

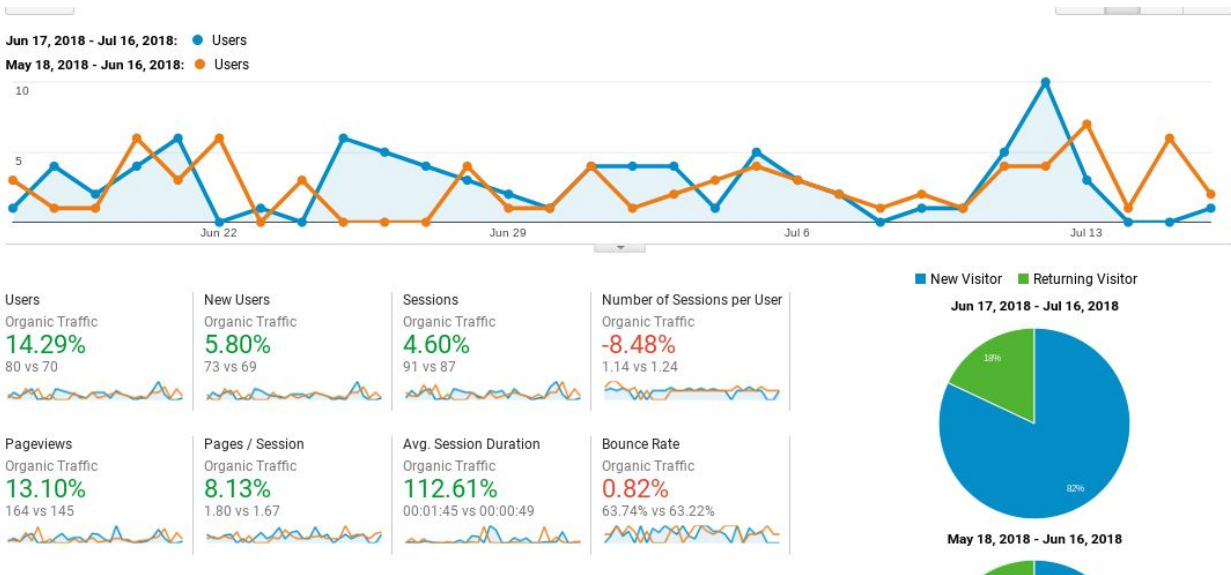
# Dririte.net

## Monthly Online Marketing Report - July, 2018

**Highlights:** We had 36 conversions for the period. Our Paid campaign yielded 28 conversion for the period. Phone calls are up 33% over this same time last year.

Organic search traffic improved this period over last.

### 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.

**We now have 14 Google page 1 keyword ranks in South Carolina.**

Keyword	Google +/-	Yahoo +/-	Bing +/-
moisture detection winter garden	1 0	1 +8	1 +3
restoration companies in winter garden, fl	1 0	49 +52	49 +52
desiccant drying winter garden	1 0	1 0	1 0
dririte greenwood sc	1 +100	1 +1	1 +26
water removal services rosewood sc	1 +100	- 0	- 0
water remediation rosewood sc	1 +100	1 +100	1 +100
desiccant drying orlando	1 +2	1 0	1 0
water damage winter garden	1 0	10 +10	10 +9
water damage restoration winter garden, fl	1 +3	11 +55	11 +11
water damage restoration rosewood sc	1 +100	1 +100	1 +100
water damage repair winter garden, fl	1 0	20 +1	20 +81

<input type="checkbox"/> mold remediation rosewood south carolina	+	1 +100	1 +100	1 +100
<input type="checkbox"/> water remediation whitney heights south carolina	+	2 +99	2 +99	2 +99
<input type="checkbox"/> water damage restoration whitney heights sc	+	2 +99	3 +98	3 +98
<input type="checkbox"/> water removal whitney heights sc		2 +99	- 0	- 0
<input type="checkbox"/> water restoration glendale south carolina		2 +99	1 +100	1 +100
<input type="checkbox"/> truss cleaning services orlando	+	2 0	1 0	1 0
<input type="checkbox"/> infrared thermography services orlando	+	2 +17	4 +97	4 +18
<input type="checkbox"/> mold remediation whitney heights sc	+	3 +98	2 +99	2 +99
<input type="checkbox"/> water removal glendale sc		4 +97	- 0	- 0
<input type="checkbox"/> water extraction services glendale sc	+	4 +97	2 +99	2 +99
<input type="checkbox"/> water damage restoration glendale sc		4 +97	- 0	- 0
<input type="checkbox"/> water extraction greenwood south carolina		6 +95	- 0	- 0

<input type="checkbox"/> dehumidification services orlando, fl		6 +5	5 +34	5 +57
<input type="checkbox"/> water extraction orlando		7 +8	- 0	- -74
<input type="checkbox"/> water removal greenwood sc		8 +93	57 +44	57 +44
<input type="checkbox"/> soda blasting orlando	+	10 +30	37 +64	37 +64
<input type="checkbox"/> mold restoration greenwood sc		11 +90	- 0	- 0
<input type="checkbox"/> moisture detection orlando	+	11 -1	40 -6	40 -26
<input type="checkbox"/> water removal orlando	+	12 +21	81 +20	81 +20
<input type="checkbox"/> water extraction spartanburg sc	+	12 +89	- 0	- 0
<input type="checkbox"/> mold remediation greenwood sc		13 +88	74 +27	74 +27
<input type="checkbox"/> mold remediation glendale sc		14 +87	1 +100	1 +100
<input type="checkbox"/> water damage remediation greenwood sc		14 +87	- 0	- 0

<input type="checkbox"/> mold remediation windermere	16 -15	43 +58	43 +58
<input type="checkbox"/> mold remediation apopka	17 +25	- 0	- 0
<input type="checkbox"/> water removal spartanburg sc	20 +81	- 0	- 0
<input type="checkbox"/> mold restoration spartanburg sc	21 +80	- 0	- 0
<input type="checkbox"/> mold remediation altamonte springs	22 +79	59 +42	59 +42
<input type="checkbox"/> water damage remediation spartanburg sc	23 +78	85 +16	85 +16
<input type="checkbox"/> mold remediation orlando	25 +62	9 +60	9 +92
<input type="checkbox"/> restoration companies in orlando	28 +58	- 0	- 0
<input type="checkbox"/> orlando water damage	32 +48	- 0	- 0
<input type="checkbox"/> mold damage cleanup orlando	33 +68	58 +37	58 +43
<input type="checkbox"/> water damage repair orlando	43 +20	71 +10	71 +30
<input type="checkbox"/> duct cleaning orlando	46 +55	83 +18	83 +18

<input type="checkbox"/> water damage restoration orlando	48 +33	- 0	- 0	140
<input type="checkbox"/> mold remediation spartanburg south carolina	52 +49	16 +85	16 +85	Low Volume
<input type="checkbox"/> water damage orlando, fl	61 +7	- 0	- 0	Low Volume
<input type="checkbox"/> microbial growth removal	80 +21	- 0	- 0	Low Volume

# Total Conversions

We've improved our phone calls 33% over this same period last year.

36 calls from Jun 17, 2018 to Jul 17, 2018  
Change: 33% (27 calls) from Secondary Period

Tracking Number	Start Time	Duration	Keywords
DriRite [Adwords Ad Extension] 407-502-5034	Jul 16 10:13am	2m 30s	
Keyword Pool [DriRite] 877-482-9902	Jul 16 9:41am	3m 9s	water restoration
DriRite [Adwords Ad Extension] 407-502-5034	Jul 14 12:08pm	4m 22s	
DriRite [Adwords Ad Extension] 407-502-5034	Jul 13 10:00am	37s	

A majority of our calls are on Monday, Tuesday, & Thursday between and the hours of 8am and 6pm. Our average call duration is around 2 minutes.



## Paid Campaign

Total ad spend for the period was \$5,771. Our campaign yielded 28 conversions for the period. Our campaign yielded 107 clicks and 3,979 impressions. Our average cost per click this period is \$53.94. Our remarketing campaign yielded 10 impression with no clicks.

All campaigns

Last 30 days: Jun 17, 21

All enabled campaigns											
Campaigns   Ad groups   Settings   Ads   Ad extensions   Keywords   Audiences   Dimensions   Display Network											
All enabled campaigns   Segment   Filter   Columns   Find campaigns   View Change History											
+ CAMPAIGN   Edit   Details   Bid strategy   Automate   Labels											
<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Conv. rate
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Remarketing - All Visitors]	DriRite \$200.00/day	Eligible	10	--	--	--	\$0.00	0.00	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Branded]	DriRite \$200.00/day	Eligible	2,833	64 clicks	2.26% CTR	\$30.49 per click	\$1,951.38	18.00	28.12%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Mold]	DriRite \$200.00/day	Eligible	577	25 clicks	4.33% CTR	\$60.30 per click	\$1,507.58	8.00	32.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Water]	DriRite \$200.00/day	Eligible	559	18 clicks	3.22% CTR	\$128.50 per click	\$2,312.99	10.00	55.56%
Total - all enabled campaigns					3,979	107	2.69%	\$53.94	\$5,771.95	36.00	33.64%

# 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	Clicks <a href="#">?</a> ↓
<b>Total</b>					<b>107</b>
mold remediation	Exact match	Added	[Mold]	Remediation	7
servpro	Exact match	Added	[Branded]	Servpro	5
dririte	Exact match	Added	[Branded]	DriRite	5
servpro orlando	Phrase match	None	[Branded]	Servpro	4
servepro	Exact match (close variant)	None	[Branded]	Servpro	3
dri rite	Exact match (close variant)	None	[Branded]	DriRite	3
all american water restoration	Phrase match	None	[Water]	Restoration	3
water restoration	Exact match	Added	[Water]	Restoration	3
restoration services in winter garden fl	Broad match	None	[Branded]	Servpro	2
dririte company	Phrase match	None	[Branded]	DriRite	2
water restoration longwood fl	Phrase match	None	[Water]	Restoration	2
water damage removal	Broad match	None	[Branded]	Servpro	1
fire water damage company	Broad match	None	[Branded]	Servpro	1

restoration services	Broad match	None	[Branded]	Servpro	1
service pro	Broad match	Added	[Branded]	Servpro	1
service pro fairbanks orlando fl	Broad match	None	[Branded]	Servpro	1
mold services	Broad match	None	[Branded]	Servpro	1
bc restoration services orlando	Broad match	None	[Branded]	Servpro	1
nicotine restoration services	Broad match	None	[Branded]	Servpro	1
24 hour water damage sanford fl	Broad match	None	[Branded]	Servpro	1
fire cleanup service	Broad match	None	[Branded]	Servpro	1
mold restoration companies do	Broad match	None	[Branded]	Servpro	1
service pro 24 hours	Broad match	None	[Branded]	Servpro	1
servpronet	Broad match	None	[Branded]	Servpro	1
emergency service water damage	Broad match	None	[Branded]	Servpro	1
restoration companies orlando fl	Broad match	None	[Branded]	Servpro	1

water mitigation services	Broad match	None	[Branded]	Servpro	1
servicepro	Broad match	None	[Branded]	Servpro	1
servpro of west fort bend county	Phrase match	None	[Branded]	Servpro	1
servpro work shoes	Phrase match	None	[Branded]	Servpro	1
servpro of gardena	Phrase match	None	[Branded]	Servpro	1
servpro clermont fl	Phrase match	None	[Branded]	Servpro	1
servpro of hockessin	Phrase match	None	[Branded]	Servpro	1
is servpro a ripoff company	Phrase match	None	[Branded]	Servpro	1
apps servpro	Phrase match	None	[Branded]	Servpro	1
tim robbins servpro	Phrase match	None	[Branded]	Servpro	1
servpro pf winter ps	Phrase match	None	[Branded]	Servpro	1
servpro mold removal	Phrase match	None	[Branded]	Servpro	1
servpro directions servpro sumter county	Phrase match	None	[Branded]	Servpro	1

servpro segregation claims	Phrase match	None	[Branded]	Servpro	1
servepro ocoee	Phrase match (close variant)	None	[Branded]	Servpro	1
servepro winterhaven	Phrase match (close variant)	None	[Branded]	Servpro	1
servepro new symerna beach fl	Phrase match (close variant)	None	[Branded]	Servpro	1
serv pro	Exact match (close variant)	None	[Branded]	Servpro	1
dririte water mitigation	Phrase match	None	[Branded]	DriRite	1
dririte tampa	Phrase match	None	[Branded]	DriRite	1
water damage restoration san diego	Phrase match	None	[Water]	Damage	1
water damage restoration clermont fl	Phrase match	None	[Water]	Damage	1
water damage restoration	Exact match	Added	[Water]	Damage	1
water damage restoration seminole	Broad match	None	[Water]	Restoration	1
water damage restoration	Broad match	None	[Water]	Restoration	1
work authorization form water damage restoration	Broad match	None	[Water]	Restoration	1
water restoration companies	Phrase match	None	[Water]	Restoration	1
water restoration orlando fl	Phrase match	None	[Water]	Restoration	1
water restoration kissimmee fl	Phrase match	None	[Water]	Restoration	1
mold assessment and remediation	Broad match	None	[Mold]	Remediation	1
mold remediation winter haven	Phrase match	None	[Mold]	Remediation	1
mold remediation continuing education florida	Phrase match	None	[Mold]	Remediation	1
mold remediation orlando	Phrase match	Added	[Mold]	Remediation	1
after mold remediation how long are the dryers needed	Phrase match	None	[Mold]	Remediation	1
mold remediation in florida	Phrase match	None	[Mold]	Remediation	1
mold remediation courses	Phrase match	None	[Mold]	Remediation	1
air conditioner mold remediation	Phrase match	None	[Mold]	Remediation	1
mold remediation steps	Phrase match	None	[Mold]	Remediation	1



black mold remediation	Phrase match	None	[Mold]	Remediation	1
mold remediation procedures	Phrase match	None	[Mold]	Remediation	1
mold remediation ceiling paint	Phrase match	None	[Mold]	Remediation	1
mold remediation rockledge fl	Phrase match	None	[Mold]	Remediation	1
mold remediation services in clermont florida	Phrase match	None	[Mold]	Remediation	1
mold remediation companies	Phrase match	None	[Mold]	Remediation	1
mold remediation companies in orlando florida	Phrase match	None	[Mold]	Remediation	1
mold remediation sanford	Phrase match	None	[Mold]	Remediation	1
mold remidiation	Exact match (close variant)	None	[Mold]	Remediation	1
bc restoration services	Broad match	None	[Branded]	Servpro	0
water clean up	Broad match	None	[Branded]	Servpro	0
water damage	Broad match	None	[Branded]	Servpro	0
servpro apopka	Phrase match	None	[Branded]	Servpro	0
servpro lakeland	Phrase match	None	[Branded]	Servpro	0
servpro lakeland	Phrase match	None	[Branded]	Servpro	0
servpro winter haven	Phrase match	None	[Branded]	Servpro	0
servpro of winter park	Phrase match	None	[Branded]	Servpro	0
water remediation	Exact match	Added	[Water]	Remediation	0
mold remediation orlando fl	Phrase match	None	[Mold]	Remediation	0

# Paid Search Campaign South Carolina

Our paid campaign yielded \$259 this period. We had 7 clicks with an average CPC of \$37.

Relentless Media >

All campaigns: Dririte SC

Last 30 days: Jun 1

Campaigns													
All enabled campaigns													
Find campaigns													
View Change History													
+ CAMPAIGN													
Edit													
Details													
Bid strategy													
Automate													
Labels													
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Cor
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Branded]	shared \$40.00/day	Eligible	Search Network only	All features	4	365	1.10%	\$45.01	\$180.04	1.5	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Mold]	shared \$40.00/day	Eligible	Search Network only	All features	3	61	4.92%	\$26.37	\$79.10	1.1	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Water]	shared \$40.00/day	Eligible	Search Network only	All features	0	28	0.00%	\$0.00	\$0.00	1.7	
Total - all enabled campaigns							7	454	1.54%	\$37.02	\$259.14	1.5	
Total - Search							7	454	1.54%	\$37.02	\$259.14	1.5	

# Search Term Report South Carolina

Add as keyword						
Add as negative keyword						
<input type="checkbox"/>	Search term	Match type	Added / Excluded	Campaign	Ad group	Clicks
<input type="checkbox"/>	mold remediation	Exact match	Added	[Mold]	Remediation	2
<input type="checkbox"/>	mold removal services	Broad match	None	[Branded]	Servpro	1
<input type="checkbox"/>	semi mold greenville sc	Broad match	None	[Branded]	Servpro	1
<input type="checkbox"/>	servpro for spartanburg south carolina	Phrase match	None	[Branded]	Servpro	1
<input type="checkbox"/>	servpro	Exact match	Added	[Branded]	Servpro	1
<input type="checkbox"/>	hospital grade mold remediation	Phrase match	None	[Mold]	Remediation	1
Other search terms						0
Total						7