

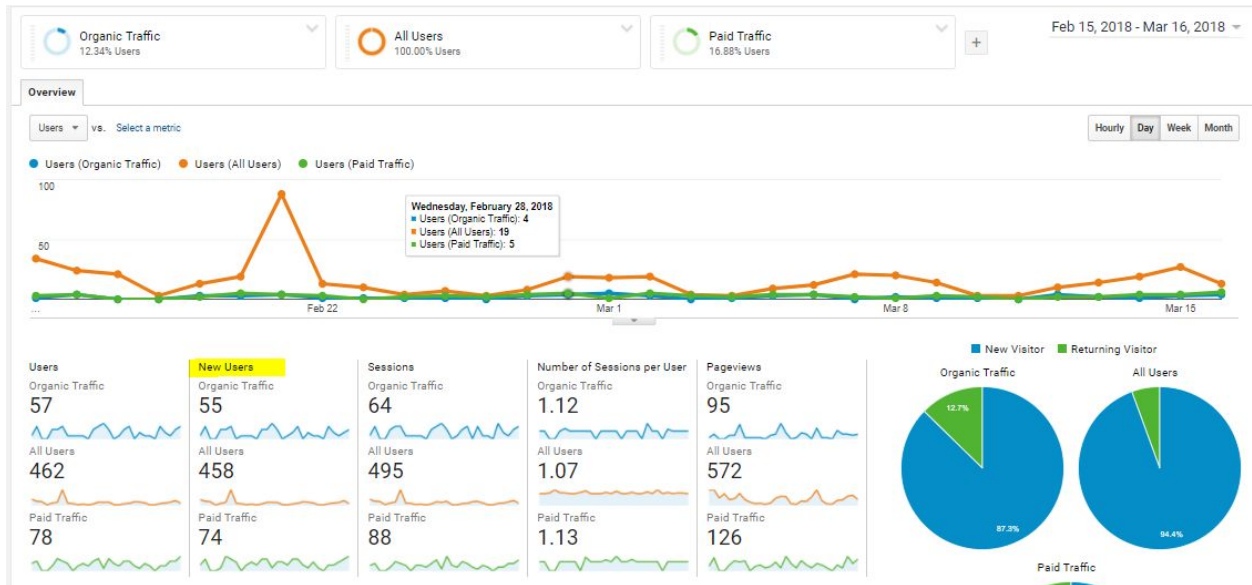
DriRite.net

Monthly Online Marketing Report - February, 2018

Highlights: Our paid campaign yielded 19 unique phone calls for a 5% decrease in cost per lead over the previous period. Unique phone calls from organic search improve by 128% over the previous month.

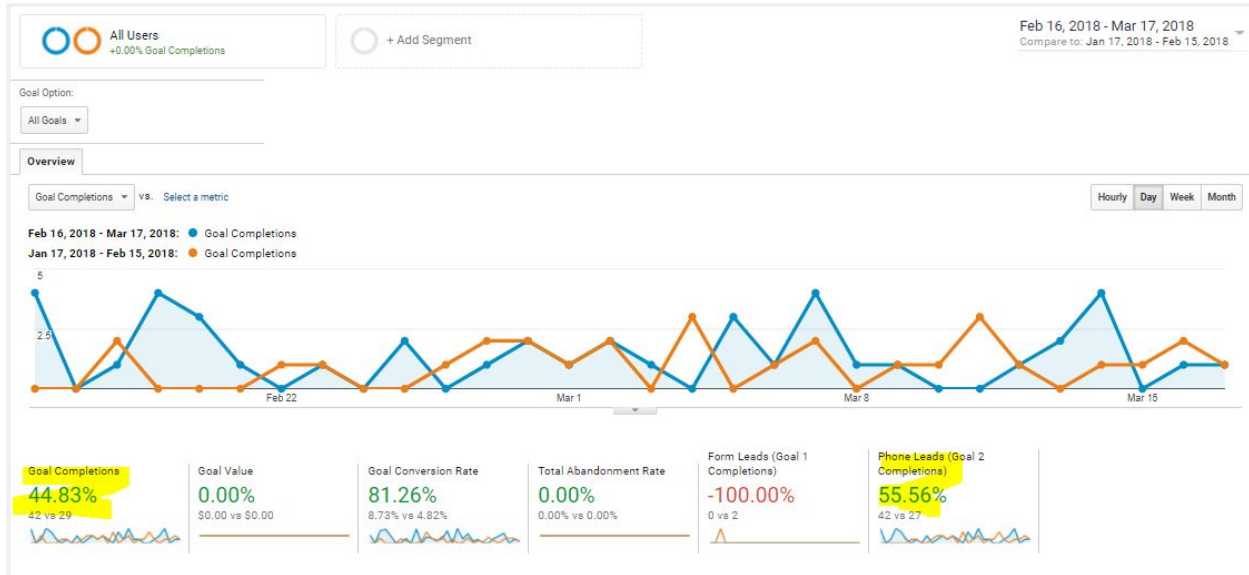
Over the last 30 days we've had 55 new users to the site from organic search. As we build authority to the dririte.net site we'll continue to see an increased number of new visitors from organic search as well as conversions. We've had 458 total visitors to the site this period. 74 from our paid campaign.

Traffic



Total Conversions

Conversions are up 44% over the previous period. We had 42 total phone calls this period compared to the 27 last period. 37 of the phone calls were from first time callers compared to the 28 unique callers from the previous period. This is a 32% increase in unique callers over last month.



Activity: Unique Callers (Feb 16, 2018 - Mar 17, 2018)

37 Unique Callers from Feb 16, 2018 to Mar 17, 2018

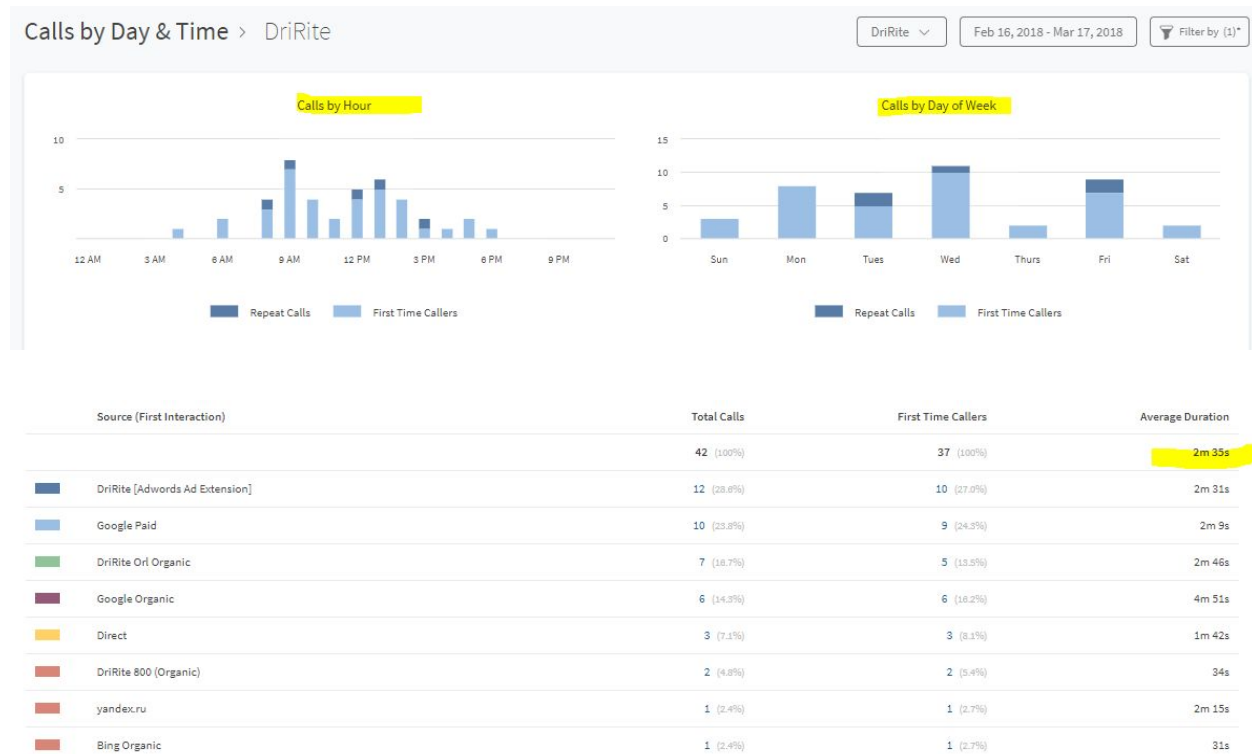
Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
321-960-4140	Cocoa, FL	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Feb 16 11:17am	3	4m 16s	3m 8s
407-581-0199	Orlando, FL	DriRite	Keyword Pool [DriRite]	Google Paid	Mar 14 8:47am	2	2m 36s	2m 14s
407-509-5840	Oviedo Vivian	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Mar 17 11:37am	1	2m 9s	2m 9s
407-435-4387	Tammi Pipkin	DriRite	Keyword Pool [DriRite]	Google Paid	Mar 16 8:53am	1	1m 6s	1m 6s
407-791-7387	Kim Micele	DriRite	Keyword Pool [DriRite]	Google Paid	Mar 14 12:36pm	1	2m 35s	2m 35s
786-554-9502	Williams,Elena	DriRite	Keyword Pool [DriRite]	Direct	Mar 14 10:51am	1	1m 5s	1m 5s
352-362-5308	Ocala, FL	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Mar 14 9:54am	1	1s	1s
407-383-9459	Lydia Lapotaire	DriRite	DriRite Ori [Maps]	DriRite Ori Organic	Mar 13 3:30pm	1	4m 10s	4m 10s
407-579-4114	Johnson Judith	DriRite	DriRite Ori [Maps]	DriRite Ori Organic	Mar 12 4:54pm	1	2m 35s	2m 35s

Activity **Unique Callers** DriRite Jan 17, 2018 - Feb 15, 2018 Filter by (1)*

28 Unique Callers from Jan 17, 2018 to Feb 15, 2018 Export to CSV

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
407-644-7536	Winter Park, FL	DriRite	Keyword Pool [DriRite]	Google Paid	Feb 8 10:31am	2	3m 1s	1m 33s
407-704-0996	Rodriguez,Denni	DriRite	DriRite Ori [Maps]	Google Organic	Jan 31 11:57am	2	2m 18s	2m 12s
407-383-9459	Lydia Lapotaire	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Feb 15 1:31pm	1	3m 12s	3m 12s
321-320-8515	Orlando, FL	DriRite	DriRite Ori [Maps]	DriRite Ori Organic	Feb 14 7:04pm	1	12s	12s
407-303-5600	Florida Hospita	DriRite	Keyword Pool [DriRite]	Bing Organic	Feb 14 9:43am	1	3m 20s	3m 20s
832-823-7270	Spring, TX	DriRite	Keyword Pool [DriRite]	Google Paid	Feb 13 6:35am	1	41s	41s
304-333-1586	Fairmont, WV	DriRite	DriRite 800 (Adwords)	DriRite 800 (Adwords)	Feb 12 7:57pm	1	31s	31s

A majority of our calls are on Wednesday between and the hours of 8am and 3pm. Our average call duration is around 2 minutes and 35 seconds.



Paid Campaign

Total ad spend for the period was \$5,870. Our campaign yielded 19 unique phone calls this period. This is a \$309 cost per lead. Compared to our cost per lead last month of \$325, we've **lowered our cost per lead by 5%** from the previous period.

Campaign	Budget	Status	Imp.	Interactions	Interaction rate %				Avg. cost	Cost				Conversions	Cost/conv.	Search imp. share			
					1/16/18 - 1/17/18	1/17/18 - 1/18/18	Change	Change (%)		1/16/18 - 1/17/18	1/17/18 - 1/18/18	Change	Change (%)			2/16/18 - 2/17/18	2/17/18 - 2/18/18	Change	Change (%)
[Branded]	\$250.00/day	Eligible	1,727	43	2.49%	3.01%	0.52%	-17.18%	\$61.63	\$2,648.89	\$1,679.76	\$970.13	57.70%	13.00	\$203.84	72.11%	65.99%	6.53%	9.85%
[Mail]	\$250.00/day	Eligible	724	36	4.97%	4.82%	0.15%	-3.15%	\$51.61	\$1,857.89	\$1,943.66	\$85.77	-4.41%	12.00	\$154.82	80.33%	57.67%	22.66%	39.30%
[Water]	\$250.00/day	Eligible	454	16	3.52%	2.90%	0.63%	21.66%	\$85.17	\$1,362.78	\$1,640.79	\$278.03	-16.94%	5.00	\$272.55	74.06%	60.02%	14.06%	23.41%
[Remarketing - All Visitors]	\$250.00/day	Eligible	0	0	0.00%	0.00%	0.00%	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	0.00	\$0.00	--	--	--	--
Total - all enabled campaigns			2,905	95	3.27%	3.50%	-0.23%	-6.65%	\$61.80	\$5,870.54	\$5,264.21	\$606.33	11.52%	30.00	\$195.68	74.33%	61.66%	12.67%	20.55%
Total - all campaigns	\$250.00/day		2,905	95	3.27%	3.71%	-0.44%	-11.81%	\$61.80	\$5,870.54	\$6,183.20	\$312.66	-5.06%	30.00	\$195.68	74.33%	58.31%	16.02%	27.48%
Total - Search			2,905	95	3.27%	3.71%	-0.44%	-11.81%	\$61.80	\$5,870.54	\$6,183.20	\$312.66	-5.06%	30.00	\$195.68	74.33%	58.31%	16.02%	27.48%
Total - Display			0	0	0.00%	0.00%	0.00%	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	0.00	\$0.00	--	--	--	--

Current Period: 19 unique callers - \$5,870 [Ad Spend]

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	42 (100%)	37 (100%)	2m 35s
DriRite [AdWords Ad Extension]	12 (28.6%)	10 (27.3%)	2m 31s
Google Paid	10 (23.8%)	9 (24.3%)	2m 9s

Last Period: 19 unique callers - \$6,183 [Ad Spend]

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	30 (100%)	28 (100%)	2m 39s
Google Paid	13 (43.3%)	12 (42.9%)	2m 39s
Google Organic	6 (20.0%)	5 (17.9%)	2m 16s
DriRite [AdWords Ad Extension]	4 (13.3%)	4 (14.3%)	2m 31s
DriRite Org Organic	2 (6.7%)	2 (7.1%)	2m 45s
DriRite Org AdWords	2 (6.7%)	2 (7.1%)	2m 20s
DriRite AdWords	1 (3.3%)	1 (3.6%)	7m 29s
DriRite 800 (Adwords)	1 (3.3%)	1 (3.6%)	31s
Bing Organic	1 (3.3%)	1 (3.6%)	3m 20s

Organic & Maps Phone Calls

We had 16 first time callers from organic search. **This is an 128% increase** in organic phone calls over the previous period.

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	42 (100%)	37 (100%)	2m 35s
DriRite [Adwords Ad Extension]	12 (28.8%)	10 (27.0%)	2m 31s
Google Paid	10 (23.8%)	9 (24.3%)	2m 5s
DriRite Ori Organic	7 (16.7%)	5 (13.5%)	2m 46s
Google Organic	6 (14.3%)	6 (16.2%)	4m 51s
Direct	3 (7.1%)	3 (8.1%)	1m 42s
DriRite 800 (Organic)	2 (4.8%)	2 (5.4%)	34s
yandex.ru	1 (2.4%)	1 (2.7%)	2m 15s
Bing Organic	1 (2.4%)	1 (2.7%)	31s

Last period: 7 first time callers

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	30 (100%)	28 (100%)	2m 39s
Google Paid	13 (43.3%)	12 (42.9%)	2m 39s
Google Organic	6 (20.0%)	5 (17.9%)	2m 16s
DriRite [Adwords Ad Extension]	4 (13.3%)	4 (14.3%)	2m 31s
DriRite Ori Organic	2 (6.7%)	2 (7.1%)	2m 45s
DriRite Ori AdWords	2 (6.7%)	2 (7.1%)	2m 20s
DriRite AdWords	1 (3.3%)	1 (3.6%)	7m 29s
DriRite 800 (Adwords)	1 (3.3%)	1 (3.6%)	31s
Bing Organic	1 (3.3%)	1 (3.6%)	3m 20s

Import Organic Keyword Ranks

dririte.net			
UNITED STATES - ENGLISH DRIRITE ORLANDO, FL ADDED JANUARY 17, 2018 BUSINESS ORLANDO, FL ADD TAGS			
Ranks Report for Mar 17, 2018		+/- Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
desiccant drying orlando	1 +2	1 0	1 0
water damage winter garden	1 0	30 -10	40 -21
restoration companies in winter garden, fl	1 0	50 +51	50 +51
desiccant drying winter garden	1 0	1 0	1 0
moisture detection winter garden	1 0	1 +8	1 +3
water damage repair winter garden, fl	1 0	21 0	31 +70
truss cleaning services orlando	2 0	1 0	1 0
dehumidification services orlando, fl	3 +8	1 +38	1 +81
infrared thermography services orlando	5 +14	3 +98	3 +19
water damage restoration winter garden, fl	7 -3	20 +48	21 +1
soda blasting orlando	11 +29	13 +88	13 +88
water extraction orlando	15 0	51 +50	51 -24
moisture detection orlando	15 -5	8 +26	8 +6
microbial growth removal	18 +83	30 +71	33 +88
water removal orlando	18 +15	- 0	- 0
mold remediation windermere	19 -18	11 +90	11 +90
mold remediation altamonte springs	29 +72	43 +58	25 +76
orlando water damage	30 +50	- 0	- 0
mold damage cleanup orlando	30 +71	54 +41	54 +47
mold remediation apopka	31 +11	21 +80	10 +91
restoration companies in orlando	32 +54	- 0	- 0
mold remediation orlando	37 +50	29 +40	29 +72
duct cleaning orlando	41 +80	87 +14	87 +14
water damage restoration orlando	44 +37	- 0	- 0
water damage repair orlando	50 +13	- -20	- 0
water damage orlando, fl	53 +15	- 0	- 0