

Pherona Studios

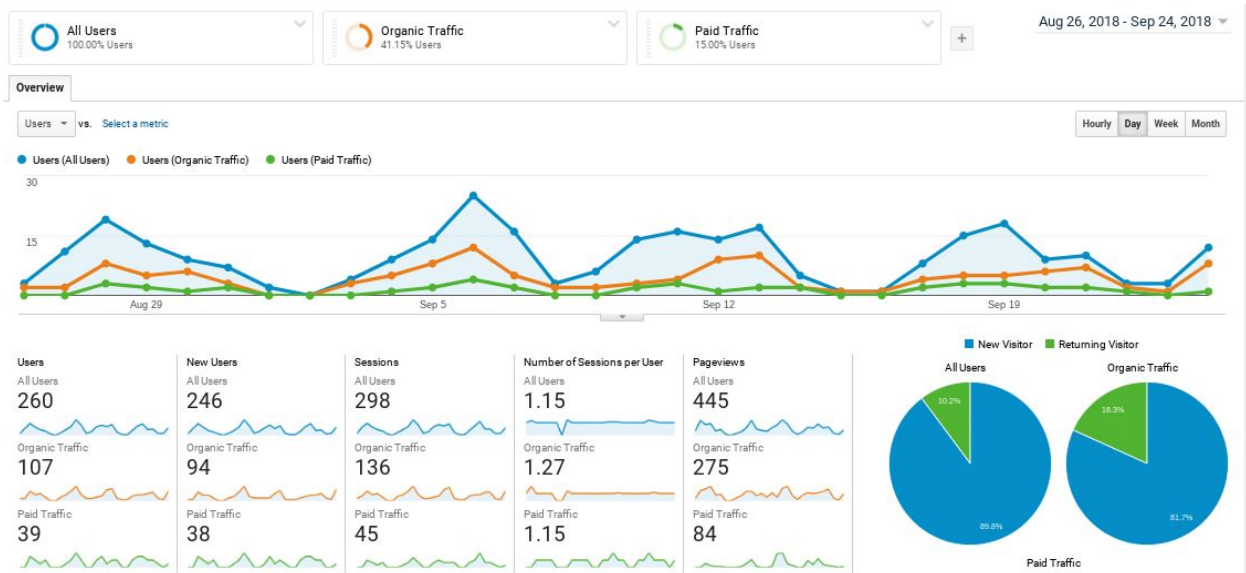
# Advancedhva.com

## Monthly Online Marketing Report - September, 2018

**Highlights:** We had 40 unique phone calls this period. Our paid campaign yielded 6 conversions for the period. We have 41 key phrases on page one of Google.

## Traffic

We had 260 new users to the site this period.



# Important Keyphrase Ranks

We have 41 key phrases on page one of Google. As we continue to build authority to the advancedhva.com site we'll continue to see gains in ranks and organic search traffic.

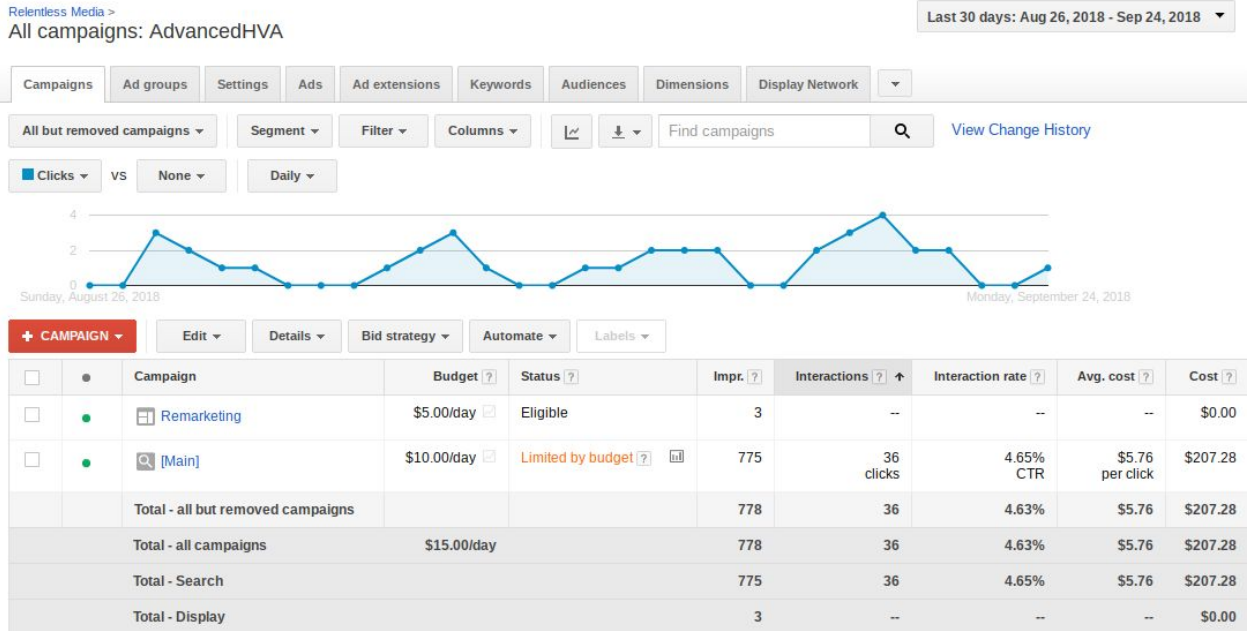
advancedhva.com			
UNITED STATES - ENGLISH              ADVANCED VASCULAR AND HEART ASSOCIATES              HUDSON, FL              ADDED JANUARY 17, 2018              BUSINESS              HUDSON, FL              ADD TAGS			
Ranks Report for <b>Sep 24, 2018</b>		+/- Since <b>First Added</b>	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
heart surgeons new port richiey, fl	1 +100	19 +82	19 +82
aneurysm doctor brooksville, fl	1 +100	3 +98	3 +98
aneurysm doctor land o' lakes, fl	1 +100	3 +98	3 +98
vein treatment doctor new port richiey, fl	1 +100	40 +61	40 +61
aneurysm treatment hudson, fl	1 +100	1 +100	1 +100
aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100
aneurysm treatment new port richiey, fl	1 +100	2 +99	2 +99
vein specialist new port richiey, fl	1 +100	20 +81	20 +81
artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100
vein specialist hudson, fl	1 +100	3 +98	3 +98
vein doctor new port richiey, fl	1 +78	19 +82	19 +82
vein doctor land o' lakes, fl	1 +100	11 +90	11 +90
vascular md new port richiey, fl	1 +23	20 +81	20 +81
vascular md land o' lakes, fl	1 +100	4 +26	4 +19
vascular md hudson, fl	1 +32	11 +90	11 +90
vascular md brooksville, fl	1 +100	20 +81	20 +81
varicose veins new port richiey, fl	1 +100	24 +77	24 +77
varicose veins hudson, fl	1 +100	12 +89	12 +89
cardiologist specialist new port richiey, fl	1 +100	- 0	- 0
varicose veins doctor new port richiey, fl	1 +100	28 +73	28 +73
peripheral vascular doctor new port richiey, fl	1 +100	4 +97	4 +97
peripheral vascular doctor hudson, fl	1 +100	8 +93	8 +93
aneurysm doctor hudson, fl	1 +100	2 +99	2 +99
heart specialist new port richiey, fl	1 +100	19 +82	19 +82
cardiology land o' lakes, fl	1 +100	- 0	- 0

	endovascular specialist new port richey, fl	1 +100	1 +100	1 +100
	endovascular specialist land o' lakes, fl	1 +100	2 +99	2 +99
	dr chadda brooksville, fl	1 +5	1 +9	1 +9
	endovascular specialist hudson, fl	1 +100	1 +100	1 +100
	dr chadda new port richey, fl	1 +17	4 +97	4 +18
	endovascular doctor new port richey, fl	1 +100	1 +100	1 +100
	endovascular doctor hudson, fl	1 +100	1 +100	1 +100
	endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100
	dr chadda hudson, fl	3 +12	5 +20	5 +8
	artery blockage treatment hudson, fl	4 +97	1 +100	1 +100
	interventional cardiology land o' lakes, fl	5 +96	31 +70	31 +70
	aneurysm doctor new port richey, fl	5 +43	7 +94	7 +94
	artery blockage treatment new port richey, fl	6 +95	1 +100	1 +100

	varicose veins treatment hudson, fl	7 +94	9 +92	9 +92
	varicose veins land o' lakes, fl	8 +93	- 0	- 0
	varicose veins doctor hudson, fl	9 +92	4 +97	4 +97
	heart surgeons hudson, fl	11 +90	21 +80	21 +80
	varicose veins treatment land o' lakes, fl	11 +90	9 +92	9 +92
	varicose veins brooksville, fl	12 +89	12 +89	12 +89
	vein doctor hudson, fl	13 +88	10 +91	10 +91
	vascular surgeons hudson, fl	13 +88	19 +82	19 +82
	endovascular specialist brooksville, fl	14 +87	1 +100	1 +100
	vein treatment doctor land o' lakes, fl	14 +87	21 +80	21 +80
	cardiologist specialist hudson, fl	15 +86	48 +53	48 +53
	heart specialist hudson, fl	15 +86	11 +90	11 +90
	varicose veins doctor land o' lakes, fl	16 +85	15 +86	15 +86

# Paid Search Campaign

Our paid campaign yielded 778 impressions, 36 clicks, and an average cpc of \$5.76. Our total ad spend for the month was \$207.28. Our paid campaign yielded 6 phone calls for the period.



## Search Term Report

Search term	Match type	Added / Excluded	Campaign	Ad group	Clicks	Impr.
<b>Total</b>					<b>36</b>	<b>775</b>
dr nader chadda	Exact match	Added	[Main]	Dr Chadda	3	13
number 1 heart doctor in tampa	Phrase match (close variant)	None	[Main]	Heart	2	1
pasco cardiology center hudson fl	Broad match	None	[Main]	Cardiologist	1	3
dr rama reddy cardiologist in hudson bayonet point florida	Broad match	None	[Main]	Cardiologist	1	1
dr matthews cardiologist brooksville fl	Phrase match	None	[Main]	Cardiologist	1	1
dr michael moore cardiologist brooksville fl	Phrase match	None	[Main]	Cardiologist	1	2
cardiologist hudson fl	Exact match	Added	[Main]	Cardiologist	1	2
cardiologist new port richy fl	Exact match	Added	[Main]	Cardiologist	1	3
heart doctors in tampa	Phrase match	None	[Main]	Heart	1	1

heart doctors in tampa that take medicaid	Phrase match	None	[Main]	Heart	1	1
bascular surgeon bri kell	Broad match	None	[Main]	Vascular	1	1
list of vascular surgeons in wesley chapel fl	Phrase match	None	[Main]	Vascular	1	1
vascular surgeons brandon	Phrase match	None	[Main]	Vascular	1	1
neural vascular surgeons	Phrase match	None	[Main]	Vascular	1	1
jackson south vascular surgeons	Phrase match	None	[Main]	Vascular	1	4
lyle breeding vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular	1	4
vascular drs tampa	Phrase match (close variant)	None	[Main]	Vascular	1	1
vascular surgeon usf	Phrase match (close variant)	None	[Main]	Vascular	1	1
best heart and vascular surgeon in tampa	Phrase match (close variant)	None	[Main]	Vascular	1	2
dr mondguill vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular	1	1
best vascular surgeon in tampa	Phrase match (close variant)	None	[Main]	Vascular	1	1
vascular doctor dale mabry tampa	Phrase match (close variant)	None	[Main]	Vascular	1	1
vascular surgeons	Exact match	Added	[Main]	Vascular	1	3
vascular specialist	Exact match	Added	[Main]	Vascular	1	1
advanced heart & vascular associates dr nader chadda 14100 fivay road 150 hudson	Phrase match	None	[Main]	Dr Chadda	1	1
dr nadar chadda	Exact match (close variant)	None	[Main]	Dr Chadda	1	2
dr nader chaddah	Exact match (close variant)	None	[Main]	Dr Chadda	1	1
cardiologist new port richey florida	Exact match (close variant)	None	[Main]	Cardiologist	0	3
vascular surgeon brandon fl	Phrase match (close variant)	None	[Main]	Vascular	0	1
dr murray shames vascular surgeon	Phrase match (close variant)	None	[Main]	Vascular	0	2

# Total Phone Calls

We had 40 first time callers this period. The average phone call lasted 2m and 15 seconds.

Aug 26, 2018 to Sep 25, 2018

[Export](#) ▾

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	76 (100%)	40 (100%)	2m 15s
Maps [New Port Richy]	35 (46.1%)	12 (30.0%)	3m 3s
Maps [Land O Lakes]	13 (17.1%)	9 (22.5%)	1m 26s
Google Organic	9 (11.8%)	6 (15.0%)	59s
Maps [Brooksville]	8 (10.5%)	6 (15.0%)	2m 22s
Google Paid	8 (10.5%)	6 (15.0%)	1m 48s
Maps [Hudson]	3 (3.9%)	1 (2.5%)	1m 30s

# Calls by Day & Time

