

Pherona Studios

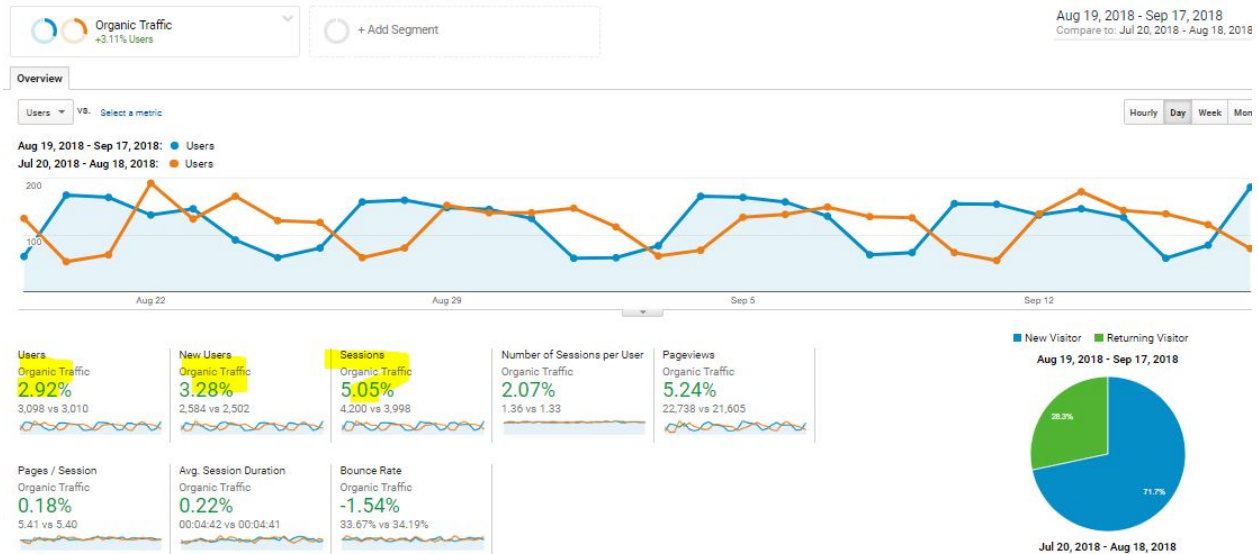
Insteadofflowers.com

Monthly Online Marketing Report - September, 2018

Highlights: Organic search improved 5% over the previous period. We had an 10% improvement in total revenue this period over last. We had a 83% increase in transactions from organic search with a 46% improvement in revenue from our /fl pages.

Organic search traffic, new users and page views all improved over the previous period.

Traffic



Important Keyword Ranks

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

Tampa/ St Petersburg

insteadofflowers.com			
UNITED STATES - ENGLISH INSTEAD OF FLOWERS SAINT PETERSBURG, FL ADDED APRIL 13, 2018 BUSINESS SAINT PETERSBURG, FL ADD TAGS			
Ranks Report for Sep 17, 2018		Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
send a meal st petersburg	2 +1	2 +2	2 +8
gift meals delivered st petersburg	2 +2	2 +2	2 +2
gift meal delivery tampa	2 +1	11 -1	11 -1
gift meals delivered tampa	2 +3	- -22	- 0
send a meal tampa	2 +6	3 0	3 0
send a dinner st petersburg	4 +2	3 +21	3 +98
send a dinner tampa	4 -3	10 +91	10 +91
vegan food delivery st petersburg	25 +78	- 0	- 0
gourmet meal delivery tampa	27 +11	11 +5	11 +11
vegan meal delivery tampa	28 +48	59 +42	59 +42
fresh and fit meals st petersburg	33 +88	- 0	- 0
st petersburg meal prep reviews	38 +12	- 0	- 0
meal delivery tampa	40 +10	99 -22	99 -48
prepared meals tampa	41 +43	89 +12	89 +12
meals delivered tampa	43 +17	78 -32	78 +23

Atlanta

insteadofflowers.com

UNITED STATES - ENGLISH INSTEAD OF FLOWERS ATLANTA, GA ADDED APRIL 7, 2018 ADD TAGS

Ranks Report for Sep 17, 2018

+/- Since First Added

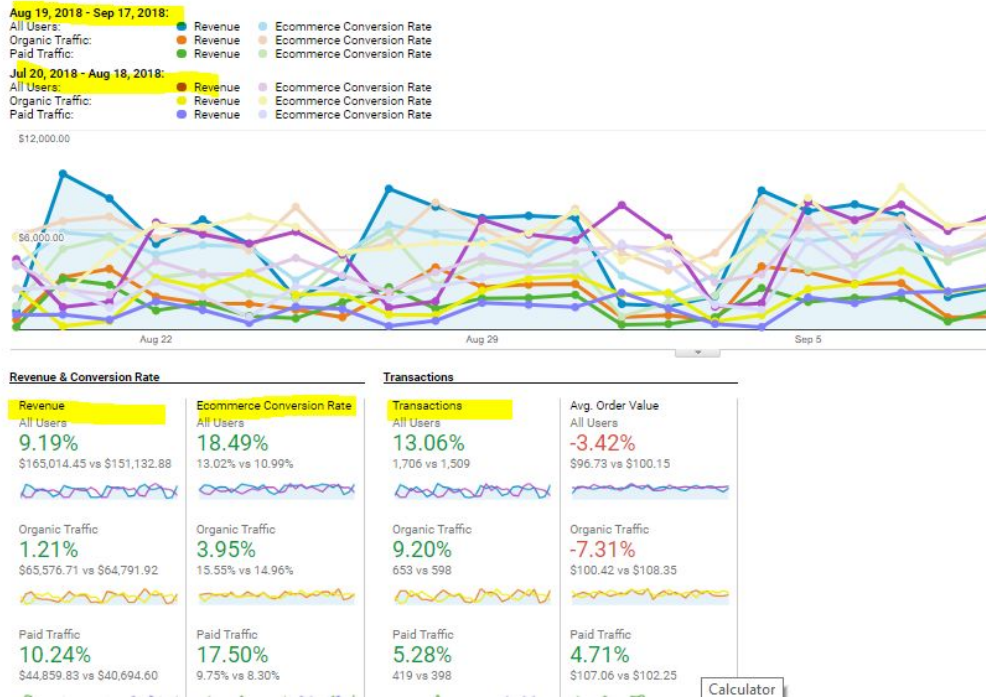
Filter keywords

Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
meal delivery atlanta	1 0	5 +98	5 +98
prepared meal delivery atlanta	1 0	7 +94	7 +20
meals delivered atlanta	1 0	2 +99	2 +99
gourmet meal delivery atlanta	1 0	1 +1	1 +1
best meal delivery service atlanta	2 -1	25 +9	25 +22
kids meal delivery atlanta	11 +9	12 +89	12 +89
gluten free meal delivery atlanta	12 -11	6 +95	6 +21
vegetarian meal delivery atlanta	14 +10	8 +93	8 +93
meal prep delivery atlanta	16 -15	33 +88	33 +88
vegan meal delivery atlanta	19 -18	11 +90	11 +90
healthy meal delivery atlanta	21 +22	21 +80	21 +80
atlanta meal prep reviews	24 +12	19 +82	19 +82
vegan food delivery atlanta	26 +48	48 +53	48 +53

Total Sales/ Conversions

Revenue, Transactions, and Conversion rates all improved over the previous period. Transactions from organic search are up over 9% from the previous period.



/fl/ - Conversions

Transactions and Revenue improved this period over last. We had a 83% increase in transactions from organic search with a 46% improvement in revenue.

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	36.56% 777 vs 569	3.58% 54.05% vs 56.06%	31.66% 420 vs 319	5.22% 52.64% vs 55.54%	3.99% 3.26 vs 2.13	0.46% 00:02:52 vs 00:02:53	100.00% 50 vs 25	113.02% \$4,727.50 vs \$2,219.26	46.46% 6.44% vs 4.99%
Organic Traffic	70.73% 140 vs 82	17.19% 29.29% vs 35.37%	41.38% 41 vs 29	8.39% 42.87% vs 47.56%	1.08% 3.82 vs 2.78	4.34% 00:03:55 vs 00:04:06	83.33% 11 vs 6	46.60% \$1,166.52 vs \$809.28	7.38% 7.86% vs 7.22%
Paid Traffic	51.18% 449 vs 297	7.90% 64.81% vs 70.37%	39.23% 291 vs 209	5.15% 50.78% vs 52.54%	4.52% 3.34 vs 2.19	29.77% 00:02:45 vs 00:02:57	80.00% 18 vs 10	173.35% \$2,532.13 vs \$926.70	19.06% 4.01% vs 3.27%