

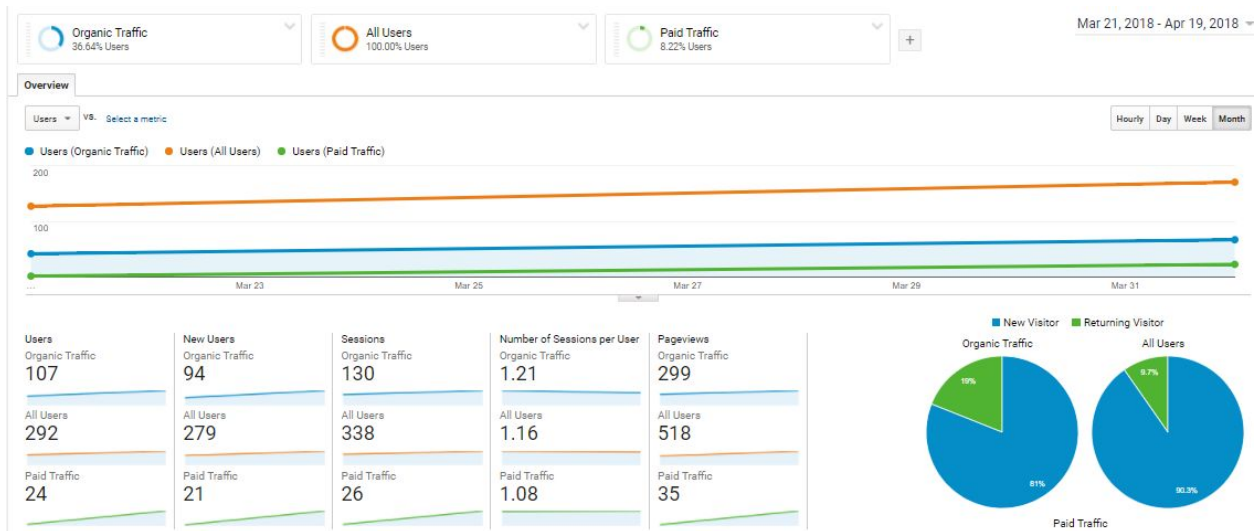
Advancedhva.com

Monthly Online Marketing Report - April, 2018

Highlights: We had 70 goal conversions for the period. We had a 5.26% increase in calls from organic search.

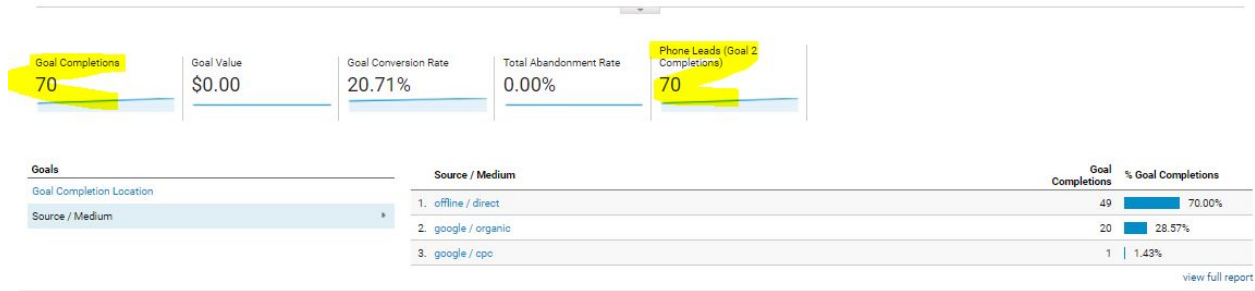
We had 279 new users to the site this period. 94 visitors came from organic search. We had 24 visitors from our paid campaign.

Traffic



Total Conversions

We had 70 total conversions this period. Calls from organic search were up 5.26% over the previous period.



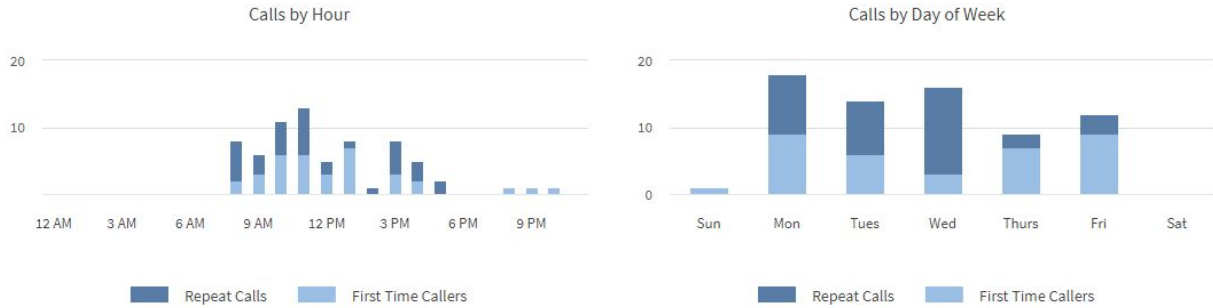
We had 35 first time callers this period. Our average call duration was 2m 9s.

Mar 21, 2018 to Apr 20, 2018 [Export](#)

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	70 (100%)	35 (100%)	2m 9s
Maps [New Port Richy]	25 (35.7%)	11 (31.4%)	1m 34s
Google Organic	20 (28.6%)	12 (34.3%)	2m 33s
Maps [Brooksville]	16 (22.9%)	9 (25.7%)	2m 49s
Maps [Hudson]	7 (10.0%)	1 (2.9%)	1m 46s
Maps [Land O Lakes]	1 (1.4%)	1 (2.9%)	36s
Google Paid	1 (1.4%)	1 (2.9%)	2m 37s

Calls - Day & Time

A majority of our calls came in on Monday, Thursday, & Friday from 8am to 4pm.



Paid Campaign

Our total ad spend this period was \$180. We've lowered our cost per click this period over last by .54. Our paid campaign yielded 1 conversion for the period.

All campaigns: AdvancedHVA Last 30 days: Mar 21, 2018 - Apr 19, 2018
Compare to: Feb 19, 2018 - Mar 20, 2018

All but removed campaigns											
View Change History											
Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost				Cost	
						3/21/18 - 4/19/18	2/19/18 - 3/20/18	Change	Change (%)		
Remarketing	\$5.00/day	Eligible	68	0	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00	
[Main]	\$10.00/day	Eligible	725	24	3.31%	\$7.50	\$8.04	-\$0.54	-6.73%	\$180.06	
Total - all but removed campaigns			793	24	3.03%	\$7.50	\$8.04	-\$0.54	-6.73%	\$180.06	
Total - all campaigns			793	24	3.03%	\$7.50	\$8.04	-\$0.54	-6.73%	\$180.06	
Total - Search			725	24	3.31%	\$7.50	\$8.04	-\$0.54	-6.73%	\$180.06	
Total - Display			68	0	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00	

Search Term Report

These are the actual search terms visitors typed into google to trigger our ads. We need to continue to eliminate unwanted search queries and only bid on key terms that convert.

<input type="checkbox"/>	Search term	Match type	Added / Excluded	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	dr nader chadda cardiologist	Phrase match	None	Dr Chadda	4	6	66.67%	\$0.28	\$1.13	1.0
<input type="checkbox"/>	reasons for foot pain when exercising	Phrase match	None	Foot Pain	2	1	200.00%	\$5.61	\$11.22	1.0
<input type="checkbox"/>	cardiologist 4738 grand ave new port richiey fl	Broad match	None	Cardiologist	1	1	100.00%	\$3.68	\$3.68	1.0
<input type="checkbox"/>	gulf coast cardiologist in new port richiey florida on 19	Broad match	None	Cardiologist	1	1	100.00%	\$2.53	\$2.53	1.0
<input type="checkbox"/>	cardiologist land o lakes fl	Phrase match	None	Cardiologist	1	4	25.00%	\$8.63	\$8.63	1.0
<input type="checkbox"/>	dr charles harris cardiologist new port richiey florida	Phrase match (close variant)	Excluded	Cardiologist	1	1	100.00%	\$6.65	\$6.65	1.0
<input type="checkbox"/>	peripheral vascular disease	Exact match	Added	Peripheral Vascular Disease	1	13	7.69%	\$16.51	\$16.51	1.0
<input type="checkbox"/>	foot pain due to fibromyalgia	Phrase match	None	Foot Pain	1	1	100.00%	\$11.55	\$11.55	1.0
<input type="checkbox"/>	heart doctors in plant city fl	Phrase match	None	Heart	1	1	100.00%	\$2.34	\$2.34	1.0
<input type="checkbox"/>	doclor called that does vascular	Broad match	None	Vascular	1	1	100.00%	\$9.78	\$9.78	1.0
<input type="checkbox"/>	vascular surgeons near riverview florida	Phrase match	None	Vascular	1	1	100.00%	\$18.11	\$18.11	1.0
<input type="checkbox"/>	premier heart and vascular doctors	Phrase match	None	Vascular	1	1	100.00%	\$10.45	\$10.45	1.0
<input type="checkbox"/>	dr bierbaum vascular surgeon	Phrase match (close variant)	Excluded	Vascular	1	1	100.00%	\$2.73	\$2.73	1.0
<input type="checkbox"/>	usf vascular surgeon	Phrase match (close variant)	None	Vascular	1	1	100.00%	\$19.21	\$19.21	1.0
<input type="checkbox"/>	varicose vein scrotum	Phrase match (close variant)	None	Varicose	1	1	100.00%	\$10.29	\$10.29	1.0
<input type="checkbox"/>	varicose veins	Exact match	Added	Varicose	1	13	7.69%	\$10.09	\$10.09	1.4
<input type="checkbox"/>	florida cardiology group hudson fl	Broad match	None	Cardiologist	0	2	0.00%	\$0.00	\$0.00	1.0
<input type="checkbox"/>	right foot pain	Phrase match	None	Foot Pain	0	1	0.00%	\$0.00	\$0.00	1.0
<input type="checkbox"/>	foot pain	Exact match	Added	Foot Pain	0	9	0.00%	\$0.00	\$0.00	1.1
<input type="checkbox"/>	vascular surgeon hudson fl	Phrase match (close variant)	None	Vascular	0	2	0.00%	\$0.00	\$0.00	1.0

Import Organic Keyword Ranks

advancedhva.com			
<small>UNITED STATES - ENGLISH</small> <small>ADVANCED VASCULAR AND HEART ASSOCIATES</small> <small>HUDSON, FL</small> <small>ADDED: JANUARY 17, 2018</small> <small>BUSINESS</small> <small>HUDSON, FL</small> <small>ADD TAGS</small>			
Ranks Report for Apr 19, 2018		+/- Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
vein doctor hudson, fl	1 +100	8 +93	8 +93
vascular disease treatment hudson, fl	1 +100	24 +77	25 +76
interventional radiology hudson, fl	1 +100	7 +94	7 +94
endovascular specialist hudson, fl	1 +100	1 +100	1 +100
varicose veins land o' lakes, fl	1 +100	27 +74	27 +74
vein specialist hudson, fl	1 +100	3 +98	3 +98
varicose veins hudson, fl	1 +100	7 +94	10 +91
endovascular doctor new port richey, fl	1 +100	3 +98	3 +98
cardiologist doctor new port richey, fl	1 +100	- 0	- 0
endovascular doctor land o' lakes, fl	1 +100	2 +99	2 +99
vein doctor new port richey, fl	1 +78	30 +71	30 +71
endovascular doctor hudson, fl	1 +100	1 +100	1 +100
endovascular doctor brooksville, fl	1 +100	2 +99	2 +99
vascular md land o' lakes, fl	1 +100	8 +22	10 +13
dr chadda new port richey, fl	1 +17	6 +95	10 +12
cardiologist surgeon new port richey, fl	1 +100	- 0	- 0
dr chadda brooksville, fl	1 +5	4 +6	3 +7
peripheral vascular doctor hudson, fl	1 +100	14 +87	14 +87
vein specialist new port richey, fl	1 +100	19 +82	19 +82
dr chadda hudson, fl	3 +12	10 +15	10 +3
artery blockage treatment hudson, fl	4 +97	- 0	- 0
vein treatment doctor hudson, fl	4 +97	51 +50	51 +50
varicose veins doctor new port richey, fl	5 +96	16 +85	20 +81
vascular surgeons hudson, fl	5 +98	18 +83	20 +81
varicose veins doctor hudson, fl	5 +98	4 +97	4 +97
corroded artery blockage treatment hudson, fl	5 +96	- 0	- 0
cardiologist hudson, fl	6 +95	17 +84	19 +82
cardiologist specialist hudson, fl	6 +95	- 0	- 0
peripheral vascular doctor land o' lakes, fl	6 +95	6 +80	9 +92
aneurysm doctor hudson, fl	6 +95	6 +95	6 +95
heart surgeons new port richey, fl	6 +95	20 +81	14 +87
cardiology hudson, fl	7 +94	17 +84	17 +84
endovascular specialist land o' lakes, fl	7 +94	2 +99	2 +99

	artery blockage treatment brooksville, fl	7 +94	- 0	- 0
	vein doctor land o' lakes, fl	7 +94	10 +91	16 +85
	heart specialist hudson, fl	7 +94	10 +91	10 +91
	endovascular specialist brooksville, fl	8 +93	1 +100	1 +100
	vascular md hudson, fl	8 +25	6 +95	6 +95
	artery blockage treatment land o' lakes, fl	8 +93	- 0	- 0
	corroded artery blockage treatment land o' lakes, fl	10 +91	54 +47	54 +47
	cardiologist surgeon hudson, fl	10 +91	16 +85	16 +85
	heart surgeons hudson, fl	10 +91	- 0	- 0
	cardiologist doctor hudson, fl	10 +91	21 +80	21 +80
	artery blockage treatment new port richiey, fl	10 +91	11 +90	57 +44
	heart doctors hudson, fl	11 +33	20 +81	19 +82
	cardiologist specialist new port richiey, fl	11 +90	- 0	- 0
	endovascular specialist new port richiey, fl	11 +90	2 +99	2 +99
	vascular md brooksville, fl	12 +89	- 0	- 0
	cardiologist specialist brooksville, fl	12 +89	- 0	- 0
	varicose veins brooksville, fl	12 +89	9 +92	9 +92