

Pherona Studios

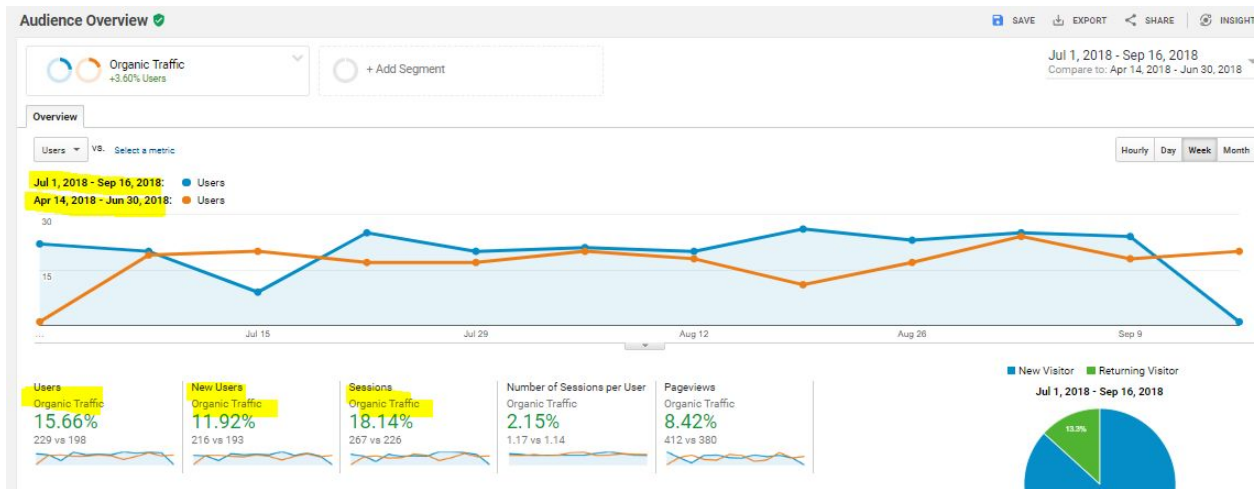
Dririte.net

Monthly Online Marketing Report - September, 2018

Highlights: Organic search traffic is up 18% over the previous period. We had 52 unique callers this period. Our South Carolina paid campaign yielded 10 calls this period.

Organic search traffic is 18% over last period. New users and page views improved this period as well.

Traffic



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to dririte.net we'll continue to see gains in ranks and traffic in the coming months.

Keyword	Google +/-	Yahoo +/-	Bing +/-
moisture detection winter garden	1 0	1 +8	1 +3
restoration companies in winter garden, fl	1 0	- 0	- 0
desiccant drying winter garden	1 0	1 0	1 0
dririte greenwood sc	1 +100	2 0	2 +25
water removal services rosewood sc	1 +100	8 +93	8 +93
water removal glendale sc	1 +100	4 +97	4 +97
water remediation whitney heights south carolina	1 +100	2 +99	2 +99
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	9 +57	9 +13
mold remediation glendale sc	1 +100	42 +59	42 +59
water damage restoration glendale sc	1 +100	44 +57	44 +57
water damage repair winter garden, fl	1 0	11 +10	11 +90
mold remediation rosewood south carolina	1 +100	4 +97	4 +97

	mold remediation spartanburg south carolina	1 +100	4 +97	4 +97
	water removal whitney heights sc	2 +99	- 0	- 0
	water restoration glendale south carolina	2 +99	6 +95	6 +95
	water remediation rosewood sc	2 +99	4 +97	4 +97
	water damage restoration whitney heights sc	2 +99	1 +100	1 +100
	water damage restoration rosewood sc	2 +99	9 +92	9 +92
	truss cleaning services orlando	2 0	1 0	1 0
	infrared thermography services orlando	3 +16	3 +98	3 +19
	water extraction services glendale sc	3 +98	8 +93	8 +93
	dehumidification services orlando, fl	4 +7	2 +37	2 +60
	mold remediation whitney heights sc	5 +98	1 +100	1 +100
	water extraction orlando	5 +10	10 +91	10 +17
	water removal greenwood sc	5 +96	42 +59	42 +59
	water damage remediation greenwood sc	6 +95	35 +86	35 +86
	soda blasting orlando	8 +32	26 +75	26 +75

	mold restoration greenwood sc	8 +93	- 0	- 0
	water extraction greenwood south carolina	9 +92	57 +44	57 +44
	mold remediation greenwood sc	9 +92	- 0	- 0
	mold remediation apopka	14 +28	38 +83	38 +63
	moisture detection orlando	14 -4	12 +22	12 +2
	water extraction spartanburg sc	15 +88	- 0	- 0
	water damage remediation spartanburg sc	19 +82	44 +57	44 +57
	water removal spartanburg sc	20 +81	- 0	- 0
	mold remediation windermere	22 -21	18 +83	18 +83
	mold remediation orlando	27 +80	11 +58	11 +90
	mold remediation altamonte springs	28 +73	43 +58	43 +58
	water removal orlando	28 +5	50 +51	50 +51
	mold restoration spartanburg sc	31 +70	36 +85	36 +85
	mold damage cleanup orlando	36 +85	19 +76	19 +82
	restoration companies in orlando	37 +49	- 0	- 0

	water damage restoration orlando	48 +33	91 +10	91 +10
	water damage repair orlando	50 +13	59 +22	59 +42
	duct cleaning orlando	55 +46	92 +9	92 +9
	orlando water damage	58 +22	- 0	- 0
	water damage orlando, fl	60 +8	60 +41	60 +41
	microbial growth removal	60 +41	- 0	- 0

Total Phone Calls

We had 52 unique calls this period. We had 15 total calls from organic search this period.

52 Unique Callers from Aug 18, 2018 to Sep 17, 2018 Export to CSV

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
864-484-4265	Bowling Rhonda	DriRite	South Carolina [Adwords]	South Carolina [Adwords]	Aug 20 2:47pm	3	3m 11s	1m 19s
407-607-5087	Winter Park, FL	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Sep 10 11:59am	2	1m 49s	1m 10s
989-627-1940	Barron Lisa	DriRite	Keyword Pool [DriRite]	Google Paid	Sep 10 9:22am	2	2m 27s	1m 16s
407-497-0107	Emerick Susan	DriRite	DriRite [Adwords Ad Extension]	DriRite [Adwords Ad Extension]	Sep 8 11:26am	2	1m 45s	55s
864-262-3312	Anderson, SC	DriRite	Spartanburg [Maps]	Spartanburg [Maps]	Aug 31 2:37pm	2	11s	9s
864-381-5907	Spartanburg, SC	DriRite	South Carolina [Adwords]	South Carolina [Adwords]	Aug 29 7:29am	2	1m 2s	51s

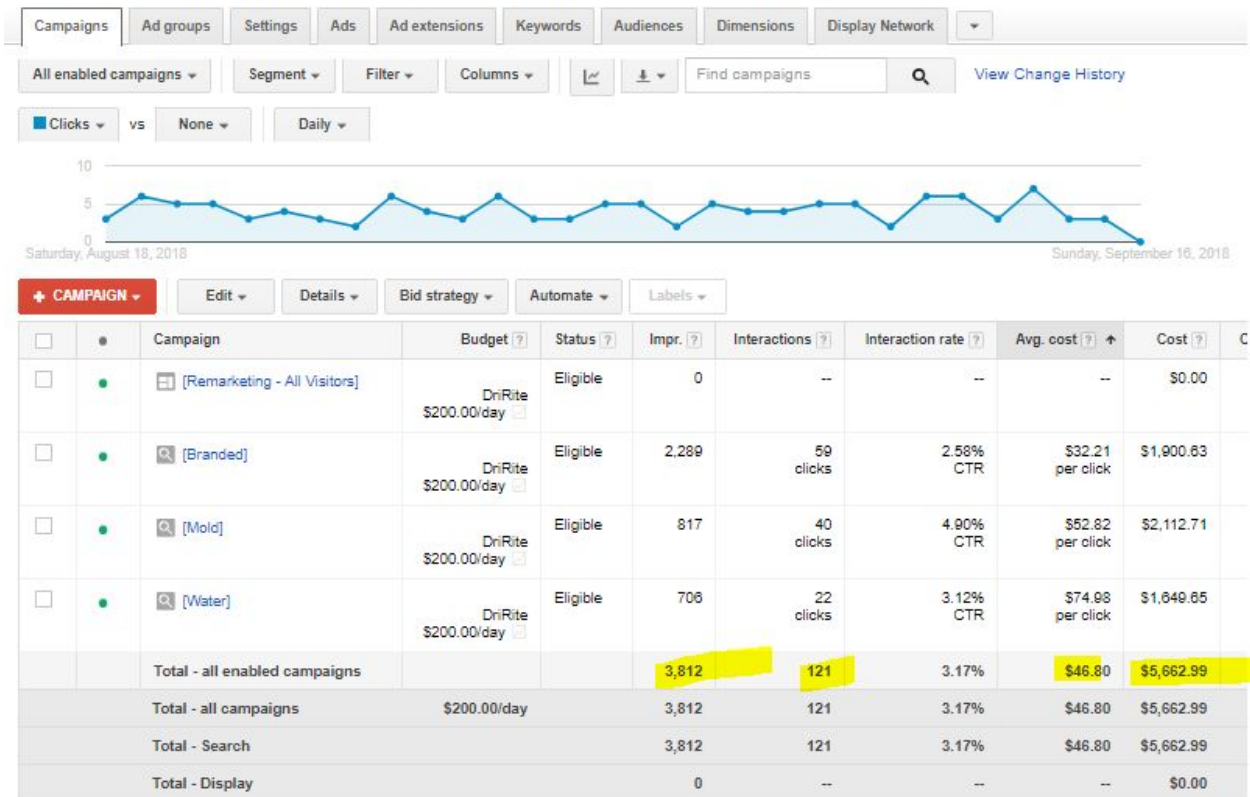
Aug 18, 2018 to Sep 17, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	61 (100%)	50 (100%)	1m 57s
Google Paid	15 (24.6%)	12 (24.0%)	2m 33s
South Carolina [Adwords]	13 (21.3%)	10 (20.0%)	1m 13s
DriRite [Adwords Ad Extension]	12 (19.7%)	9 (18.0%)	2m 14s
Spartanburg [Maps]	7 (11.5%)	6 (12.0%)	1m 20s
Google Organic	7 (11.5%)	6 (12.0%)	2m 43s
DriRite Orl [Maps]	3 (4.9%)	3 (6.0%)	1m 21s
Direct	2 (3.3%)	2 (4.0%)	2m 41s
r.search.aol.com	1 (1.6%)	1 (2.0%)	34s
DriRite Jax AdWords	1 (1.6%)	1 (2.0%)	34s

Central Florida PPC Campaign

Our total ad spend for the month was \$5,663. Our Campaign yielded 3812 impressions, 121 clicks with a 3.17% CTR (click thru rate). Our average cost per click was \$46.80. We yielded a 17% conversion rate this period.

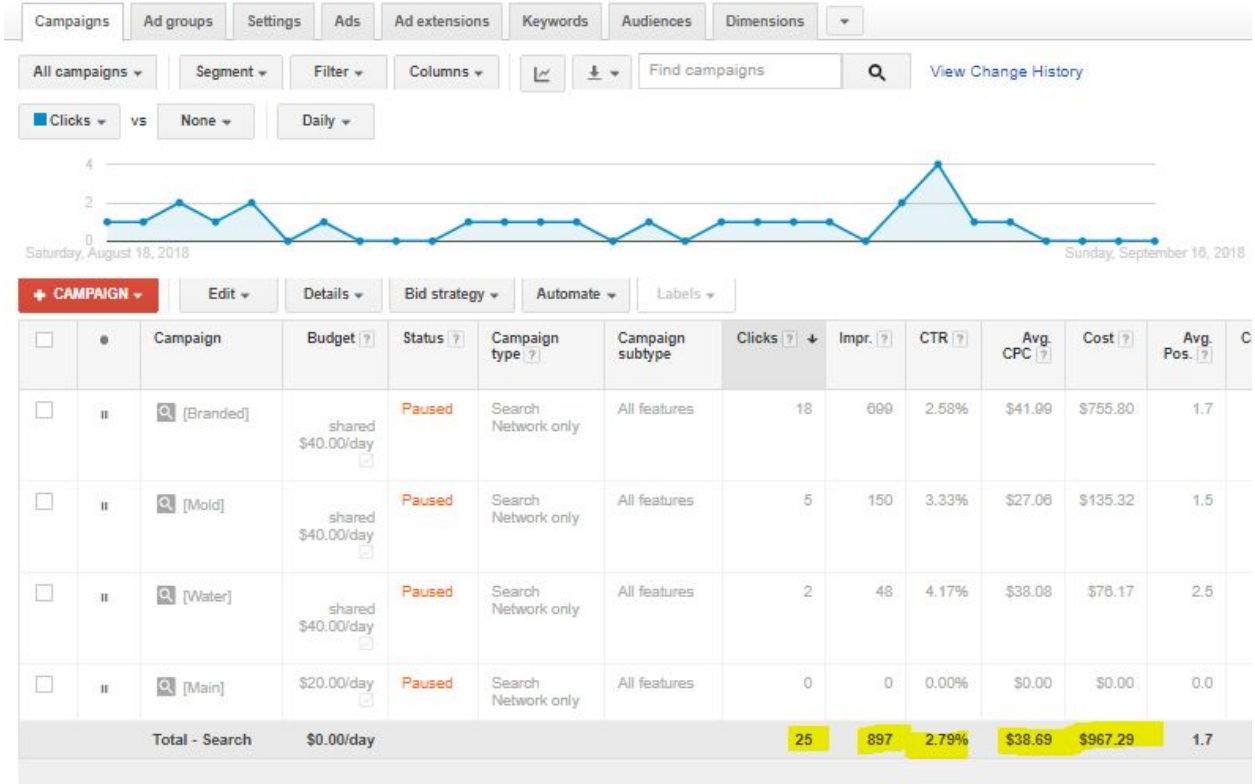
All campaigns



South Carolina

Our South Carolina paid campaign yielded 897 impressions, 25 clicks, and a CTR of 2.97%. We had \$967 in total ad spend for the period. We had 10 first time callers from our campaign this period. This is a 40% conversion rate.

All campaigns: Dririte SC



Competitive analysis

Our paid campaign is at an average of 68% impression share with a 89% top of page rate. This means we are showing up nearly 70% of the time are ads are eligible for. We can improve this by increasing are bids. However, this period we are much more visible than are next competitor servpro.com who is at 49% impression share.

Auction insights report

See how successful your keywords, ad groups, or campaigns are compared to other advertisers participating in the same auctions. Note: This information is based on Google Search traffic for the date range you selected.

Display url domain [?]	Impression share [?] +	Avg. position [?]	Overlap rate [?]	Position above rate [?]	Top of page rate [?]	Outranking share [?]
You	68.72%	2.1	--	--	80.55%	--
servpro.com	49.41%	3.3	51.78%	19.61%	73.27%	61.74%
011restoration.com	36.36%	1.8	36.66%	72.52%	88.93%	60.45%
servprowinterpark.com	22.03%	2.8	21.66%	47.98%	76.10%	61.58%
restorationlocal.com	17.78%	2.6	17.71%	49.85%	81.86%	62.65%
247waterrestoration.com	17.54%	3.3	18.66%	23.72%	78.92%	65.88%
rapidmoldremoval.net	15.54%	2.9	16.49%	27.97%	68.00%	65.55%
bcrcfl.com	13.88%	4.1	14.00%	10.23%	38.45%	67.74%
psmoldfinders.com	13.10%	4.3	13.84%	4.60%	33.94%	68.28%
getcleananddry.com	11.75%	3.2	12.22%	21.46%	67.13%	66.92%
hydradry.com	10.91%	4	11.24%	12.50%	45.08%	67.75%
servioemasterrestore.com	10.44%	4.4	9.94%	11.20%	38.36%	67.95%
orlandowaterdamagecompany.com	10.20%	4	9.70%	15.30%	43.75%	67.70%
orlando-waterdamage.com	< 10%	1.7	5.67%	73.36%	88.74%	65.86%
localproslino.com	< 10%	5.1	7.18%	0.00%	28.27%	68.72%