

# Advanced HVA

## Monthly Online Marketing Report - August, 2018

**Highlights:** Organic search traffic improved by 58% over the previous period. We had a 65% increase in first time callers this period over last. Our paid campaign yielded 9 calls for the month.

### Traffic



# Important Keyword Ranks

We've continue to show have gains for important key phrases 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 <input type="text" value="Aug 22, 2018"/>		+/- Since <input type="text" value="First Added"/>	
<input type="text" value="Filter keywords"/>		<input type="text" value="Filter tags"/>	
Keyword	Google +/-	Yahoo +/-	Bing +/-
<input type="checkbox"/> varicose veins hudson, fl	1 +100	15 +86	15 +86
<input type="checkbox"/> heart surgeons new port richey, fl	1 +100	20 +81	20 +81
<input type="checkbox"/> aneurysm doctor new port richey, fl	1 +47	6 +95	6 +95
<input type="checkbox"/> aneurysm treatment hudson, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> vein specialist new port richey, fl	1 +100	19 +82	19 +82
<input type="checkbox"/> vein doctor new port richey, fl	1 +78	23 +78	23 +78
<input type="checkbox"/> vein doctor land o' lakes, fl	1 +100	11 +90	11 +90
<input type="checkbox"/> vascular md land o' lakes, fl	1 +100	4 +26	4 +19
<input type="checkbox"/> vascular disease treatment hudson, fl	1 +100	49 +52	49 +52
<input type="checkbox"/> varicose veins new port richey, fl	1 +100	40 +61	40 +61
<input type="checkbox"/> aneurysm doctor land o' lakes, fl	1 +100	- 0	- 0
<input type="checkbox"/> interventional cardiology land o' lakes, fl	1 +100	31 +70	31 +70
<input type="checkbox"/> endovascular specialist new port richey, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> endovascular specialist hudson, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> cardiologist specialist new port richey, fl	1 +100	35 +86	35 +86
<input type="checkbox"/> cardiologist surgeon brooksville, fl	1 +100	14 +87	14 +87
<input type="checkbox"/> cardiologist surgeon hudson, fl	1 +100	9 +92	9 +92
<input type="checkbox"/> endovascular doctor new port richey, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100
<input type="checkbox"/> dr chadda hudson, fl	1 +14	6 +19	6 +7
<input type="checkbox"/> cardiology land o' lakes, fl	1 +100	41 +90	41 +80
<input type="checkbox"/> aneurysm doctor brooksville, fl	2 +99	3 +98	3 +98
<input type="checkbox"/> aneurysm treatment new port richey, fl	2 +99	1 +100	1 +100
<input type="checkbox"/> aneurysm doctor hudson, fl	2 +99	3 +98	3 +98
<input type="checkbox"/> dr chadda brooksville, fl	2 +4	1 +9	1 +9
<input type="checkbox"/> dr chadda new port richey, fl	3 +15	4 +97	4 +18
<input type="checkbox"/> endovascular specialist land o' lakes, fl	4 +97	1 +100	1 +100
<input type="checkbox"/> endovascular doctor hudson, fl	4 +97	1 +100	1 +100

# Total Conversions

## Phone Calls

We had 58 first time callers this period. This is a 65% increase over the previous period.

Jul 23, 2018 to Aug 22, 2018

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	125 (100%)	58 (100%)	2m 12s
 Maps [New Port Richy]	52 (41.6%)	14 (24.1%)	1m 48s
 Maps [Brooksville]	24 (19.2%)	15 (25.9%)	2m 20s
 Google Organic	24 (19.2%)	12 (20.7%)	2m 0s
 Maps [Land O Lakes]	13 (10.4%)	7 (12.1%)	3m 46s
 Google Paid	10 (8.0%)	9 (15.5%)	2m 45s
 Maps [Hudson]	2 (1.6%)	1 (1.7%)	36s

## Form Submissions

10 Form Submissions from Jul 23, 2018 to Aug 22, 2018

 Search...

Table Settings 

Ex

Change: 400% (2 forms) from Secondary Period

Source	Submission Time	Name	Number	Referrer Page	Landing Page
Google Organic	Aug 16 7:22pm	Brohawn M	352-503-7484	www.google.com	www.advancedhva.com/
Google Organic	Aug 16 7:18pm	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Aug 15 4:44pm	Muhammad,Sasha	727-282-3477	www.google.com	www.advancedhva.com/
Google Organic	Aug 12 3:53pm	Harry Miller	813-748-9772	www.google.com	www.advancedhva.com/
Google Organic	Aug 9 7:53am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Aug 9 7:52am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Aug 2 11:45am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Aug 2 11:44am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Jul 30 9:25am	Chapman Denise	813-279-9412	www.google.com	www.advancedhva.com/
Google Organic	Jul 23 4:07pm	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/

# Paid Search Campaign

We had \$249 in total ad spend this period. Our campaign yielded 33 clicks, 849 impressions with an average cost per click of \$7.55. Our paid campaign yielded 9 unique calls for the month.

All campaigns: AdvancedHVA Last 30 days: Jul 23, 2018 - Aug 21, 2018

Campaigns | Ad groups | Settings | Ads | Ad extensions | Keywords | Audiences | Dimensions | Display Network

All but removed campaigns | Segment | Filter | Columns | Find campaigns | View Change History

+	CAMPAIGN		Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost
<input type="checkbox"/>	●	Campaign							
<input type="checkbox"/>	●	Remarketing	\$5.00/day	Eligible	0		--	--	\$0.00
<input type="checkbox"/>	●	[Main]	\$10.00/day	Limited by budget	849	33 clicks	3.89% CTR	\$7.55 per click	\$249.09
Total - all but removed campaigns					849	33	3.89%	\$7.55	\$249.09
Total - all campaigns			\$15.00/day		849	33	3.89%	\$7.55	\$249.09
Total - Search					849	33	3.89%	\$7.55	\$249.09

# Search Term Report

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

<input type="checkbox"/>	Search term	Match type	Added / Excluded	Campaign	Ad group
Total					
<input type="checkbox"/>	dr nader chadda	Exact match	Added	[Main]	Dr Chadda
<input type="checkbox"/>	dr sharma cardiologist brooksville fl	Phrase match	None	[Main]	Cardiologist
<input type="checkbox"/>	cardiologist hudson fl	Exact match	Added	[Main]	Cardiologist
<input type="checkbox"/>	cardiologist new port richy florida	Exact match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	a list of heart doctors in tampa florida	Phrase match	None	[Main]	Heart
<input type="checkbox"/>	heart doctors in zephyrhills fl	Phrase match	None	[Main]	Heart
<input type="checkbox"/>	morsani center doctors vascular surgeons at morsani health center	Phrase match	None	[Main]	Vascular
<input type="checkbox"/>	cardiologist near oak hill hospital brooksville fl	Broad match	None	[Main]	Cardiologist
<input type="checkbox"/>	top cardiologist in new port richy fl	Broad match	None	[Main]	Cardiologist
<input type="checkbox"/>	bayonet point hudson cardiology hudson fl	Phrase match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	dr chris pateras cardiology new port richy fl	Phrase match (close variant)	None	[Main]	Cardiologist

	Total				
<input type="checkbox"/>	bayonet point hudson cardiology hudson fl	Phrase match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	dr chris pateras cardiology new port richy fl	Phrase match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	dr rockwell cardiologist new port richy florida	Phrase match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	cardiologist new port richy fl	Exact match	Added	[Main]	Cardiologist
<input type="checkbox"/>	cardiologist in hudson fl	Exact match (close variant)	None	[Main]	Cardiologist
<input type="checkbox"/>	top rated heart surgeons near tarpon springs fl	Phrase match	None	[Main]	Heart
<input type="checkbox"/>	vascular surgeon brandon fl	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	vascular surgeon bay morton hospital	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	dr chodder vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	vein vascular doctor in wesley chapel	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	vascular surgeonsf for arteries	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	dr murray shames vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	tampa vascular surgeon dr thomas m kerr the vein & vascular institute of tampa bay 2809 w waters ave tampa fl	Phrase match (close variant)	None	[Main]	Vascular
<input type="checkbox"/>	advanced heart & vascular associates dr nader chadda fivay road hudson fl	Phrase match	None	[Main]	Dr Chadda
<input type="checkbox"/>	advanced heart & vascular associates dr nader chadda	Phrase match	None	[Main]	Dr Chadda
<input type="checkbox"/>	florida cardiology group brooksville	Broad match	None	[Main]	Cardiologist
<input type="checkbox"/>	pasco cardiology center hudson fl	Broad match	None	[Main]	Cardiologist
<input type="checkbox"/>	hudson fl cardiologists	Broad match	None	[Main]	Cardiologist
<input type="checkbox"/>	vascular surgeons new port richy fl	Phrase match	None	[Main]	Vascular
<input type="checkbox"/>	tampa general vascular surgeons	Phrase match	None	[Main]	Vascular