

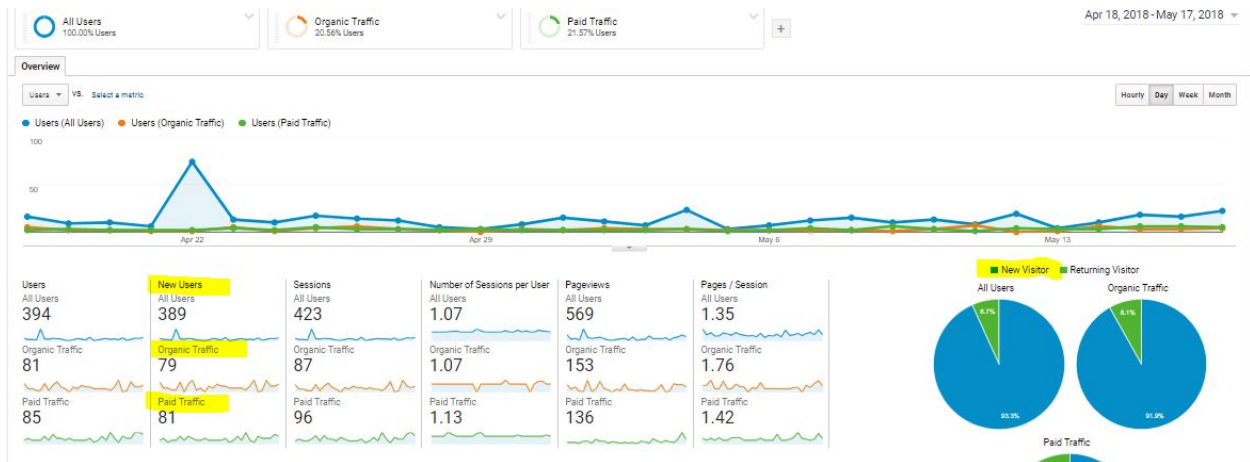
# Dririte.net

## Monthly Online Marketing Report - May, 2018

**Highlights:** We had 33 conversion this period. We've improved our calls 120% over this same period last year.

This period we had 389 new users to the site. 14% of users were return visitors.

### Traffic



# Important Keyword Ranks

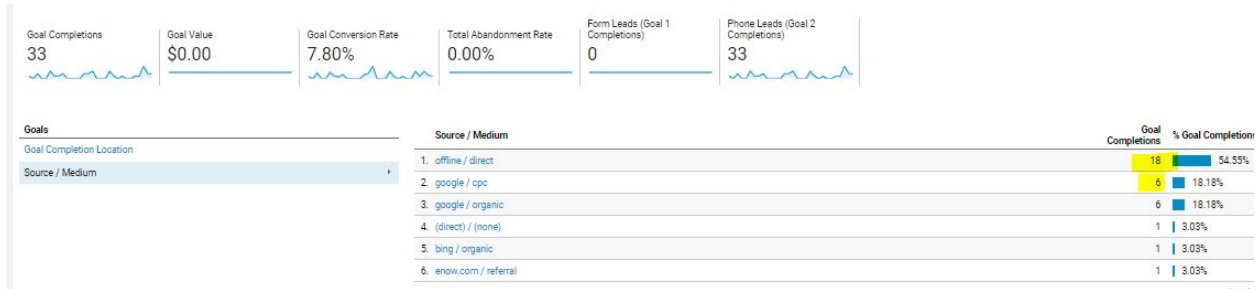
We've had significant gains in our organic keyword ranks in all 3 major search engines. Google, Bing, & Yahoo. As we build more authority to Dririte.net we'll continue to see gains in ranks and traffic.

Keyword	Google +/-	Yahoo +/-	Bing +/-
water damage restoration winter garden, fl	1 +3	11 +55	11 +11
restoration companies in winter garden, fl	1 0	41 +80	50 +51
water damage winter garden	1 0	20 0	20 -1
truss cleaning services orlando	1 +1	1 0	1 0
desiccant drying winter garden	1 0	1 0	1 0
desiccant drying orlando	1 +2	1 0	1 0
water damage repair winter garden, fl	1 0	21 0	20 +81
moisture detection winter garden	2 -1	1 +8	1 +3
dehumidification services orlando, fl	5 +8	1 +38	1 +81
infrared thermography services orlando	6 +13	6 +95	5 +17
soda blasting orlando	10 +30	22 +79	22 +79
moisture detection orlando	13 -3	38 -4	38 -24
mold remediation windermere	15 -14	27 +74	27 +74
mold remediation apopka	17 +25	55 +48	55 +48
water extraction orlando	17 -2	30 +71	25 +2
water removal orlando	20 +13	- 0	- 0

mold remediation altamonte springs	27 +74	70 +31	70 +31
mold remediation orlando	30 +57	18 +51	18 +83
orlando water damage	30 +50	- 0	- 0
mold damage cleanup orlando	31 +70	40 +55	40 +81
microbial growth removal	31 +70	- 0	- 0
restoration companies in orlando	38 +48	- 0	- 0
duct cleaning orlando	43 +58	65 +38	88 +13
water damage repair orlando	44 +19	- -20	- 0
water damage restoration orlando	44 +37	- 0	- 0
water damage orlando, fl	63 +5	101 0	101 0

# Total Conversions

We've had 33 goal conversions for the period. Our paid campaign produced 24 conversions for the period. We had 24 phone calls leads with zero form leads.



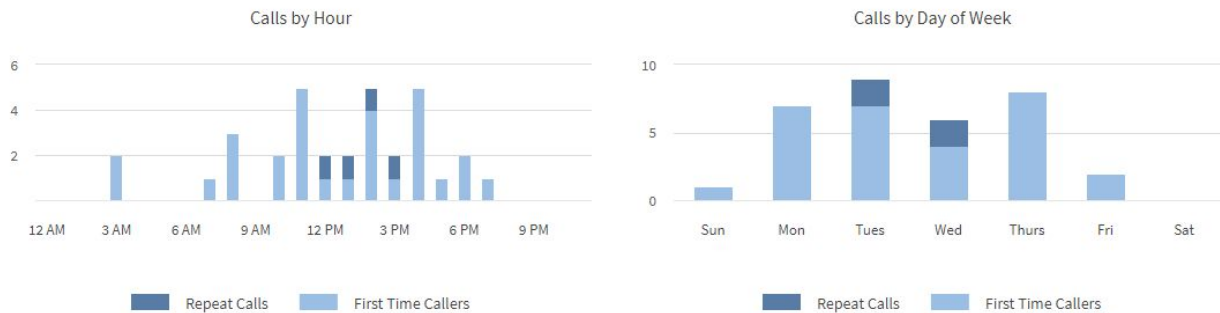
**We've improved our phone calls 120% over this same period last year.**

33 calls from Apr 18, 2018 to May 17, 2018

Change: 120% (15 calls) from Secondary Period

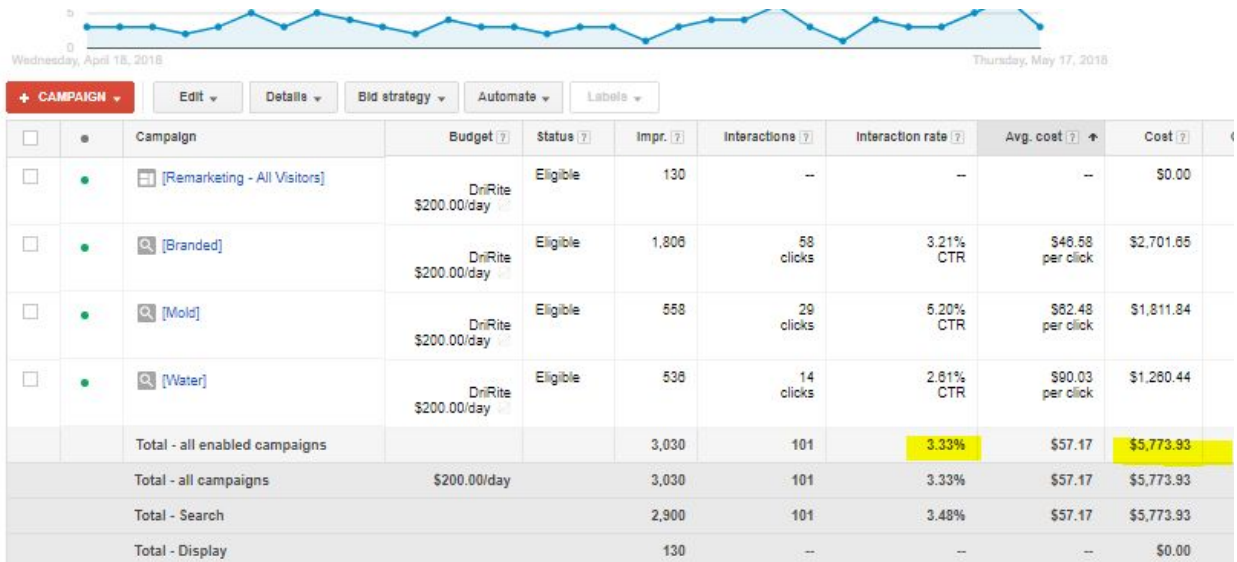
Tracking Number	Start Time	Duration	Keywords
Keyword Pool [DriRite] 877-299-9585	May 17 7:58pm	3m 4s	not provided
Keyword Pool [DriRite] 877-784-3153	May 17 8:52am	2m 17s	mold remediation
Keyword Pool [DriRite] 877-959-9884	May 16 4:00pm	47s	servpro
DriRite [Adwords Ad Extension] 407-502-5034	May 16 7:46am	2m 19s	

A majority of our calls are on Monday, Tuesday, & Thursday between and the hours of 10am and 5pm. Our average call duration is around 2 minutes.



## Paid Campaign

Total ad spend for the period was \$5,773. Our campaign yielded 24 conversions for the period. Our campaign yielded 101 clicks and 3,030 impressions. Our average cost per click this period is \$57.17. Our remarketing campaign yielded 130 impression with no clicks.



# 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 <a href="#">?</a>	Added / Excluded <a href="#">?</a>	Campaign	Ad group
<b>Total</b>				
mold remediation	Exact match	Added	[Mold]	Remediation
servpro	Exact match	Added	[Branded]	Servpro
dririte	Exact match	Added	[Branded]	DriRite
mold remediation companies	Phrase match	None	[Mold]	Remediation
service pro	Broad match	Added	[Branded]	Servpro
servpro st cloud florida	Phrase match	None	[Branded]	Servpro
servpro winter haven	Phrase match	None	[Branded]	Servpro
dri rite	Exact match (close variant)	None	[Branded]	DriRite
all american water restoration	Phrase match	None	[Water]	Restoration
disaster clean up company	Broad match	None	[Branded]	Servpro
momd removia service	Broad match	None	[Branded]	Servpro
deem 24 hour emergency service	Broad match	None	[Branded]	Servpro
bc restoration services	Broad match	None	[Branded]	Servpro
proserv industrial	Broad match	None	[Branded]	Servpro

allied restoration and construction orlando fl	Broad match	None	[Branded]	Servpro
top 5 mold removal companies in central florida	Broad match	None	[Branded]	Servpro
hotelservicepro	Broad match	None	[Branded]	Servpro
as a water damage mitigation company how can i list my services without being unethical	Broad match	None	[Branded]	Servpro
b c restoration services	Broad match	None	[Branded]	Servpro
water mitigation company	Broad match	None	[Branded]	Servpro
service pro water mitigation	Broad match	None	[Branded]	Servpro
servpro mount dora	Phrase match	None	[Branded]	Servpro
servpro of bartow lakeland highlands	Phrase match	None	[Branded]	Servpro
servpro of south orange county	Phrase match	None	[Branded]	Servpro
servpro corporate location	Phrase match	None	[Branded]	Servpro
servpro of milwaukee	Phrase match	Excluded	[Branded]	Servpro
servpro 24 hours	Phrase match	None	[Branded]	Servpro

how long does serv pro work	Phrase match (close variant)	None	[Branded]	Servpro
serve pro 34748	Phrase match (close variant)	None	[Branded]	Servpro
serv pro	Exact match (close variant)	None	[Branded]	Servpro
sevpro	Exact match (close variant)	None	[Branded]	Servpro
dririte osceola county	Phrase match	None	[Branded]	DriRite
dririte orlando	Phrase match	None	[Branded]	DriRite
dririte winter garden	Phrase match	None	[Branded]	DriRite
dririte st cloud fl	Phrase match	None	[Branded]	DriRite
dri rite winter garden	Phrase match (close variant)	None	[Branded]	DriRite
dri rite emergency services	Phrase match (close variant)	None	[Branded]	DriRite
water damage restoration	Exact match	Added	[Water]	Damage
water flooding restoration	Broad match	None	[Water]	Restoration

orlando progressive water claims restoration specialist	Broad match	None	[Water]	Restoration
roto roter water restoration	Phrase match	None	[Water]	Restoration
water restoration specialists	Phrase match	None	[Water]	Restoration
owner of florida water restoration services corp pembroke pines fl 33027	Phrase match	None	[Water]	Restoration
water restoration technician	Phrase match	None	[Water]	Restoration
water restoration	Exact match	Added	[Water]	Restoration
water remediation gillian turner	Phrase match	None	[Water]	Remediation
water remediation	Exact match (close variant)	None	[Water]	Remediation
mold standards and remediation class	Broad match	Excluded	[Mold]	Remediation
mold remediation companies orlando	Phrase match	None	[Mold]	Remediation
mold remediation for motorhome	Phrase match	None	[Mold]	Remediation
911 mold remediation	Phrase match	None	[Mold]	Remediation
roof leak mold remediation	Phrase match	None	[Mold]	Remediation
mold remediation satellite beach	Phrase match	None	[Mold]	Remediation
mold remediation contractor license	Phrase match	None	[Mold]	Remediation
fogging for mold remediation	Phrase match	None	[Mold]	Remediation
what is mold remediation	Phrase match	None	[Mold]	Remediation
mold remediation and repair	Phrase match	None	[Mold]	Remediation
mold remediation atlanta	Phrase match	Excluded	[Mold]	Remediation
mold remediation companys	Phrase match	None	[Mold]	Remediation
mold mediation orlando	Phrase match (close variant)	None	[Mold]	Remediation
serve pro	Exact match (close variant)	None	[Branded]	Servpro
mold remediation lakeland florida	Phrase match	None	[Mold]	Remediation
Other search terms <a href="#">?</a>				