

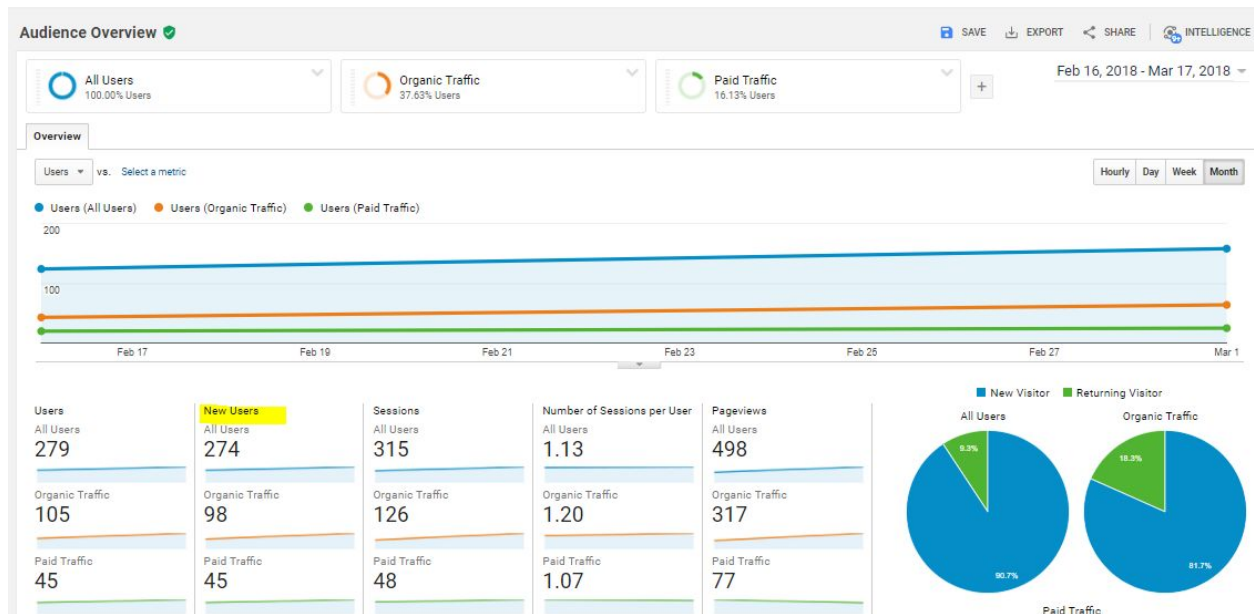
# Advancedhva.com

## Monthly Online Marketing Report - March, 2018

**Highlights:** Total conversions improved 57% over the previous period. We had an 52% improvement in first time callers. Our paid campaign yielded 5 unique calls this period lowering our cost per lead to \$79 from \$294 last period.

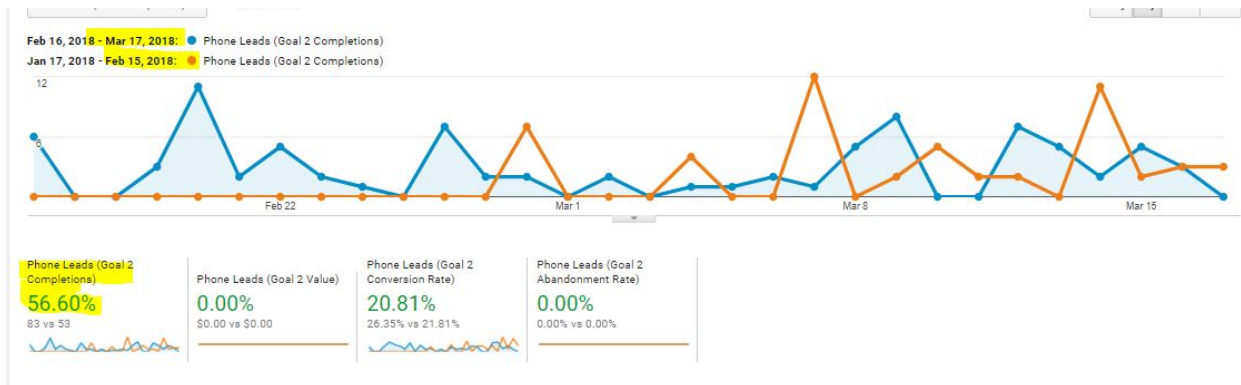
We had 274 new users to the site this period. 98 visitors came from organic search. We had 45 visitors from our paid campaign.

## Traffic



# Total Conversions

We had 83 total conversions this period. This is an 56% increase over the previous period.



We had a 52% increase in first time callers compared to the previous period.

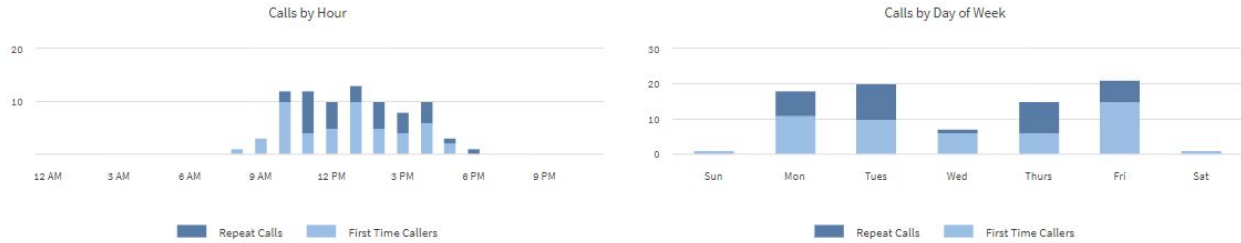
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	83 (100%)	50 (100%)	1m 43s
Maps [Hudson]	36 (43.4%)	16 (32.0%)	2m 2s
Google Organic	19 (22.9%)	10 (20.0%)	1m 12s
Maps [New Port Richy]	15 (18.1%)	13 (26.0%)	2m 0s
Maps [Brooksville]	7 (8.4%)	6 (12.0%)	2m 7s
Google Paid	6 (7.2%)	5 (10.0%)	20s

Last period:

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	53 (100%)	33 (100%)	1m 52s
Maps [Hudson]	31 (58.5%)	21 (63.6%)	1m 55s
Maps [New Port Richy]	9 (17.0%)	6 (18.2%)	2m 48s
Google Organic	9 (17.0%)	3 (9.1%)	1m 1s
Google Paid	3 (5.7%)	2 (6.1%)	1m 41s
Maps [Brooksville]	1 (1.9%)	1 (3.0%)	16s

# Calls - Day & Time

A majority of our calls are coming on Monday, Tuesday, & Friday from 10am to 4pm.



# Paid Campaign

Our total ad spend this period was \$398. We've lowered our cost per click this period over last by 37%. Our paid campaign yielded 5 conversions this period. This is a \$79 cost per lead compared to a \$294 cost per lead last period.

Relentless Media > All campaigns: AdvancedHVA

Last 30 days: Feb 16, 2018 - Mar 17, 2018  
Compare to: Jan 17, 2018 - Feb 15, 2018

Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost		Cost					
						2/16/18 - 3/17/18	1/17/18 - 2/15/18	Change	Change (%)	2/16/18 - 3/17/18	1/17/18 - 2/15/18	Change	Change (%)
Remarketing	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
[Main]	\$10.00/day	Limited by budget	1,357	50	3.68%	\$7.97	\$12.80	-\$4.83	-37.72%	\$398.63	\$588.82	-\$190.19	-32.30%
<b>Total - all but removed campaigns</b>			1,357	50	3.68%	\$7.97	\$12.80	-\$4.83	-37.72%	\$398.63	\$588.82	-\$190.19	-32.30%
<b>Total - all campaigns</b>	\$15.00/day		1,357	50	3.68%	\$7.97	\$12.80	-\$4.83	-37.72%	\$398.63	\$588.82	-\$190.19	-32.30%
Total - Search			1,357	50	3.68%	\$7.97	\$12.80	-\$4.83	-37.72%	\$398.63	\$588.82	-\$190.19	-32.30%
Total - Display			0	0	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%

Current Period: We had 5 unique calls this period with and ad spend of \$398

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	83 (100%)	50 (100%)	1m 43s
Maps [Hudson]	36 (43.4%)	16 (32.0%)	2m 2s
Google Organic	19 (22.9%)	10 (20.0%)	1m 12s
Maps [New Port Richey]	15 (18.1%)	13 (26.0%)	2m 0s
Maps [Brooksville]	7 (8.4%)	6 (12.0%)	2m 7s
Google Paid	6 (7.2%)	5 (10.0%)	20s

Last Period: We had 2 unique calls with an ad spend of \$588.

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	53 (100%)	33 (100%)	1m 52s
Maps [Hudson]	31 (58.5%)	21 (63.6%)	1m 55s
Maps [New Port Richey]	9 (17.0%)	6 (18.2%)	2m 48s
Google Organic	9 (17.0%)	3 (9.1%)	1m 1s
Google Paid	3 (5.7%)	2 (6.1%)	1m 41s
Maps [Brooksville]	1 (1.9%)	1 (3.0%)	16s

## Import Organic Keyword Ranks

Keyword	Google +/-	Yahoo +/-	Bing +/-
artery blockage treatment new port richiey, fl	1 +100	- 0	- 0
dr chadda new port richiey, fl	1 +17	20 +81	21 +1
vascular disease treatment hudson, fl	1 +100	- 0	- 0
varicose veins new port richiey, fl	1 +100	- 0	- 0
dr chadda brooksville, fl	1 +5	4 +6	4 +6
artery blockage treatment hudson, fl	1 +100	- 0	- 0
artery blockage treatment land o' lakes, fl	1 +100	- 0	- 0
vascular md land o' lakes, fl	1 +100	11 +19	11 +12
endovascular specialist hudson, fl	1 +100	1 +100	1 +100
vascular disease treatment new port richiey, fl	1 +100	- 0	- 0
vein doctor hudson, fl	1 +100	15 +88	15 +88
vein doctor new port richiey, fl	1 +78	40 +61	28 +73
vein specialist hudson, fl	4 +97	3 +88	3 +88
endovascular specialist land o' lakes, fl	5 +98	3 +88	3 +88
dr chadda hudson, fl	6 +9	11 +14	10 +3
vascular md hudson, fl	6 +27	20 +81	20 +81

	endovascular doctor hudson, fl	<b>6</b> +95	<b>1</b> +100	<b>1</b> +100
	varicose veins doctor hudson, fl	<b>7</b> +94	- 0	- 0
	heart surgeons hudson, fl	<b>9</b> +92	<b>21</b> +80	<b>21</b> +80
	endovascular specialist brooksville, fl	<b>9</b> +92	<b>2</b> +99	<b>2</b> +99
	corroded artery blockage treatment land o' lakes, fl	<b>10</b> +91	- 0	- 0
	cardiologist specialist hudson, fl	<b>11</b> +90	- 0	- 0
	heart doctors hudson, fl	<b>11</b> +33	<b>17</b> +84	<b>17</b> +84
	varicose veins treatment hudson, fl	<b>11</b> +90	- 0	- 0
	varicose veins hudson, fl	<b>11</b> +90	- 0	- 0
	heart surgeons brooksville, fl	<b>11</b> +90	<b>24</b> +77	<b>24</b> +77
	heart specialist hudson, fl	<b>13</b> +88	<b>9</b> +92	<b>9</b> +92
	cardiologist specialist brooksville, fl	<b>13</b> +88	- 0	- 0
	vascular surgeons hudson, fl	<b>14</b> +87	<b>26</b> +75	<b>26</b> +75
	varicose veins doctor new port richey, fl	<b>14</b> +87	<b>14</b> +87	<b>14</b> +87
	cardiologist surgeon hudson, fl	<b>14</b> +87	<b>16</b> +85	<b>22</b> +79
	corroded artery blockage treatment hudson, fl	<b>15</b> +86	- 0	- 0

	endovascular specialist new port richey, fl	<b>15</b> +86	<b>2</b> +99	<b>2</b> +99
	heart specialist new port richey, fl	<b>15</b> +86	<b>41</b> +80	<b>41</b> +80
	endovascular doctor brooksville, fl	<b>16</b> +85	<b>3</b> +88	<b>3</b> +88
	venous disease treatment brooksville, fl	<b>16</b> +85	- 0	- 0
	vascular disease treatment brooksville, fl	<b>17</b> +84	- -2	- 0
	peripheral vascular doctor brooksville, fl	<b>17</b> +84	- 0	- 0
	aneurysm doctor hudson, fl	<b>17</b> +84	- 0	- 0
	heart doctors brooksville, fl	<b>17</b> +84	- 0	- 0
	heart surgeons new port richey, fl	<b>17</b> +84	<b>30</b> +71	<b>31</b> +70
	endovascular doctor new port richey, fl	<b>18</b> +83	<b>5</b> +98	<b>5</b> +98
	vein treatment doctor brooksville, fl	<b>18</b> +83	- 0	- 0
	venous insufficient treatment brooksville, fl	<b>18</b> +83	- 0	- 0
	cardiologist surgeon brooksville, fl	<b>18</b> +83	<b>30</b> +71	<b>30</b> +71
	cardiologist doctor new port richey, fl	<b>18</b> +83	- 0	- 0
	heart specialist brooksville, fl	<b>19</b> +82	- 0	- 0
	heart doctors new port richey, fl	<b>19</b> +82	- 0	- 0
	venous insufficient treatment land o' lakes, fl	<b>19</b> +82	- 0	- 0

	interventional cardiology hudson, fl	19 +82	40 +81	40 +81
	aneurysm treatment hudson, fl	19 +82	- 0	- 0
	cardiologist doctor brooksville, fl	19 +82	- 0	- 0
	cardiologist surgeon new port richey, fl	21 +80	- 0	- 0
	aneurysm doctor new port richey, fl	21 +27	- 0	- 0
	cardiologist new port richey, fl	21 +80	- 0	- 0
	varicose veins treatment brooksville, fl	21 +80	- 0	- 0
	interventional cardiology land o' lakes, fl	23 +78	- 0	- 0
	peripheral vascular doctor land o' lakes, fl	23 +78	- 15	- 0
	vein specialist new port richey, fl	23 +78	19 +82	19 +82
	aneurysm treatment land o' lakes, fl	23 +78	- 0	- 0
	aneurysm doctor land o' lakes, fl	23 +78	- 0	- 0
	vein treatment doctor new port richey, fl	23 +78	- 0	- 0
	cardiologist hudson, fl	23 +78	29 +72	29 +72
	varicose veins doctor brooksville, fl	24 +77	8 +93	8 +93
	cardiology land o' lakes, fl	24 +77	61 +40	61 +40
	vascular md new port richey, fl	24 0	19 +82	20 +81

	vascular surgeons brooksville, fl	24 +77	41 +80	41 +80
	vascular surgeons new port richey, fl	25 +76	30 +71	30 +71
	cardiology hudson, fl	25 +76	30 +71	35 +88
	varicose veins treatment new port richey, fl	25 +76	- 0	- 0
	varicose veins brooksville, fl	25 +76	- 0	- 0
	aneurysm doctor brooksville, fl	25 +76	- 0	- 0
	venous disease treatment new port richey, fl	26 +75	- 0	- 0
	cardiologist doctor hudson, fl	26 +75	31 +70	25 +78
	vein doctor land o' lakes, fl	26 +75	20 +81	18 +83
	cardiologist brooksville, fl	26 +75	80 +21	80 +21
	peripheral vascular doctor new port richey, fl	27 +74	- 0	- 0
	cardiologist specialist new port richey, fl	27 +74	- 0	- 0
	interventional radiology hudson, fl	28 +73	15 +88	15 +88
	varicose veins doctor land o' lakes, fl	28 +73	10 +91	10 +91
	endovascular doctor land o' lakes, fl	29 +72	1 +100	1 +100
	interventional cardiology new port richey, fl	29 +72	51 +50	51 +50
	vein doctor brooksville, fl	30 +71	23 +78	23 +78

	endovascular doctor land o' lakes, fl	29 +72	1 +100	1 +100
	interventional cardiology new port richey, fl	29 +72	51 +50	51 +50
	vein doctor brooksville, fl	30 +71	23 +78	23 +78
	interventional cardiology brooksville, fl	31 +70	50 +51	46 +55
	varicose veins land o' lakes, fl	32 +69	29 +72	29 +72
	vein specialist brooksville, fl	33 +68	- 0	- 0
	interventional radiology brooksville, fl	34 +67	20 +81	20 +81
	cardiology brooksville, fl	35 +66	101 0	101 0
	vein treatment doctor land o' lakes, fl	36 +65	- 0	- 0
	cardiology new port richey, fl	37 +64	- 0	- 0
	interventional radiology land o' lakes, fl	38 +63	10 +91	10 +91
	vascular md brooksville, fl	40 +61	41 +60	41 +60
	vein specialist land o' lakes, fl	42 +59	18 +83	18 +83
	interventional radiology new port richey, fl	62 +39	21 +80	21 +80