

Pherona Studios

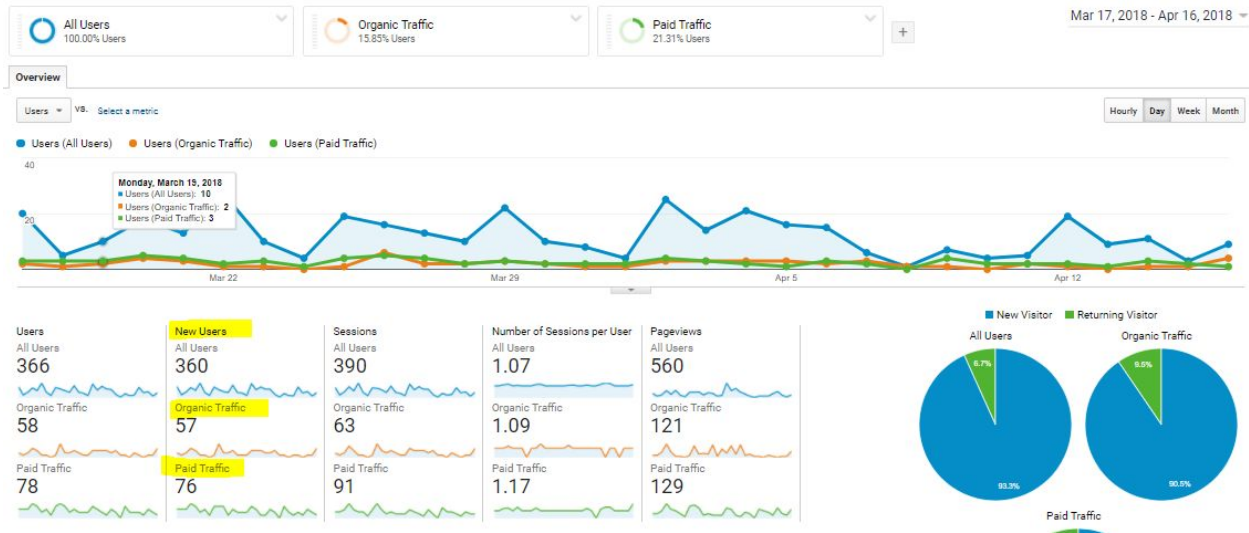
Dririte.net

Monthly Online Marketing Report - April, 2018

Highlights: Our paid campaign yielded 31 conversions for the period.

This period we had 360 new users to the site.

Traffic



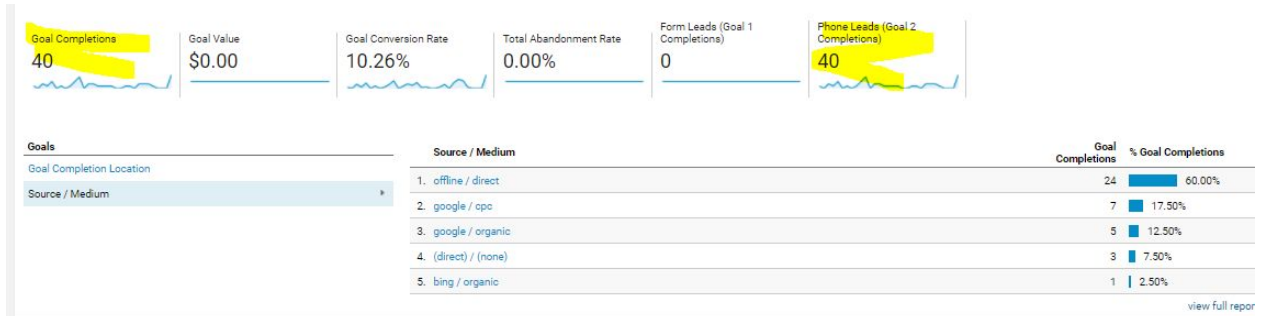
Important Keyword Ranks

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 Dririte.net we'll continue to see gains in ranks and traffic.

dririte.net			
<small>UNITED STATES - ENGLISH DRIRITE ORLANDO, FL ADDED JANUARY 17, 2018 BUSINESS ORLANDO, FL ADD TAGS</small>			
Ranks Report for Apr 20, 2018		+- Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
water damage restoration winter garden, fl	1 +3	11 +55	11 +11
restoration companies in winter garden, fl	1 0	40 +81	40 +81
water damage repair winter garden, fl	1 0	- -80	- 0
water damage winter garden	1 0	23 -3	23 -4
moisture detection winter garden	1 0	2 +7	1 +3
desiccant drying winter garden	1 0	1 0	1 0
desiccant drying orlando	1 +2	1 0	1 0
truss cleaning services orlando	2 0	1 0	1 0
infrared thermography services orlando	3 +16	5 +98	5 +17
dehumidification services orlando, fl	5 +6	1 +38	1 +81
water extraction orlando	7 +8	31 +70	53 -26
mold remediation windermere	11 -10	10 +91	20 +81
moisture detection orlando	11 -1	22 +12	22 -8
soda blasting orlando	13 +27	22 +79	23 +78
mold remediation apopka	14 +28	30 +71	35 +98
water removal orlando	22 +11	81 +20	81 +20
mold remediation altamonte springs	22 +79	50 +51	50 +51
orlando water damage	28 +82	- 0	- 0
mold remediation orlando	33 +54	20 +49	20 +51
mold damage cleanup orlando	36 +85	79 +16	38 +63
restoration companies in orlando	36 +50	- 0	- 0
duct cleaning orlando	42 +59	- 0	- 0
water damage restoration orlando	47 +34	- 0	- 0
water damage repair orlando	52 +11	- -20	- 0
microbial growth removal	58 +43	- 0	- 0
water damage orlando, fl	63 +5	- 0	- 0

Total Conversions

We've had 40 goal conversions for the period. Our paid campaign produced 31 conversions for the period. We had 31 phone calls leads with zero form leads.



38 Unique Callers from Mar 17, 2018 to Apr 16, 2018

[Export to CSV](#)

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
321-276-9706	Novoa,Hector	DriRite	Keyword Pool [DriRite]	Google Paid	Apr 11 3:49pm	3	4m 32s	3m 9s
321-946-1858	Holehouse,Thoma	DriRite	Keyword Pool [DriRite]	Google Paid	Apr 16 1:56pm	2	2m 52s	1m 47s
407-422-1417	Epilepsy Assoc	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 16 12:48pm	1	43s	43s
661-380-4929	Bakersfield, CA	DriRite	Keyword Pool [DriRite]	Google Organic	Apr 16 12:17pm	1	1m 4s	1m 4s
216-577-0339	Stacy Kocab	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 16 11:10am	1	30s	30s
407-729-7892	Holehouse,Thoma	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 16 7:59am	1	1m 59s	1m 59s
321-276-9706	Novoa,Hector	DriRite	DriRite Ori [Maps]	DriRite Ori [Maps]	Apr 12 12:43pm	1	1m 29s	1m 29s
407-982-7280	Florida Scandin	DriRite	Keyword Pool [DriRite]	Google Organic	Apr 11 11:24am	1	2m 11s	2m 11s
407-782-9887	Winter Park, FL	DriRite	Keyword Pool [DriRite]	Google Paid	Apr 10 10:47am	1	2m 1s	2m 1s
904-772-1578	Rivera Therese	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 9 2:03pm	1	1m 31s	1m 31s
407-580-2274	Colon,David	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 9 10:35am	1	1m 40s	1m 40s
386-574-2562	C Jean Mary	DriRite	Keyword Pool [DriRite]	Google Organic	Apr 7 12:24pm	1	2m 53s	2m 53s
407-982-7280	Florida Scandin	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 6 9:43am	1	2m 23s	2m 23s
407-765-4247	Segarra Eddie	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Apr 3 5:54pm	1	1m 45s	1m 45s

A majority of our calls are on Monday's between and the hours of 10am and 3pm. Our average call duration is around 2 minutes.



Paid Campaign

Total ad spend for the period was \$5,919. Our campaign yielded 31 conversions for the period. Our campaign yielded 101 clicks and 3,245 impressions. Our average cost per click is \$58.61. We lowered our cost per click this period by \$3.54. We had a CTR (click through rate) of 3.11%.

Campaign	Budget	Status	+ Impr.	Interactions				+ Interaction rate	Avg. cost				+ Cost
				3/17/18 - 4/16/18	2/14/18 - 3/16/18	Change	Change (%)		3/17/18 - 4/16/18	2/14/18 - 3/16/18	Change	Change (%)	
[Branded]	DriRite \$150.00/day	Eligible	1,669	53	44	9	20.45%	3.18%	\$43.64	\$61.13	-\$17.49	-28.62%	\$2,312.86
[Mold]	DriRite \$150.00/day	Eligible	719	31	37	-6	-16.22%	4.31%	\$66.48	\$52.10	\$14.38	27.59%	\$2,060.82
[Water]	DriRite \$150.00/day	Eligible	561	17	15	2	13.33%	3.03%	\$90.95	\$89.92	\$1.03	1.15%	\$1,546.17
[Remarketing - All Visitors]	DriRite \$150.00/day	Eligible	296	0	0	0	0.00%	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00
Total - all enabled campaigns			3,245	101	96	5	5.21%	3.11%	\$58.61	\$62.15	-\$3.54	-5.69%	\$5,919.85
Total - all campaigns	\$150.00/day		3,245	101	96	5	5.21%	3.11%	\$58.61	\$62.15	-\$3.54	-5.69%	\$5,919.85
Total - Search			2,949	101	96	5	5.21%	3.42%	\$58.61	\$62.15	-\$3.54	-5.69%	\$5,919.85
Total - Display			296	0	0	0	0.00%	0.00%	\$0.00	\$0.00	\$0.00	0.00%	\$0.00

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.

Search term	Match type ?	Added / Excluded ?	Campaign	Ad group
Total				
water remediation company apopka	Phrase match	None	[Water]	Remediation
servpro fire and water	Phrase match	None	[Branded]	Servpro
servpro	Exact match	Added	[Branded]	Servpro
dririte	Exact match	Added	[Branded]	DriRite
mold remediation companies in 33411	Phrase match	None	[Mold]	Remediation
servpro lakeland	Phrase match	None	[Branded]	Servpro
servpro jacksonville	Phrase match	None	[Branded]	Servpro
serve pro	Exact match (close variant)	None	[Branded]	Servpro
dririte tampa	Phrase match	None	[Branded]	DriRite
dri rite	Exact match (close variant)	None	[Branded]	DriRite
water restoration	Exact match	Added	[Water]	Restoration
mold remediation orlando	Phrase match	Added	[Mold]	Remediation
service pro	Broad match	Added	[Branded]	Servpro
service pro chicago	Broad match	Excluded	[Branded]	Servpro
flood and fire restoration	Broad match	None	[Branded]	Servpro
emergency mold removal for the disabled	Broad match	None	[Branded]	Servpro

flood recovery companies	Broad match	None	[Branded]	Servpro
surfpro	Broad match	None	[Branded]	Servpro
servpro of columbia and suwannee counties	Phrase match	None	[Branded]	Servpro
servpro sanford	Phrase match	None	[Branded]	Servpro
servpro prices	Phrase match	None	[Branded]	Servpro
servpro of osceola county	Phrase match	None	[Branded]	Servpro
servpro orlando fl	Phrase match	None	[Branded]	Servpro
servpro orlando	Phrase match	None	[Branded]	Servpro
servpro casselberry fl	Phrase match	None	[Branded]	Servpro
winter garden fl servpro	Phrase match	None	[Branded]	Servpro
servpro of greater orlando	Phrase match	None	[Branded]	Servpro
servpro new smyrna	Phrase match	None	[Branded]	Servpro
servpro contact numner	Phrase match	None	[Branded]	Servpro
servpro winter park	Phrase match	None	[Branded]	Servpro
servpro on seminole boulevard casselberry	Phrase match	None	[Branded]	Servpro
servpro melbourne florida	Phrase match	None	[Branded]	Servpro
serv pro	Exact match (close variant)	None	[Branded]	Servpro
servepro	Exact match (close variant)	None	[Branded]	Servpro

serv pro	Exact match (close variant)	None	[Branded]	Servpro
servepro	Exact match (close variant)	None	[Branded]	Servpro
drinte of hillsborough county	Phrase match	None	[Branded]	DriRite
drinte orlando	Phrase match	None	[Branded]	DriRite
water damage restoration orlando	Phrase match	None	[Water]	Damage
water damage restoration	Exact match	Added	[Water]	Damage
water damage restoration	Broad match	None	[Water]	Restoration
emergency services water fire mold restoration orlando	Broad match	None	[Water]	Restoration
water restoration specialist	Phrase match	None	[Water]	Restoration
water restoration tech school	Phrase match	Excluded	[Water]	Restoration
water restoration orlando	Phrase match	Added	[Water]	Restoration
all american water restoration	Phrase match	None	[Water]	Restoration
mold mildew remediation	Broad match	None	[Mold]	Remediation
mold remediation companies orlando	Phrase match	None	[Mold]	Remediation
mold remediation port orange glorida	Phrase match	None	[Mold]	Remediation
mold remediation orlando orlan... fi	Phrase match	None	[Mold]	Remediation
orlando mold remediation	Phrase match	None	[Mold]	Remediation
paul davis mold remediation	Phrase match	None	[Mold]	Remediation
mold remediation companies in melbourne florida	Phrase match	None	[Mold]	Remediation
mold remediation companies	Phrase match	None	[Mold]	Remediation
what are the four levels of mold remediation	Phrase match	None	[Mold]	Remediation
munn anb cfo leesburg mold remeadiion	Phrase match (close variant)	None	[Mold]	Remediation
certified mold remediator training	Phrase match (close variant)	Excluded	[Mold]	Remediation
mold remediation	Exact match	Added	[Mold]	Remediation