

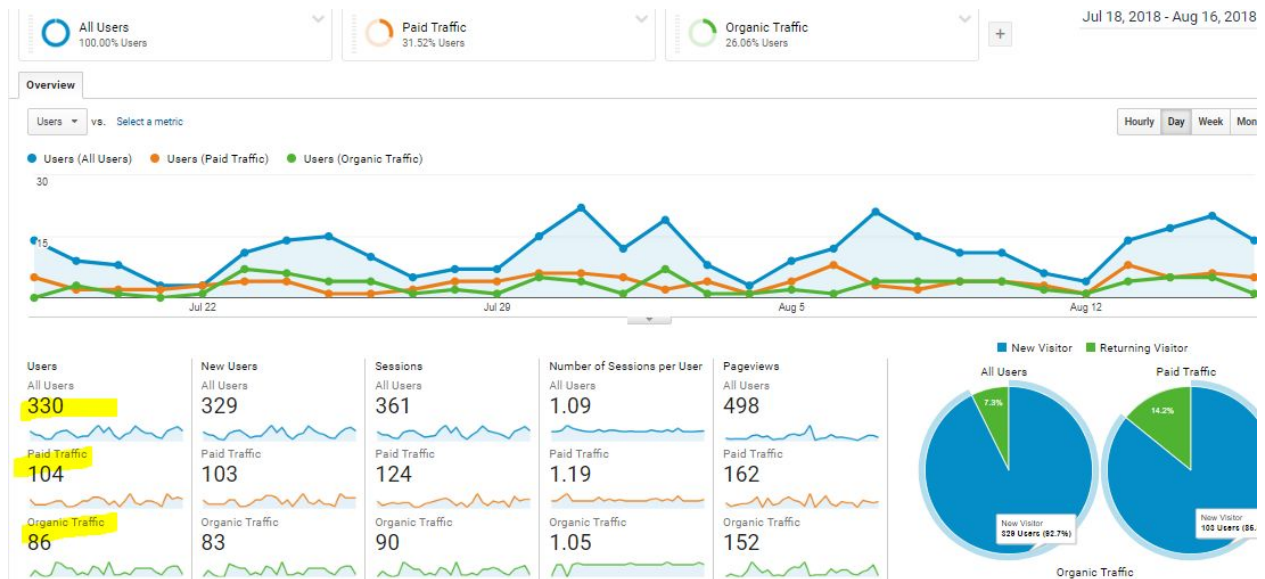
Dririte.net

Monthly Online Marketing Report - August, 2018

Highlights: We had a 36% increase in total conversions for the period over last. We had a 120% increase in phone calls over this same period last year. Our South Carolina campaign yielded 9 phone calls for the period. We now have 12 key phrases targeting South Carolina in the #1 Position on Google.

We had 329 new users to the site this period.

Traffic



Important Keyword Ranks

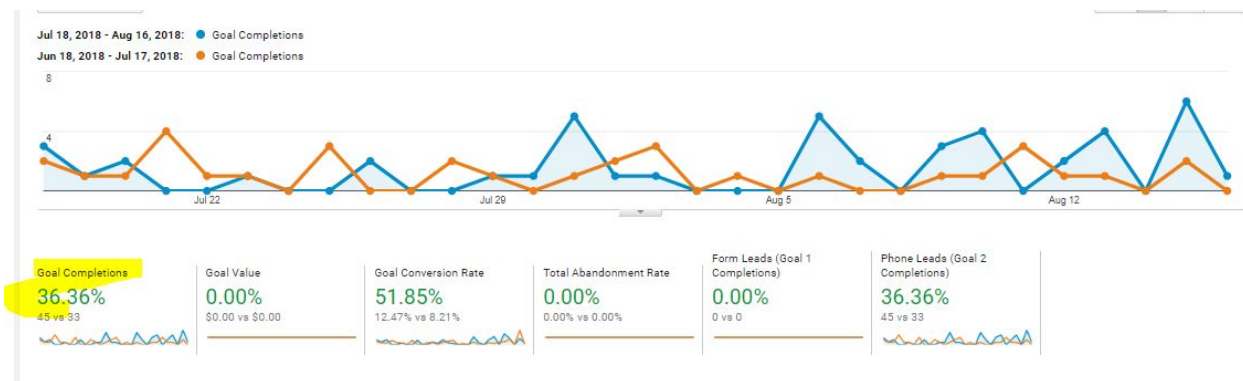
We continue to make gains in ranks for important key phrases. We now have 12 key phrases in the #1 position targeting "South Carolina". As we build authority to dririte.net we'll continue to see gains in ranks and traffic in the coming months.

dririte.net			
UNITED STATES - ENGLISH DRIRITE ORLANDO, FL ADDED JANUARY 17, 2018 BUSINESS ORLANDO, FL ADD TAGS			
Ranks Report for <input type="text" value="Aug 17, 2018"/>		+/- Since: <input type="text" value="First Added"/>	
<input type="text" value="Filter keywords"/>		<input type="text" value="Filter tags"/>	
Keyword	Google +/-	Yahoo +/-	Bing +/-
water extraction services glendale sc	1 +100	1 +100	1 +100
restoration companies in winter garden, fl	1 0	20 +81	20 +81
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	1 +100	1 +100
water removal glendale sc	1 +100	1 +100	1 +100
water remediation whitney heights south carolina	1 +100	1 +100	1 +100
water remediation rosewood sc	1 +100	1 +100	1 +100
moisture detection winter garden	1 0	1 +8	1 +3
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 whitney heights sc	1 +100	1 +100	1 +100
mold remediation glendale sc	1 +100	2 +99	2 +99
water damage restoration rosewood sc	1 +100	1 +100	1 +100
water damage restoration glendale sc	1 +100	1 +100	1 +100
mold remediation spartanburg south carolina	1 +100	7 +94	7 +94
water damage repair winter garden, fl	1 0	11 +10	11 +90
water damage remediation spartanburg sc	1 +100	53 +48	53 +48
water restoration glendale south carolina	2 +99	1 +100	1 +100
mold remediation whitney heights sc	2 +99	2 +99	2 +99
water removal whitney heights sc	2 +99	3 +98	3 +98
mold remediation rosewood south carolina	2 +99	1 +100	1 +100
truss cleaning services orlando	2 0	1 0	1 0
soda blasting orlando	3 +37	23 +78	23 +78
water removal greenwood sc	3 +98	43 +58	43 +58
dehumidification services orlando, fl	5 +6	2 +37	2 +80
water extraction greenwood south carolina	6 +95	19 +82	19 +82
infrared thermography services orlando	8 +11	5 +98	5 +17
water damage remediation greenwood sc	9 +92	23 +78	23 +78
water extraction orlando	9 +6	51 +50	51 -24
mold remediation greenwood sc	11 +90	36 +85	36 +85

water extraction spartanburg sc	12	+89	- 0	- 0
moisture detection orlando	13	-3	15 +19	15 -1
mold remediation apopka	14	+28	81 +20	81 +20
mold restoration greenwood sc	14	+87	- 0	- 0
mold remediation orlando	19	+88	11 +58	11 +90
water removal spartanburg sc	20	+81	- 0	- 0
mold remediation altamonte springs	22	+79	58 +43	58 +43
mold remediation windermere	22	-21	42 +59	42 +59
mold restoration spartanburg sc	23	+78	77 +24	77 +24
water removal orlando	25	+8	58 +43	58 +43
mold damage cleanup orlando	27	+74	28 +87	28 +73
restoration companies in orlando	29	+57	- 0	- 0
microbial growth removal	29	+72	- 0	- 0
water damage repair orlando	35	+28	41 +40	41 +60
water damage restoration orlando	39	+42	- 0	- 0
orlando water damage	46	+34	- 0	- 0
duct cleaning orlando	49	+52	- 0	- 0

Total Conversions

We had 45 total conversions this period. Our South Carolina campaign generated 9 calls for the period.



Orlando PPC Campaign

Our Orlando paid campaign yielded 109 clicks, 3447 impressions, with a \$5901 ad spend this period.

All campaigns

Campaigns										
All enabled campaigns										
+ CAMPAIGN										
Edit Details Bid strategy Automate Labels										
☐	●	Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	C
☐	●	[Remarketing - All Visitors]	DriRite \$200.00/day	Eligible	0	--	--	--	\$0.00	
☐	●	[Branded]	DriRite \$200.00/day	Eligible	2,113	64 clicks	3.03% CTR	\$37.12 per click	\$2,375.90	
☐	●	[Mold]	DriRite \$200.00/day	Eligible	794	30 clicks	3.78% CTR	\$65.82 per click	\$1,974.65	
☐	●	[Water]	DriRite \$200.00/day	Eligible	587	15 clicks	2.65% CTR	\$103.39 per click	\$1,560.88	
Total - all enabled campaigns						3,474	109	3.14%	\$54.14	\$5,901.43
Total - all campaigns			\$200.00/day		3,474	109	3.14%	\$54.14	\$5,901.43	
Total - Search						3,474	109	3.14%	\$54.14	\$5,901.43

We had a 135% increase in phone calls over this same period last year.

47 calls from Jul 18, 2018 to Aug 17, 2018

Change: 135% (20 calls) from Secondary Period

Tracking Number	Start Time	Duration	Keywords
Keyword Pool [DriRite] 877-310-3579	Aug 17 11:33am	2m 11s	not provided
DriRite [Adwords Ad Extension] 407-502-5034	Aug 17 9:51am	2m 27s	
DriRite [Adwords Ad Extension] 407-502-5034	Aug 16 9:03am	2m 57s	
DriRite Orl [Maps] 407-501-8613	Aug 15 4:21pm	9s	
Keyword Pool [DriRite] 877-299-9585	Aug 15 3:51pm	unanswered	not provided
DriRite [Adwords Ad Extension] 407-502-5034	Aug 15 2:02pm	3m 8s	
DriRite [Adwords Ad Extension] 407-502-5034	Aug 15 2:00pm	2m 30s	

South Carolina PPC Campaign

Our South Carolina campaign yielded 24 clicks, 630 impressions, and \$985 in ad spend.









Relentless Media > All campaigns: Dririte SC

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

All enabled campaigns Segment Filter Columns Find campaigns View Change History

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget	Status		Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Branded]	shared \$40.00/day	Limited by budget	<input checked="" type="checkbox"/>	Search Network only	All features	16	501	3.19%	\$41.09	\$657.39	1.4
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Mold]	shared \$40.00/day	Limited by budget	<input checked="" type="checkbox"/>	Search Network only	All features	8	96	8.25%	\$42.35	\$254.11	1.5
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Water]	shared \$40.00/day	Limited by budget	<input checked="" type="checkbox"/>	Search Network only	All features	2	33	6.06%	\$36.91	\$73.82	1.8
Total - all enabled campaigns								24	630	3.81%	\$41.06	\$985.32	1.5
Total - Search								24	630	3.81%	\$41.06	\$985.32	1.5

Jul 18, 2018 to Aug 17, 2018

Source (First Interaction)	Total Calls
	47 (100%)
 DriRite [Adwords Ad Extension]	13 (27.7%)
 Google Paid	11 (23.4%)
 South Carolina [Adwords]	9 (19.1%)
 Google Organic	7 (14.9%)
 DriRite OrI [Maps]	4 (8.5%)
 Yahoo Organic	1 (2.1%)
 Spartanburg [Maps]	1 (2.1%)
 DriRite Jax AdWords	1 (2.1%)