

Pherona Studios

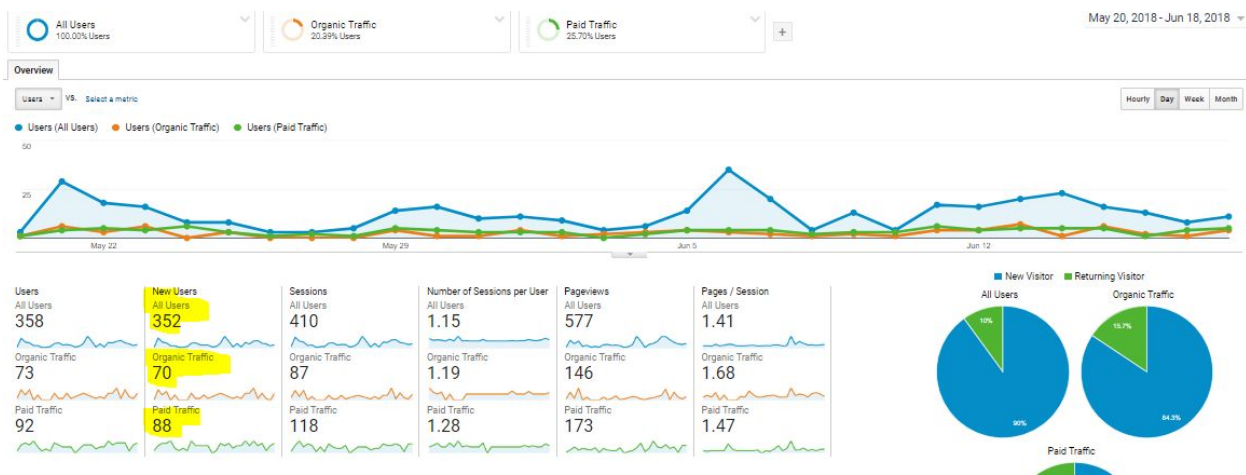
Dririte.net

Monthly Online Marketing Report - June, 2018

Highlights: We had 47 conversions for the period. This was a 30% improvement over last month. Our Paid campaign yielded 36 conversion for the period. Phone calls are up 145% over this same time last year.

This period we had 352 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.

Keyword	Google +/-	Yahoo +/-	Bing +/-
restoration companies in winter garden, fl	1 0	21 +80	21 +80
water damage winter garden	1 0	10 +10	10 +9
desiccant drying orlando	1 +2	1 0	1 0
water damage restoration winter garden, fl	1 +3	6 +90	6 +16
desiccant drying winter garden	1 0	2 -1	2 -1
water damage repair winter garden, fl	1 0	10 +11	10 +91
truss cleaning services orlando	2 0	1 0	1 0
moisture detection winter garden	2 -1	3 +6	3 +1
infrared thermography services orlando	4 +15	4 +97	4 +18
soda blasting orlando	9 +31	24 +77	24 +77
moisture detection orlando	11 -1	29 +5	29 -15
dehumidification services orlando, fl	12 -1	3 +36	3 +59
mold remediation windermere	15 -14	- 0	- 0
mold remediation apopka	18 +24	- 0	- 0
water extraction orlando	21 -5	- 0	- -74
mold remediation altamonte springs	23 +78	- 0	- 0
water removal orlando	28 +5	- 0	- 0
orlando water damage	31 +49	- 0	- 0
mold remediation orlando	34 +53	11 +58	11 +90
restoration companies in orlando	36 +90	- 0	- 0
mold damage cleanup orlando	37 +64	- -5	- 0
water damage repair orlando	44 +19	59 +22	59 +42
water damage restoration orlando	44 +37	- 0	- 0
duct cleaning orlando	44 +57	45 +56	45 +56
water damage orlando, fl	62 +6	59 +42	59 +42
dryer duct cleaning orlando	95 +6	- 0	- 0

Total Conversions

We've had 47 goal conversions for the period. This is a 30% increase over last period. Our paid campaign yielded 36 phone calls this period.



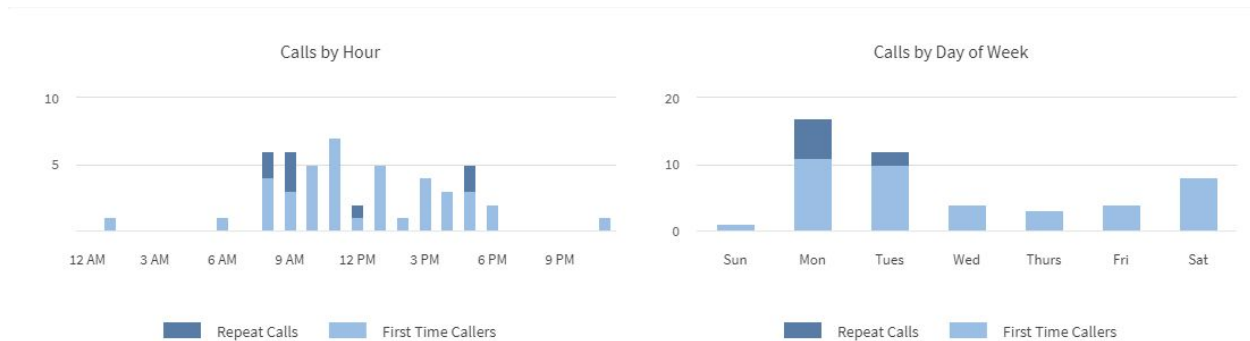
We've improved our phone calls 145% over this same period last year.

49 calls from May 20, 2018 to Jun 19, 2018 Search... Table Set

Change: 145% (20 calls) from Secondary Period

Tracking Number	Start Time	Duration	Keywords
DriRite [Adwords Ad Extension] 407-502-5034	Jun 19 8:58am	abandoned	
Keyword Pool [DriRite] 877-482-9902	Jun 18 6:36pm	54s	not provided
Keyword Pool [DriRite] 877-959-9884	Jun 18 10:46am	2m 38s	
DriRite Orl [Maps] 407-501-8613	Jun 15 1:23pm	13s	
DriRite Orl [Maps] 407-501-8613	Jun 15 1:23pm	abandoned	
Keyword Pool [DriRite] 877-959-9884	Jun 14 10:23am	2m 50s	
Keyword Pool [DriRite] 877-224-7167	Jun 13 3:42pm	38s	not provided

A majority of our calls are on Monday & Tuesday between and the hours of 8am and 5pm. Our average call duration is around 2 minutes.



Paid Campaign

Total ad spend for the period was \$6,009. Our campaign yielded 36 conversions for the period. Our campaign yielded 114 clicks and 3,054 impressions. Our average cost per click this period is \$52.71. Our remarketing campaign yielded 9 impression with no clicks.

All campaigns

Campaigns										
All enabled campaigns										
+ CAMPAIGN										
Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Con		
[Remarketing - All Visitors]	DriRite \$200.00/day	Eligible	9	--	--	--	\$0.00			
[Branded]	DriRite \$200.00/day	Eligible	2,207	62 clicks	2.81% CTR	\$38.70 per click	\$2,399.58			
[Mold]	DriRite \$200.00/day	Eligible	645	36 clicks	5.58% CTR	\$57.18 per click	\$2,058.47			
[Water]	DriRite \$200.00/day	Eligible	693	16 clicks	2.31% CTR	\$96.96 per click	\$1,551.32			
Total - all enabled campaigns				3,554	114	3.21%	\$52.71	\$6,009.37		
Total - all campaigns			\$200.00/day	3,554	114	3.21%	\$52.71	\$6,009.37		
Total - Search				3,545	114	3.22%	\$52.71	\$6,009.37		
Total - Display				9	--	--	--	\$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	Clicks ? ↓	Impr. ?
Total					114	3,545
mold remediation	Exact match	Added	[Mold]	Remediation	15	124
dririte	Exact match	Added	[Branded]	DriRite	9	37
servpro	Exact match	Added	[Branded]	Servpro	7	315
servpro orlando	Phrase match	None	[Branded]	Servpro	3	81
servepro	Exact match (close variant)	None	[Branded]	Servpro	3	38
dririte winter garden	Phrase match	None	[Branded]	DriRite	3	3
water damage restoration	Broad match	None	[Water]	Restoration	3	7
water restoration	Exact match	Added	[Water]	Restoration	3	15
restoration servives in winter garden fl	Broad match	None	[Branded]	Servpro	2	2
water clean up	Broad match	None	[Branded]	Servpro	2	2
servpro lakeland	Phrase match	None	[Branded]	Servpro	2	35
dririte company	Phrase match	None	[Branded]	DriRite	2	2
restoration 1 orlando	Broad match	None	[Branded]	Servpro	1	1
service pro	Broad match	Added	[Branded]	Servpro	1	16

what is mobilization in a emergency water damage	Broad match	None	[Branded]	Servpro	1	1
best mold remediation in orlando	Broad match	None	[Branded]	Servpro	1	1
bc restoration services	Broad match	None	[Branded]	Servpro	1	12
service pro 24 hours	Broad match	None	[Branded]	Servpro	1	1
fire restoration repair protocols	Broad match	None	[Branded]	Servpro	1	1
emergency service water damage	Broad match	None	[Branded]	Servpro	1	1
water damage	Broad match	None	[Branded]	Servpro	1	1
servicepro	Broad match	None	[Branded]	Servpro	1	9
water restoration companies in orlando fl	Broad match	None	[Branded]	Servpro	1	4
goprowaerrestoration com	Broad match	None	[Branded]	Servpro	1	1
servpro prices	Phrase match	None	[Branded]	Servpro	1	2
servpro fwb fl	Phrase match	None	[Branded]	Servpro	1	1
servpro website	Phrase match	None	[Branded]	Servpro	1	1
low grain refrigerant dehumidifier servpro r150	Phrase match	None	[Branded]	Servpro	1	3
servpro houston	Phrase match	Excluded	[Branded]	Servpro	1	2
servpro pf winter ps	Phrase match	None	[Branded]	Servpro	1	2
servpro winter haven	Phrase match	None	[Branded]	Servpro	1	5
servpro of pfk	Phrase match	None	[Branded]	Servpro	1	1
servpro of winter park	Phrase match	None	[Branded]	Servpro	1	2
servepro davenport fl	Phrase match (close variant)	None	[Branded]	Servpro	1	1
servepro florida	Phrase match (close variant)	None	[Branded]	Servpro	1	1
dririte winter garden fl	Phrase match	None	[Branded]	DriRite	1	1
dririte orlando	Phrase match	None	[Branded]	DriRite	1	1
dri rite florida directory	Phrase match (close variant)	None	[Branded]	DriRite	1	1
dririteusa	Phrase match (close variant)	None	[Branded]	DriRite	1	1
dri rite	Exact match (close variant)	None	[Branded]	DriRite	1	3
water damage restorarjon	Exact match (close variant)	None	[Water]	Damage	1	1
water damage restoration invoice sample	Broad match	Excluded	[Water]	Restoration	1	1
water restoration schools	Phrase match	None	[Water]	Restoration	1	1
todd goecke all american water restoration	Phrase match	None	[Water]	Restoration	1	1

rapid response water restoration	Phrase match	None	[Water]	Restoration	1	1
water restoration technician	Phrase match	None	[Water]	Restoration	1	1
water restoration downtown orlando	Phrase match (close variant)	None	[Water]	Restoration	1	1
salt water remediation build8ngs	Phrase match	None	[Water]	Remediation	1	1
water remediation orlando	Phrase match	Added	[Water]	Remediation	1	3
water remediation	Exact match	Added	[Water]	Remediation	1	3
remediate mold in walls	Broad match	None	[Mold]	Remediation	1	1
what remediates mold	Broad match	None	[Mold]	Remediation	1	1
when you cut out black mold all the drywall do you still need to have a remediation company come in	Broad match	None	[Mold]	Remediation	1	1
epa approved mold remediation products	Phrase match	None	[Mold]	Remediation	1	1
list companies that do mold remediation	Phrase match	None	[Mold]	Remediation	1	1
mold remediation spray	Phrase match	None	[Mold]	Remediation	1	1
orlando mold remediation orlando	Phrase match	None	[Mold]	Remediation	1	2
mold remediation melbourne fl	Phrase match	None	[Mold]	Remediation	1	2
mold remediation in ocoee florida	Phrase match	None	[Mold]	Remediation	1	1

mold remediation orlando fl	Phrase match	None	[Mold]	Remediation	1	2
commercial mold remediation compapnies servicing seminole county fl	Phrase match	None	[Mold]	Remediation	1	1
mold testing and mold remediation orlando	Phrase match	None	[Mold]	Remediation	1	1
mold remediation procedures	Phrase match	None	[Mold]	Remediation	1	1
chemical spray for mold remediation	Phrase match	None	[Mold]	Remediation	1	1
mold remediation estimate sample	Phrase match	None	[Mold]	Remediation	1	1
stanley steemer mold remediation	Phrase match	None	[Mold]	Remediation	1	2
advantaclean mold remediation	Phrase match	None	[Mold]	Remediation	1	1
you need a high school diploma to do mold remediation	Phrase match	None	[Mold]	Remediation	1	1
mold remediation jacksonville fl	Phrase match	None	[Mold]	Remediation	1	1
mold remeditation kissimmee	Phrase match (close variant)	None	[Mold]	Remediation	1	1
once the mold remediator mediates the mold who pays for the restoration	Phrase match (close variant)	None	[Mold]	Remediation	1	1
water mitigation company	Broad match	None	[Branded]	Servpro	0	2