

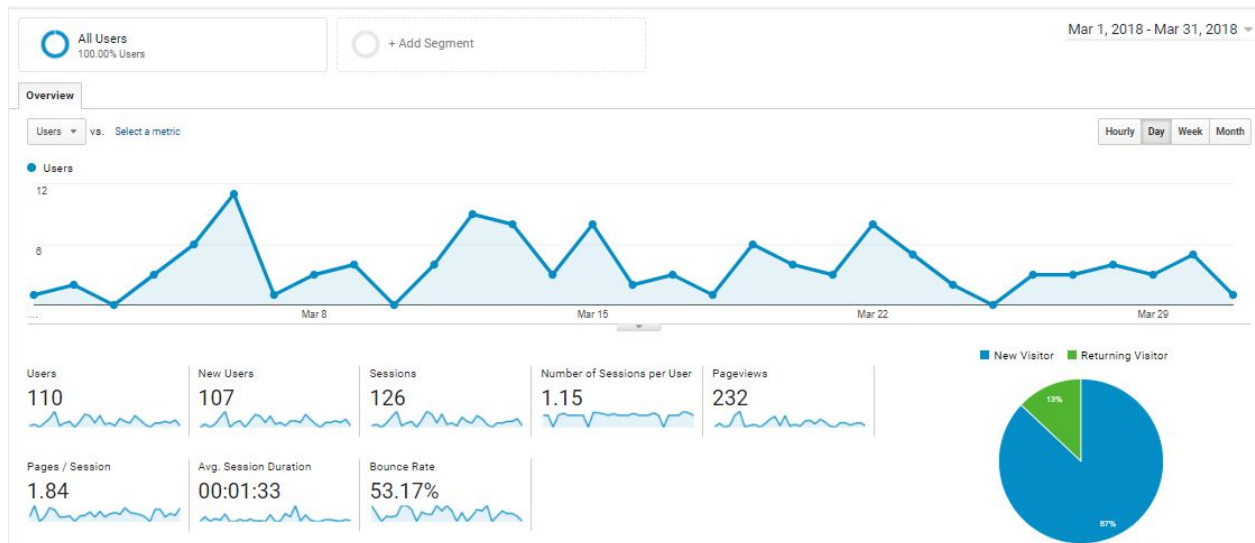
DriMaxx.net

Monthly Online Marketing Report - March, 2018

Highlights: Our paid campaign yielded 8 conversions for the period. We had 1 form lead and 7 phone calls.

Since the inception of the new google analytics code, we've had 107 new users to the site. As we build authority to the site, we'll continue to see improvement in our organic search traffic.

Traffic



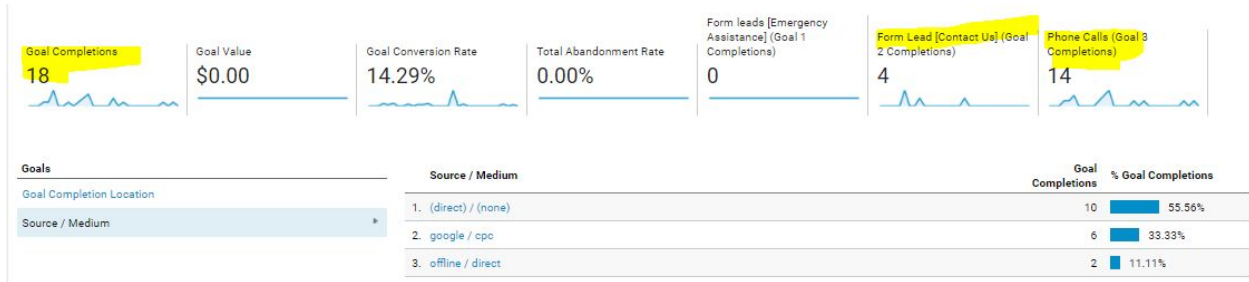
Important Keyword Ranks

We've had significant gains in our organic keyword ranks in all 3 major search engines. Google, Bing, & Yahoo. As we build more authority to drimexx.net we'll continue to see gains in ranks and traffic.

drimexx.net			
UNITED STATES - ENGLISH DRIMAXX ADDED FEBRUARY 5, 2018 BUSINESS ADD TAGS			
Ranks Report for Mar 30, 2018		Since: First Added	Filter keywords
Keyword	Google	Yahoo	Bing
water restoration orange park, fl	1 0	20 +81	20 +81
mold remediation orange park, fl	1 0	11 +90	11 +90
water damage restoration jacksonville, fl	3 +24	17 +84	17 +84
mold restoration jacksonville, fl	7 +22	24 +77	21 +80
water extraction jacksonville, fl	20 +8	- 0	- 0
mold remediation jacksonville, fl	20 +8	19 +82	19 +82
water remediation jacksonville, fl	21 -7	8 +93	5 +96
water damage remediation cost jacksonville	21 +13	20 +81	8 +93
water remediation pensacola, fl	22 +13	- 0	- 0
water restoration jacksonville, fl	25 -7	41 +80	37 +84
mold remediation cost tampa, fl	26 +75	- 0	- 0
mold restoration pensacola, fl	31 +17	- 0	- 0
mold remediation pensacola, fl	32 +10	- 0	- 0
water extraction tallahassee, fl	36 +31	- 0	- 0
water extraction pensacola, fl	37 +2	- 0	- 0
water remediation tallahassee, fl	37 +18	- 0	- 0
mold restoration tallahassee, fl	37 +84	- 0	- 0
water damage restoration, fl	40 +81	- 0	- 0
water damage restoration pensacola, fl	42 +13	- 0	- 0
water restoration pensacola, fl	44 +5	- 0	- 0
mold remediation tallahassee, fl	44 +31	- 0	- 0
water remediation tampa, fl	47 +54	37 +84	37 +84
mold remediation tampa, fl	47 +54	54 +47	54 +47
water damage restoration tallahassee, fl	48 +53	- 0	- 0
water restoration tallahassee, fl	50 +12	- 0	- 0
mold restoration tampa, fl	59 +42	- 0	- 0
water restoration tampa, fl	70 +31	- 0	- 0
water extraction, fl	76 +25	- 0	- 0
mold remediation fort myers, fl	86 +15	- 0	- 0
water remediation fort myers, fl	98 +3	- 0	- 0

Total Conversions

We've had 18 goal conversions for the period. Our paid campaign produced 8 conversions for the period. We had 1 form lead and 7 phone calls.

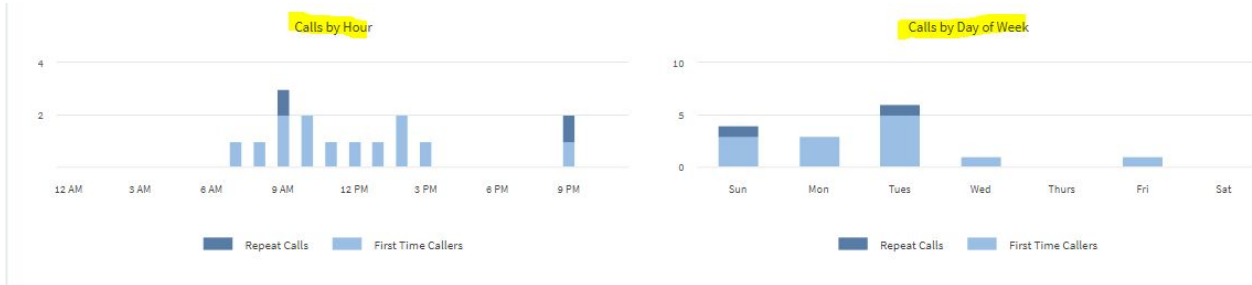


13 Unique Callers from Mar 1, 2018 to Mar 31, 2018

[Export to CSV](#)

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
256-605-4272	Keisha Whitten	DriMaxx	[Ad Extension - Jacksonville] Paid	[Ad Extension - Jacksonville]	Mar 4 11:52am	1	49s	49s
904-415-9771	Hardeman Juanit	DriMaxx	[Ad Extension - Jacksonville] Paid	[Ad Extension - Jacksonville]	Mar 6 1:20pm	1	1m 59s	1m 59s
719-499-1224	Colorado Sp, CO	DriMaxx	Keyword Tracking	Direct	Mar 5 1:33pm	1	40s	40s
904-868-0133	J	DriMaxx	Keyword Tracking	Google Organic	Mar 6 10:19am	1	3m 38s	3m 38s
+44 161 888 5707	Manchester,Gb	DriMaxx	Keyword Tracking	Google Organic	Mar 13 9:37am	2	18s	9s
559-515-8220	Fresno, CA	DriMaxx	Keyword Tracking	Google Organic	Mar 12 3:24pm	1	54s	54s
831-214-7653	Downers Gro, IL	DriMaxx	Keyword Tracking	Google Organic	Mar 13 9:37am	1	1m 5s	1m 5s
904-826-7477	Richards Julie	DriMaxx	Keyword Tracking	Google Organic	Mar 30 8:30am	1	5m 42s	5m 42s
904-364-7590	Jeff Dyal	DriMaxx	Keyword Tracking	Google Paid	Mar 20 1:55pm	1	38s	38s
904-783-4619	Normandy Mobile	DriMaxx	Keyword Tracking	Google Paid	Mar 12 10:56am	1	7m 42s	7m 42s
904-673-1425	Lunna Kempton J	DriMaxx	Keyword Tracking	Google Paid	Mar 28 7:29am	1	2m 39s	2m 39s
904-654-6363	Jeanna Gullatt	DriMaxx	Keyword Tracking	Google Paid	Mar 11 9:15pm	2	3m 28s	1m 51s
904-405-8680	Hill Bruce	DriMaxx	Keyword Tracking	Google Paid	Mar 18 10:16am	1	43s	43s

A majority of our calls are on Tuesdays between and the hours of 7am and 3pm. Our average call duration is around 2 minutes.



Mar 1, 2018 to Mar 31, 2018

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	15 (100%)	13 (100%)	2m 18s
Google Paid	6 (40.0%)	5 (38.5%)	2m 34s
Google Organic	6 (40.0%)	5 (38.5%)	1m 56s
[Ad Extension - Jacksonville]	2 (13.3%)	2 (15.4%)	1m 24s
Direct	1 (6.7%)	1 (7.7%)	40s

Paid Campaign

Total ad spend for the period was \$3,527. Our campaign yielded 8 conversions for the period. Our campaign yielded 58 clicks and 1,722 impressions. Our average cost per click is \$60.81. We had a CTR (click through rate) of 3.37%. As the campaign continues to mature along with A/B testing new texts ads our CTR will improve resulting in lower cost per clicks.

All campaigns: DriMaxx

All campaigns: DriMaxx												
Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions												
All but removed campaigns Segment Filter Columns [] [] Find campaigns [] View Change History												
CAMPAIGN Edit Details Bid strategy Automate Labels												
<input type="checkbox"/>		Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>		[Branded - Jacksonville]	Jacksonville Shared \$100.00/day	Eligible	Search Network only	All features	38	1,058	3.59%	\$53.80	\$2,036.76	1.7
<input type="checkbox"/>		[Mold - Jacksonville]	Jacksonville Shared \$100.00/day	Eligible	Search Network only	All features	7	191	3.66%	\$44.21	\$309.50	1.7
<input type="checkbox"/>		[Water - Jacksonville]	Jacksonville Shared \$100.00/day	Eligible	Search Network only	All features	5	147	3.40%	\$132.85	\$664.24	2.1
<input type="checkbox"/>		[Mold - Tampa]	Tampa Shared \$85.00/day	Eligible	Search Network only	All features	4	111	3.60%	\$69.42	\$277.69	2.4
<input type="checkbox"/>		[Branded - Tampa]	Tampa Shared \$65.00/day	Eligible	Search Network only	All features	2	167	1.20%	\$86.14	\$172.27	1.8
<input type="checkbox"/>		[Water - Tampa]	Tampa Shared \$65.00/day	Eligible	Search Network only	All features	2	48	4.17%	\$33.30	\$66.60	2.2
Total - all but removed campaigns							58	1,722	3.37%	\$60.81	\$3,527.06	1.8
Total - Search			\$165.00/day				58	1,722	3.37%	\$60.81	\$3,527.06	1.8

Mar 1, 2018 to Mar 31, 2018

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	15 (100%)	13 (100%)	2m 1s
Google Paid	6 (40.0%)	5 (38.5%)	2m 34s
Google Organic	6 (40.0%)	5 (38.5%)	1m 56s
[Ad Extension - Jacksonville]	2 (13.3%)	2 (15.4%)	1m 24s
Direct	1 (6.7%)	1 (7.7%)	40s

Paid Search Term Report

These are the terms users typed into google to trigger our ads. This allows us to dial in our campaign by figuring out what keywords convert. We want to make sure we eliminate keywords that are irrelevant and continue to trigger our ads. This will ultimately lower our cost per lead and help our overall campaign performance.

<input type="checkbox"/>	Search term	Match type ^(?)	Added / Excluded ^(?)	Campaign	Ad group
	Total				
<input type="checkbox"/>	servpro	Exact match	Added	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro com	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	drimaxx orange park fl	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	serve pro	Exact match (close variant)	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	listings for servpro	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	mold remediation specialists in dunedin florida	Phrase match	None	[Mold - Tampa]	Remediation
<input type="checkbox"/>	mold remediation companies	Phrase match	None	[Mold - Tampa]	Remediation
<input type="checkbox"/>	mold remediation	Exact match	Added	[Mold - Tampa]	Remediation
<input type="checkbox"/>	drimaxx jacksonville	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	what do people say about wirking for drimaxx orange park	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	drimaxx plumbers	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	drimaxx plumber	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	alison drimaxx	Phrase match	None	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	drimaxx	Exact match	Added	[Branded - Jacksonville]	Drimaxx
<input type="checkbox"/>	smoke removal companies	Broad match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servicepro	Broad match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro orange park fl	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro flooding relief	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro of mandarin jacksonville fl	Phrase match	None	[Branded - Jacksonville]	Servpro

<input type="checkbox"/>	servpro mandarin	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro yulee fl	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro telefone emespanhol	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro erp program	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	servpro jacksonville	Phrase match	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	serve pro amelia island	Phrase match (close variant)	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	serv pro	Exact match (close variant)	None	[Branded - Jacksonville]	Servpro
<input type="checkbox"/>	consequence of no mold remediation	Phrase match	None	[Mold - Jacksonville]	Remediation
<input type="checkbox"/>	jacksonville florida mold remediation companies	Phrase match	None	[Mold - Jacksonville]	Remediation
<input type="checkbox"/>	automotive mold remediation companies in jacksonville fl	Phrase match	None	[Mold - Jacksonville]	Remediation
<input type="checkbox"/>	mold remediation	Exact match	Added	[Mold - Jacksonville]	Remediation
<input type="checkbox"/>	dry max water and fire restoration	Broad match	None	[Water - Jacksonville]	Restoration
<input type="checkbox"/>	water damage restoration company in sunrise florida	Broad match	None	[Water - Jacksonville]	Restoration
<input type="checkbox"/>	sweet water restoration	Phrase match	None	[Water - Jacksonville]	Restoration
<input type="checkbox"/>	servpro of clearwater	Phrase match	None	[Branded - Tampa]	Servpro
<input type="checkbox"/>	servpro near longwood servproserv	Phrase match	None	[Branded - Tampa]	Servpro
<input type="checkbox"/>	water mold & fire restoration portal	Broad match	None	[Water - Tampa]	Restoration
<input type="checkbox"/>	water restoration	Exact match	Added	[Water - Tampa]	Restoration
<input type="checkbox"/>	best water and damage restoration company in jacksonville florida	Broad match	None	[Water - Jacksonville]	Damage
<input type="checkbox"/>	water damage restoration jacksonville	Phrase match	None	[Water - Jacksonville]	Damage
	Other search terms ?				