

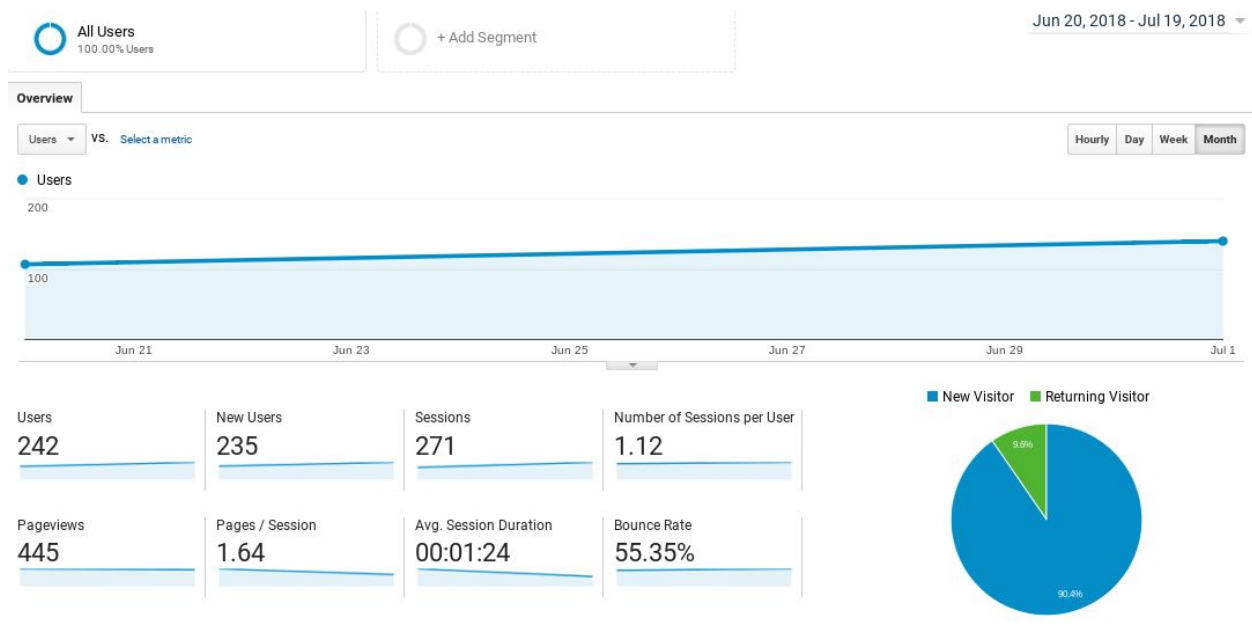
Advanced HVA

Monthly Online Marketing Report - July, 2018

Highlights: We continue to see significant gains in ranks for important key phrases. We had 57 total conversions for the period. Our paid campaign yielded 2 conversions for the period.

We had 235 new users to the site this period.

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 advancedhva.com we'll continue to see gains in ranks and traffic.

advancedhva.com				
UNITED STATES - ENGLISH ADVANCED VASCULAR AND HEART ASSOCIATES HUDSON, FL ADDED JANUARY 17, 2018 BUSINESS HUDSON, FL ADD TAGS				
Ranks Report for Jul 19, 2018		+/- Since First Added	Filter keywords	Filter tags
Keyword	Google	Yahoo	Bing	
vascular md brooksville, fl	1 +100	17 +84	17 +84	
heart surgeons new port richy, fl	1 +100	15 +86	15 +86	
aneurysm treatment hudson, fl	1 +100	3 +98	3 +98	
aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100	
endovascular doctor land o' lakes, fl	1 +100	2 +99	2 +99	
artery blockage treatment hudson, fl	1 +100	2 +99	2 +99	
artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100	
artery blockage treatment new port richy, fl	1 +100	5 +96	5 +96	
vein specialist new port richy, fl	1 +100	30 +71	30 +71	
vein doctor new port richy, fl	1 +78	20 +81	20 +81	
vein doctor land o' lakes, fl	1 +100	- 0	- 0	
vascular surgeons new port richy, fl	1 +100	29 +72	29 +72	
vascular md land o' lakes, fl	1 +100	9 +21	9 +14	

aneurysm doctor land o' lakes, fl	1 +100	- 0	- 0	
cardiologist specialist hudson, fl	1 +100	17 +84	17 +84	
cardiologist specialist new port richy, fl	1 +100	- 0	- 0	
dr chadda new port richy, fl	1 +17	6 +95	6 +16	
endovascular specialist new port richy, fl	1 +100	3 +98	3 +98	
endovascular specialist hudson, fl	1 +100	1 +100	1 +100	
endovascular doctor new port richy, fl	1 +100	- 0	- 0	
dr chadda hudson, fl	1 +14	7 +18	7 +6	
endovascular doctor hudson, fl	1 +100	1 +100	1 +100	
dr chadda brooksville, fl	2 +4	3 +7	3 +7	
corroded artery blockage treatment land o' lakes, fl	2 +99	1 +100	1 +100	
aneurysm doctor hudson, fl	2 +99	5 +96	5 +96	
aneurysm treatment new port richy, fl	2 +99	4 +97	4 +97	
varicose veins hudson, fl	5 +96	28 +73	28 +73	

	<input type="checkbox"/> aneurysm doctor brooksville, fl		5 +96	19 +82	19 +82
	<input type="checkbox"/> vein specialist hudson, fl		5 +96	3 +98	3 +98
	<input type="checkbox"/> endovascular specialist land o' lakes, fl		5 +96	1 +100	1 +100
	<input type="checkbox"/> aneurysm doctor new port richy, fl		5 +43	- 0	- 0
	<input type="checkbox"/> varicose veins treatment hudson, fl		5 +96	- 0	- 0
	<input type="checkbox"/> varicose veins land o' lakes, fl		6 +95	23 +78	23 +78
	<input type="checkbox"/> vascular disease treatment land o' lakes, fl		7 +94	10 +91	10 +91
	<input type="checkbox"/> varicose veins doctor hudson, fl		7 +94	5 +96	5 +96
	<input type="checkbox"/> varicose veins treatment land o' lakes, fl		8 +93	15 +86	15 +86
	<input type="checkbox"/> vascular disease treatment hudson, fl		9 +92	- 0	- 0
	<input type="checkbox"/> vein treatment doctor land o' lakes, fl		9 +92	19 +82	19 +82
	<input type="checkbox"/> endovascular specialist brooksville, fl		9 +92	1 +100	1 +100
	<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl		10 +91	10 +76	10 +91
	<input type="checkbox"/> peripheral vascular doctor new port richy, fl		11 +90	- 0	- 0

	<input type="checkbox"/> peripheral vascular doctor hudson, fl		11 +90	8 +93	8 +93
	<input type="checkbox"/> interventional cardiology hudson, fl		11 +90	48 +53	48 +53
	<input type="checkbox"/> vein doctor hudson, fl		11 +90	14 +87	14 +87
	<input type="checkbox"/> heart surgeons hudson, fl		12 +89	21 +80	21 +80
	<input type="checkbox"/> venous insufficient treatment land o' lakes, fl		12 +89	3 +98	3 +98
	<input type="checkbox"/> vein treatment doctor hudson, fl		12 +89	- 0	- 0
	<input type="checkbox"/> vein treatment doctor brooksville, fl		12 +89	52 +49	52 +49
	<input type="checkbox"/> interventional cardiology land o' lakes, fl		12 +89	- 0	- 0
	<input type="checkbox"/> venous disease treatment land o' lakes, fl		12 +89	- 0	- 0
	<input type="checkbox"/> cardiologist surgeon hudson, fl		12 +89	14 +87	14 +87
	<input type="checkbox"/> cardiology hudson, fl		13 +88	27 +74	27 +74
	<input type="checkbox"/> heart specialist hudson, fl		13 +88	17 +84	17 +84
	<input type="checkbox"/> varicose veins doctor land o' lakes, fl		13 +88	17 +84	17 +84
	<input type="checkbox"/> heart specialist new port richy, fl		14 +87	30 +71	30 +71

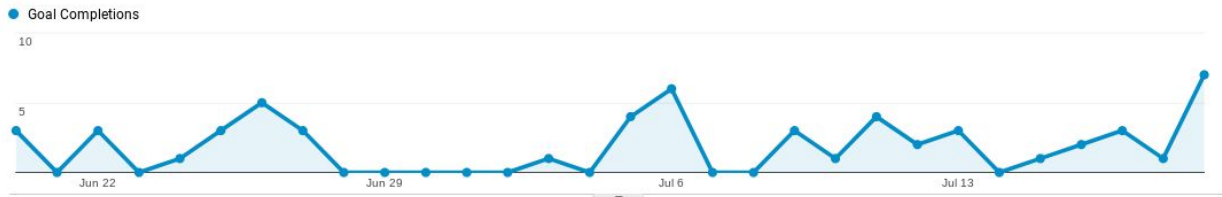
	<input type="checkbox"/> vascular surgeons hudson, fl		14 +87	15 +86	15 +86
	<input type="checkbox"/> interventional cardiology brooksville, fl		14 +87	48 +53	48 +53
	<input type="checkbox"/> varicose veins new port richey, fl		14 +87	45 +56	45 +56
	<input type="checkbox"/> cardiologist hudson, fl		14 +87	28 +73	28 +73
	<input type="checkbox"/> varicose veins doctor brooksville, fl		15 +86	8 +93	8 +93
	<input type="checkbox"/> heart surgeons brooksville, fl		15 +86	34 +67	34 +67
	<input type="checkbox"/> varicose veins doctor new port richey, fl		15 +86	– 0	– 0
	<input type="checkbox"/> vein treatment doctor new port richey, fl		16 +85	– 0	– 0
	<input type="checkbox"/> cardiologist surgeon new port richey, fl		16 +85	29 +72	29 +72
	<input type="checkbox"/> varicose veins brooksville, fl		17 +84	23 +78	23 +78
	<input type="checkbox"/> venous insufficient treatment new port richey, fl		18 +83	4 +97	4 +97
	<input type="checkbox"/> cardiologist doctor hudson, fl		18 +83	– 0	– 0
	<input type="checkbox"/> heart doctors hudson, fl		18 +26	28 +73	28 +73
	<input type="checkbox"/> endovascular doctor brooksville, fl		20 +81	2 +99	2 +99

	<input type="checkbox"/> cardiology land o' lakes, fl		20 +81	41 +60	41 +60
	<input type="checkbox"/> peripheral vascular doctor brooksville, fl		20 +81	8 +93	8 +93
	<input type="checkbox"/> vascular disease treatment new port richey, fl		20 +81	39 +62	39 +62
	<input type="checkbox"/> heart doctors brooksville, fl		20 +81	39 +62	39 +62
	<input type="checkbox"/> vein specialist land o' lakes, fl		20 +81	9 +92	9 +92
	<input type="checkbox"/> varicose veins treatment new port richey, fl		20 +81	35 +66	35 +66
	<input type="checkbox"/> vascular md hudson, fl		21 +12	– 0	– 0
	<input type="checkbox"/> cardiologist specialist brooksville, fl		23 +78	– 0	– 0
	<input type="checkbox"/> cardiologist surgeon brooksville, fl		23 +78	– 0	– 0
	<input type="checkbox"/> vein specialist brooksville, fl		23 +78	– 0	– 0
	<input type="checkbox"/> cardiologist new port richey, fl		23 +78	– 0	– 0
	<input type="checkbox"/> vein doctor brooksville, fl		24 +77	19 +82	19 +82
	<input type="checkbox"/> heart doctors new port richey, fl		24 +77	29 +72	29 +72
	<input type="checkbox"/> heart specialist brooksville, fl		24 +77	– 0	– 0

	interventional cardiology new port richey, fl	26 +75	- 0	- 0
	vascular surgeons brooksville, fl	26 +75	11 +90	11 +90
	heart failure treatment new port richey, fl	26 +75	- 0	- 0
	cardiologist doctor new port richey, fl	27 +74	37 +64	37 +64
	cardiology new port richey, fl	29 +49	49 +52	49 +52
	vascular md new port richey, fl	30 -6	19 +82	19 +82
	cardiologist brooksville, fl	37 +64	70 +31	70 +31
	interventional radiology land o' lakes, fl	38 +63	10 +91	10 +91
	cardiologist doctor brooksville, fl	40 +61	- 0	- 0
	cardiology brooksville, fl	41 +60	- 0	- 0
	interventional radiology hudson, fl	69 +32	8 +93	8 +93

Total Conversions

We had 57 total conversion for the period. Our paid campaign yielded 2 conversions, (1 phone call and 1 form submission) for the period.



Goal Completions 56	Goal Value \$0.00	Goal Conversion Rate 20.66%	Total Abandonment Rate 0.00%	Phone Leads (Goal 2 Completions) 56
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Goals	Source / Medium	Goal Completions	% Goal Completions
Goal Completion Location			
Source / Medium	1. offline / direct	46	82.14%
	2. google / organic	9	16.07%
	3. google / cpc	1	1.79%

Phone Calls

We had 58 phone calls this period.

58 calls from Jun 20, 2018 to Jul 20, 2018

Tracking Number	Source	Start Time	Duration	Caller	City	Tags	CallScore	
Maps [Land O Lakes] 813-308-0685	Maps [Land O Lakes]	Jul 20 9:52am	2m 5s	Mike Goldberg 704-675-0756	Gastonia, NC	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 20 9:20am	59s	Smith Caroline 727-478-5760	New Port Richey, FL	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 19 3:55pm	6m 26s	Josh Dawne 727-236-0659	New Port Richey, FL	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 19 3:03pm	1m 52s	Clearwater, FL 727-239-9356	Clearwater, FL	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 19 1:44pm	4m 47s	Bay Area Retina 727-447-8008	Clearwater, FL	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 19 1:00pm	2m 26s	Bay Area Retina 727-447-8008	Clearwater, FL	+	+	
Maps [New Port Richey] 727-399-6013	Maps [New Port Richey]	Jul 19 11:30am	52s	Bay Area Retina 727-861-0669	Hudson, FL	+	+	
Organic 877-726-4836	Google Organic	Jul 19 8:33am	4m 43s	Thompson,Tami 727-644-5057	Clearwater, FL	+	+	

Form Submissions

2 Form Submissions from Jun 20, 2018 to Jul 20, 2018

Source	Submission Time	Name	Number	Referrer Page	Landing Page	
Google Paid	Jun 26 11:01am	Michael Slocum	614-332-5867	www.google.com	www.advancedhva.com/	
Bing Organic	Jun 22 7:44am	Anonymous	(Not Available)	www.bing.com	www.advancedhva.com/	

Our average phone call duration is 2 and 39 seconds. A majority of our phone calls are on Wednesday, Thursday, and Friday from 9am to 4pm.

Jun 20, 2018 to Jul 20, 2018

Export

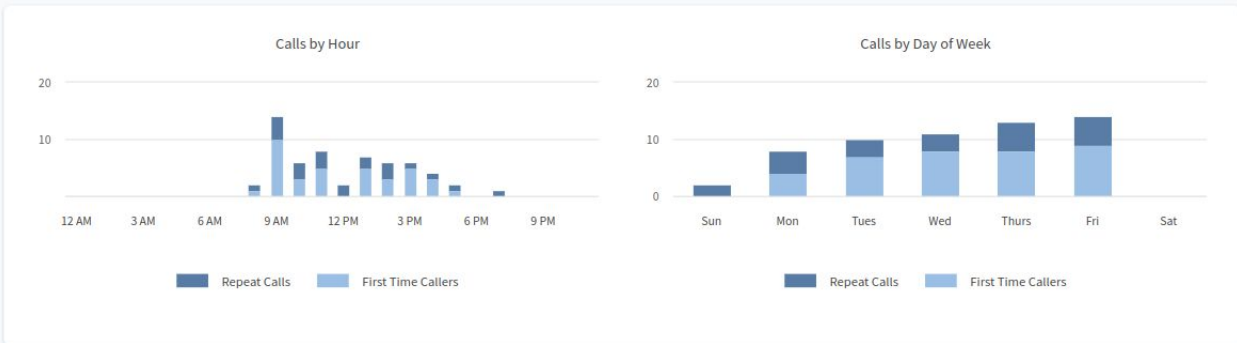
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	58 (100%)	36 (100%)	2m 39s
Maps [New Port Richy]	28 (48.3%)	14 (38.9%)	3m 15s
Maps [Land O Lakes]	10 (17.2%)	6 (16.7%)	1m 59s
Google Organic	9 (15.5%)	7 (19.4%)	2m 46s
Maps [Hudson]	8 (13.8%)	6 (16.7%)	14s
Maps [Brooksville]	2 (3.4%)	2 (5.6%)	8s
Google Paid	1 (1.7%)	1 (2.8%)	16m 26s

Calls by Day & Time > Advanced Heart & Vascular

Advanced Heart & Vascular

Recent (Last 30 Days + Today)

Filter by



Paid Search Campaign

We had \$275 in total ad spend this period. Our campaign yielded 30 clicks, 765 impressions with an average cost per click of \$9.15.

Relentless Media >

All campaigns: AdvancedHVA

Last 30 days: Jun 20, 2018 - Jul 19, 2018

Campaigns									
All but removed campaigns									
Segment: Filter: Columns: Find campaigns									
+ CAMPAIGN Edit Details Bid strategy Automate Labels									
<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing	\$5.00/day	Eligible	11	--	--	--	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Main]	\$10.00/day	Limited by budget	765	30 clicks	3.92% CTR	\$9.15 per click	\$274.41
Total - all but removed campaigns					776	30	3.87%	\$9.15	\$274.41
Total - all campaigns					776	30	3.87%	\$9.15	\$274.41
Total - Search					765	30	3.92%	\$9.15	\$274.41
Total - Display					11	--	--	--	\$0.00

Show rows: 500 1 - 2 of 2

Search Term Report

We'll continue to eliminate search terms that product irrelevant clicks and wasted ad spend.

Search term	Match type ?	Added / Excluded ?	Campaign	Ad group
Total				
florida cardiology group brooksville	Broad match	None	[Main]	Cardiologist
florida cardiology group brooksville fl	Broad match	None	[Main]	Cardiologist
florida cardiology group hudson fl	Broad match	None	[Main]	Cardiologist
pasco cardiology center hudson fl	Broad match	None	[Main]	Cardiologist
hudson fl cardiologists	Broad match	None	[Main]	Cardiologist
cardiologist located inside pine brook medical center brooksville florida	Broad match	None	[Main]	Cardiologist
florida cardiology hudson	Broad match	None	[Main]	Cardiologist
cardiologists who accept medicare and unitedhealthcare in brooksville fl	Broad match	None	[Main]	Cardiologist
west florida cardiology consultants new port richey fl	Broad match	None	[Main]	Cardiologist

dr sharma cardiologist brooksville fl	Phrase match	None	[Main]	Cardiologist
cardiologist new port richey fl	Exact match	Added	[Main]	Cardiologist
dr liu heart doctor in ocala	Phrase match (close variant)	None	[Main]	Heart
heart doctor in inverness florida	Phrase match (close variant)	None	[Main]	Heart
heart dr in brandon fl that take unitedhealthcare	Phrase match (close variant)	None	[Main]	Heart
peripheral vascular disease treatment	Broad match	None	[Main]	Vascular
vascular surgeons new port richey fl	Phrase match	None	[Main]	Vascular
vein and vascular doctors tampa	Phrase match	None	[Main]	Vascular
who are vascular doctors in the new port richey area	Phrase match	None	[Main]	Vascular
tampa general vascular surgeons	Phrase match	None	[Main]	Vascular
vascular surgeon brandon fl	Phrase match (close variant)	None	[Main]	Vascular
tampa bay vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
dr stanley vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
dr gabriel vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
vascular surgeon on optimum health network	Phrase match (close variant)	None	[Main]	Vascular
i need a vascular doctor in hernando county	Phrase match (close variant)	None	[Main]	Vascular
vascular surgical instrumentation list	Phrase match (close variant)	None	[Main]	Vascular
dr chaudhry vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
vascular doctor	Exact match (close variant)	None	[Main]	Vascular
vascular surgeon	Exact match (close variant)	None	[Main]	Vascular
dr nader chadda	Exact match	Added	[Main]	Dr Chadda
dr nadir chadda	Exact match (close variant)	None	[Main]	Dr Chadda

nadeer chadda cardiologist	Exact match (close variant)	None	[Main]	Dr Chadda	
dr nador chadda	Exact match (close variant)	None	[Main]	Dr Chadda	