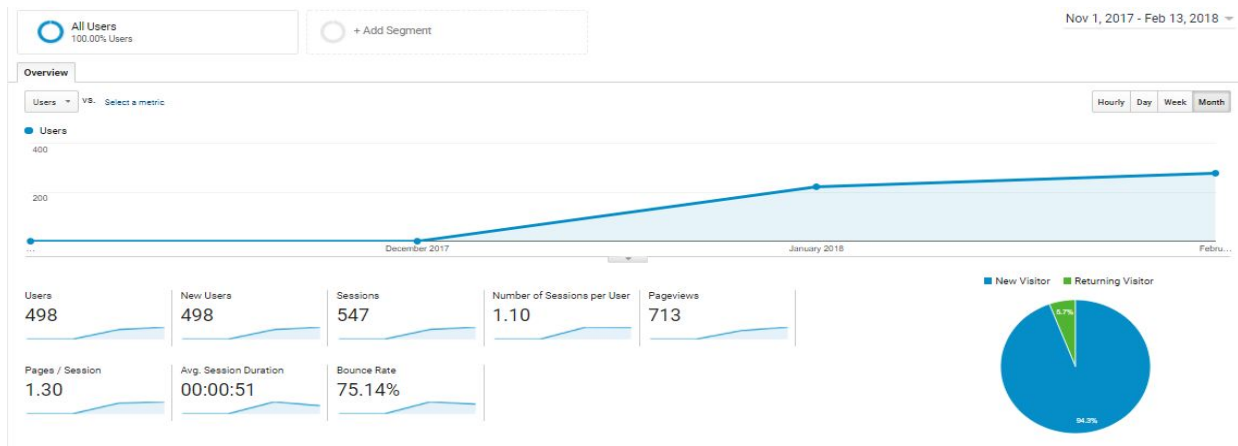


DriRite.net

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

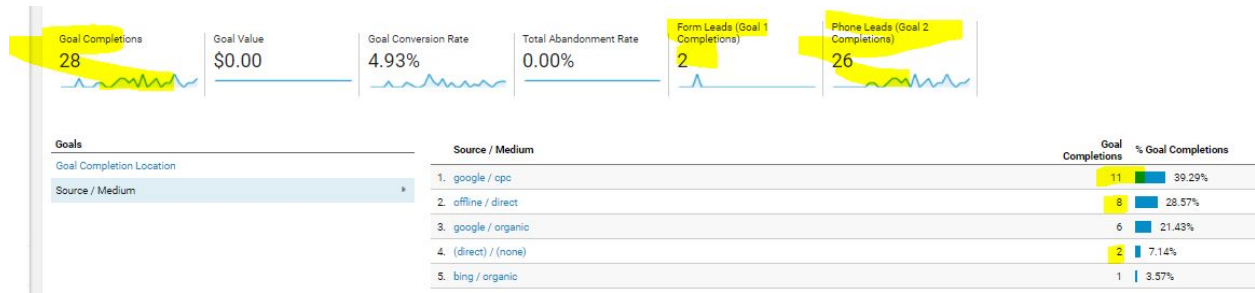
Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions Display Network

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.



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

<input type="checkbox"/> moisture detection orlando	+	12 -2	7 +27	13 +1
<input type="checkbox"/> soda blasting orlando	+	14 +26	8 +93	8 +93
<input type="checkbox"/> water extraction orlando	+	16 -1	85 +16	84 -57
<input type="checkbox"/> mold remediation apopka		20 +22	72 +29	72 +29
<input type="checkbox"/> microbial growth removal		22 +79	16 +85	16 +85
<input type="checkbox"/> water removal orlando		25 +8	- 0	- 0
<input type="checkbox"/> water damage restoration orlando		27 +54	- 0	- 0
<input type="checkbox"/> mold remediation altamonte springs		27 +74	- 0	- 0
<input type="checkbox"/> restoration companies in orlando		30 +56	- 0	- 0
<input type="checkbox"/> water damage repair orlando		35 +28	- -20	- 0
<input type="checkbox"/> mold remediation orlando	+	35 +52	40 +29	40 +61
<input type="checkbox"/> 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											
		Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Search Impr. share	
<input type="checkbox"/>	<input checked="" 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"/>	<input checked="" 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"/>	<input checked="" 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"/>	<input checked="" type="checkbox"/> [Remarketing - All Visitors]	DriRite \$175.00/day	Eligible	0	--	--	--	\$0.00	0.00	--	