

Pherona Studios

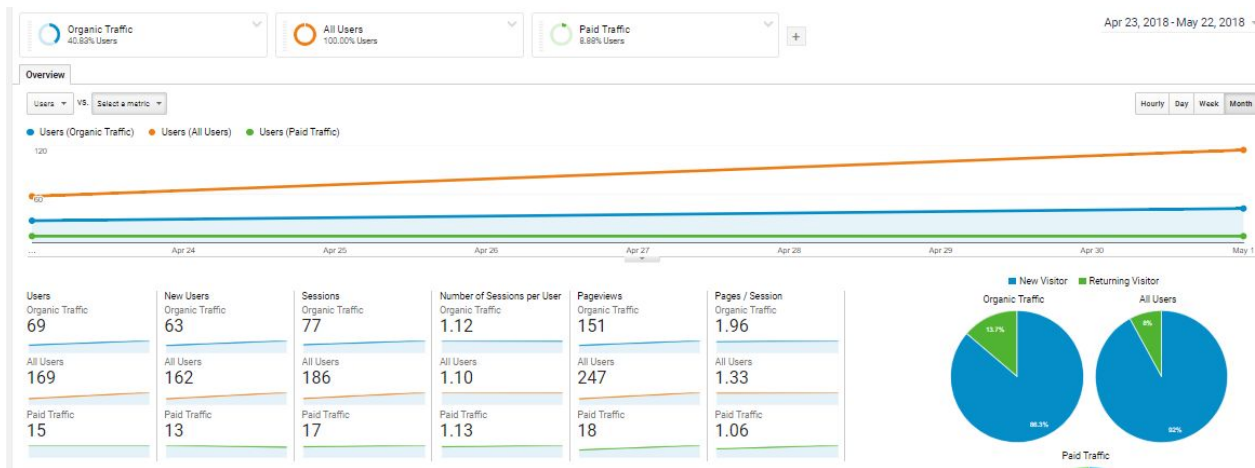
Advancedhva.com

Monthly Online Marketing Report - May, 2018

Highlights: We had 62 goal conversions for the period.

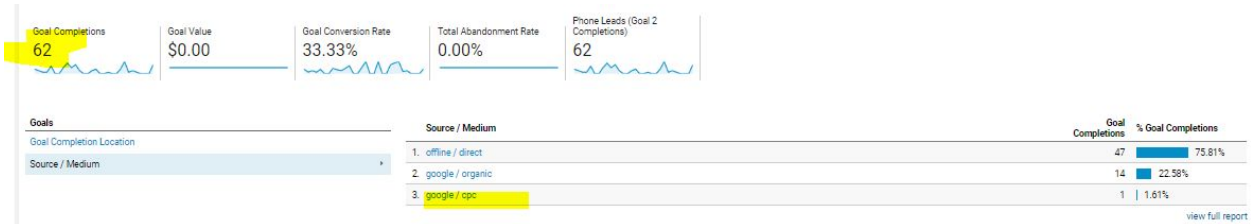
We had 169 new users to the site this period. 69 visitors came from organic search. We had 15 visitors from our paid campaign.

Traffic



Total Conversions

We had 62 total conversions this period. We had 1 conversion from our paid campaign this period.



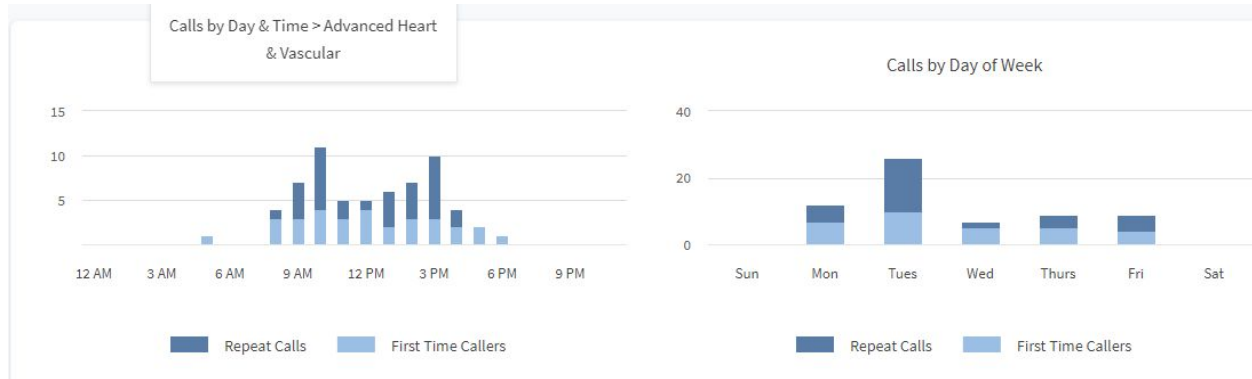
We had 31 first time callers this period. Our average call duration was 2m 9s.

Apr 23, 2018 to May 23, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	63 (100%)	31 (100%)	2m 9s
Maps [New Port Richy]	21 (33.3%)	9 (29.0%)	2m 11s
Maps [Brooksville]	18 (28.6%)	6 (19.4%)	2m 1s
Google Organic	14 (22.2%)	10 (32.3%)	3m 2s
Maps [Land O Lakes]	7 (11.1%)	4 (12.9%)	58s
Maps [Hudson]	2 (3.2%)	2 (6.5%)	13s
Google Paid	1 (1.6%)	0	4m 0s

Calls - Day & Time

A majority of our calls came in on Tuesday from 8am to 4pm.

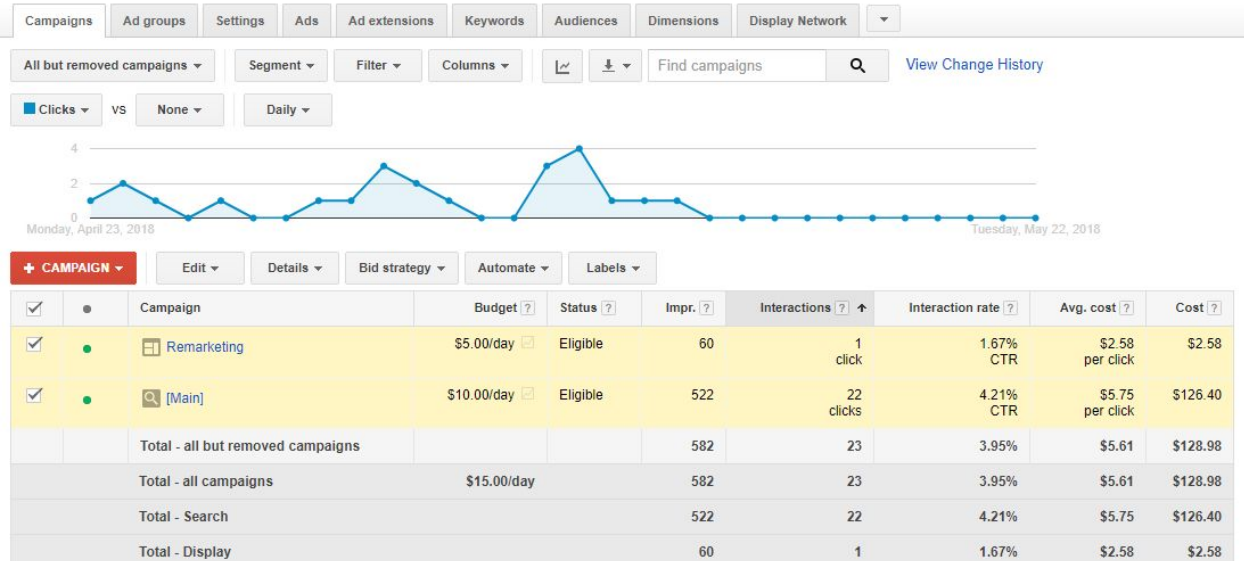


Paid Campaign

Our total ad spend this period was \$126. We've lowered our cost per click this period by 26%. Our paid campaign yielded 1 conversion for the period. Our remarketing campaign yielded 60 impressions with one click.

All campaigns: AdvancedHVA

Last 30 days: Apr 23, 2018 - May 22, 2018



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.

Search term	Match type	Added / Excluded	Campaign	Ad group	Clicks
pediatric heart doctors in lakeland fl	Phrase match	None	[Main]	Heart	1
vascular surgeon	Exact match (close variant)	None	[Main]	Vascular	2
pediatric cardiology specialists pfc	Phrase match (close variant)	None	[Main]	Cardiologist	1
baycare vein & vascular surgeons	Phrase match	Excluded	[Main]	Vascular	1
dr bock cardiologist new port richy fl	Phrase match	Excluded	[Main]	Cardiologist	1
vascular surgeons florida hospital zephyrhills	Phrase match	None	[Main]	Vascular	1
vascular surgeon take medicaid pasco county fl	Phrase match (close variant)	None	[Main]	Vascular	1
top rated heart surgeons in tampa florida	Phrase match	None	[Main]	Heart	1
cardiologist new port richy fl	Exact match	Added	[Main]	Cardiologist	2
florida cardiology group brooksville	Broad match	None	[Main]	Cardiologist	1
heart dr in seminole county fl	Phrase match (close variant)	None	[Main]	Heart	1
watson clinic vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular	1
heart doctor near meseminole	Phrase match (close variant)	None	[Main]	Heart	1
dr chin hudson fl cardiologist	Broad match	Excluded	[Main]	Cardiologist	1
dr nader chadda cardiologist pasco	Phrase match	None	[Main]	Dr Chadda	1
dr nader chadda	Exact match	Added	[Main]	Dr Chadda	1
dr nader chadda cardiologist	Phrase match	None	[Main]	Dr Chadda	3
dr nader chadda madison street new port richy fl	Phrase match	None	[Main]	Dr Chadda	1
heart doctors in plant city fl	Phrase match	None	[Main]	Heart	0

Import Organic Keyword Ranks

These are page #1 Google results for our important key phrases.

Keyword	Google
vein doctor hudson, fl	1 +100
peripheral vascular doctor hudson, fl	1 +100
peripheral vascular doctor new port richy, fl	1 +100
vein specialist new port richy, fl	1 +100
varicose veins doctor hudson, fl	1 +100
varicose veins doctor land o' lakes, fl	1 +100
artery blockage treatment land o' lakes, fl	1 +100
artery blockage treatment new port richy, fl	1 +100
vein specialist hudson, fl	1 +100
vein doctor new port richy, fl	1 +78
vein doctor land o' lakes, fl	1 +100
cardiologist doctor new port richy, fl	1 +100
varicose veins hudson, fl	1 +100
heart surgeons new port richy, fl	1 +100
endovascular specialist hudson, fl	1 +100

<input type="checkbox"/> endovascular doctor new port richy, fl	1	+100
<input type="checkbox"/> endovascular doctor land o' lakes, fl	1	+100
<input type="checkbox"/> vascular md land o' lakes, fl	1	+100
<input type="checkbox"/> endovascular doctor hudson, fl	1	+100
<input type="checkbox"/> endovascular doctor brooksville, fl	1	+100
<input type="checkbox"/> dr chadda new port richy, fl	1	+17
<input type="checkbox"/> cardiology land o' lakes, fl	1	+100
<input type="checkbox"/> vascular disease treatment hudson, fl	1	+100
<input type="checkbox"/> dr chadda hudson, fl	1	+14
<input type="checkbox"/> corroded artery blockage treatment land o' lakes, fl	1	+100
<input type="checkbox"/> dr chadda brooksville, fl	1	+5
<input type="checkbox"/> varicose veins treatment hudson, fl	3	+98
<input type="checkbox"/> vein treatment doctor hudson, fl	3	+98
<input type="checkbox"/> aneurysm doctor brooksville, fl	3	+98
<input type="checkbox"/> endovascular specialist new port richy, fl	4	+97

<input type="checkbox"/> aneurysm doctor new port richy, fl	4	+44
<input type="checkbox"/> endovascular specialist land o' lakes, fl	4	+97
<input type="checkbox"/> artery blockage treatment hudson, fl	4	+97
<input type="checkbox"/> aneurysm doctor hudson, fl	5	+98
<input type="checkbox"/> cardiologist specialist hudson, fl	6	+95
<input type="checkbox"/> artery blockage treatment brooksville, fl	6	+95
<input type="checkbox"/> heart doctors hudson, fl	6	+38
<input type="checkbox"/> venous disease treatment land o' lakes, fl	7	+94
<input type="checkbox"/> endovascular specialist brooksville, fl	7	+94
<input type="checkbox"/> interventional cardiology new port richy, fl	8	+93
<input type="checkbox"/> vascular surgeons hudson, fl	8	+93
<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl	8	+93
<input type="checkbox"/> varicose veins land o' lakes, fl	9	+92
<input type="checkbox"/> interventional cardiology hudson, fl	9	+92
<input type="checkbox"/> venous insufficient treatment hudson, fl	9	+92

<input type="checkbox"/> varicose veins treatment land o' lakes, fl	10 +91
<input type="checkbox"/> corroded artery blockage treatment new port richy, fl	10 +91
<input type="checkbox"/> varicose veins brooksville, fl	10 +91
<input type="checkbox"/> cardiologist surgeon hudson, fl	10 +91
<input type="checkbox"/> cardiologist hudson, fl	<input type="checkbox"/> 10 +91
<input type="checkbox"/> heart surgeons hudson, fl	11 +90
<input type="checkbox"/> heart specialist hudson, fl	11 +90
<input type="checkbox"/> varicose veins doctor brooksville, fl	11 +90
<input type="checkbox"/> cardiologist specialist new port richy, fl	11 +90
<input type="checkbox"/> vascular disease treatment land o' lakes, fl	11 +90
<input type="checkbox"/> cardiology hudson, fl	11 +90
<input type="checkbox"/> cardiologist surgeon new port richy, fl	<input type="checkbox"/> 12 +89
<input type="checkbox"/> vein specialist land o' lakes, fl	<input type="checkbox"/> 12 +89
<input type="checkbox"/> varicose veins doctor new port richy, fl	12 +89
<input type="checkbox"/> venous insufficient treatment new port richy, fl	12 +89

