

Pherona Studios

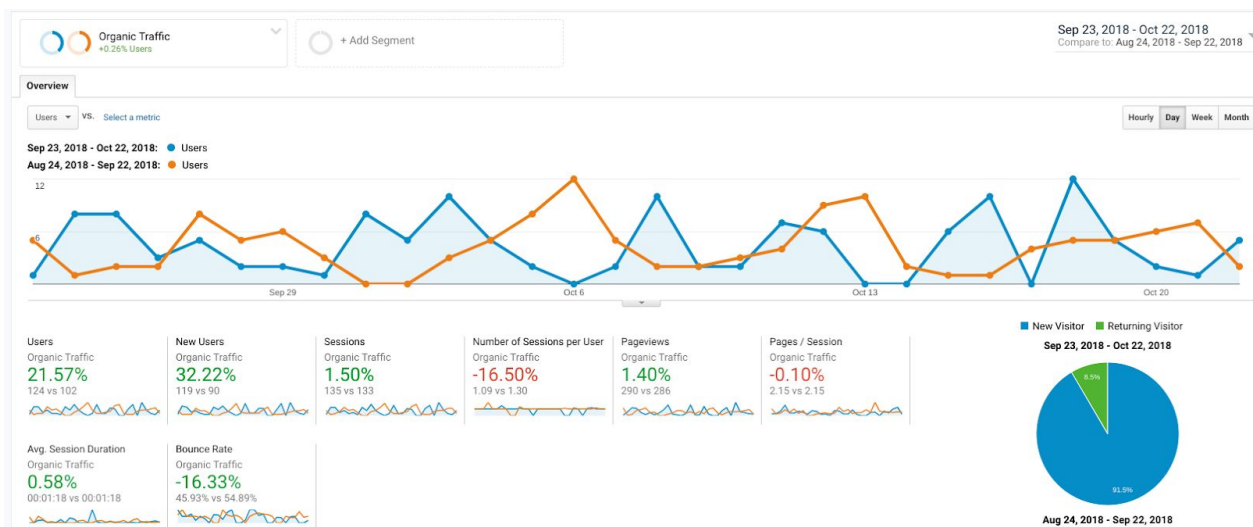
advancedhva.com

Monthly Online Marketing Report - October, 2018

Highlights: Organic search traffic is up 32% over last period. We had 56 first time callers this period. We have 37 key terms on page one of Google. We have 29 key terms in the first 3 search results.

Traffic

Organic search traffic is up 32% over last period.



Important Keyword Ranks

We continue to see gains in all three major search engines. We'll continue to see gains in ranks and traffic as we continue to build authority to the **advancedhva.com** site. We have 37 key terms on page one of Google. We have 29 key terms in the first 3 search results of Google.

#1-3	29	#4-10	8
#11-20	25	#21-50	17
#51-100	0	101+	16

advancedhva.com			
<small>UNITED STATES - ENGLISH ADVANCED VASCULAR AND HEART ASSOCIATES HUDSON, FL ADDED JANUARY 17, 2018 BUSINESS HUDSON, FL ADD TAGS</small>			
Ranks Report for Oct 22, 2018		+/- Since First Added	Filter keywords
Keyword	Google	Yahoo	Bing
heart surgeons new port richey, fl	1 +100	11 +90	11 +90
aneurysm doctor brooksville, fl	1 +100	4 +97	4 +97
vein treatment doctor new port richey, fl	1 +100	39 +62	39 +62
vein specialist new port richey, fl	1 +100	10 +91	10 +91
aneurysm treatment hudson, fl	1 +100	1 +100	1 +100
vein specialist hudson, fl	1 +100	2 +99	2 +99
vein doctor new port richey, fl	1 +78	17 +84	17 +84
vein doctor land o' lakes, fl	1 +100	7 +94	7 +94
artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100
vascular md new port richey, fl	1 +23	9 +92	9 +92
vascular md land o' lakes, fl	1 +100	4 +26	4 +19
vascular md hudson, fl	1 +32	8 +93	8 +93
vascular md brooksville, fl	1 +100	8 +93	8 +93

	varicose veins hudson, fl		1 +100	3 +98	3 +98
	peripheral vascular doctor hudson, fl		1 +100	3 +98	3 +98
	interventional cardiology land o' lakes, fl		1 +100	46 +55	46 +55
	endovascular specialist new port richey, fl		1 +100	1 +100	1 +100
	endovascular doctor new port richey, fl		1 +100	1 +100	1 +100
	cardiologist specialist new port richey, fl		1 +100	- 0	- 0
	endovascular doctor land o' lakes, fl		1 +100	1 +100	1 +100
	endovascular doctor hudson, fl		1 +100	1 +100	1 +100
	dr chadda new port richey, fl		1 +17	3 +98	3 +19
	dr chadda brooksville, fl		1 +5	1 +9	1 +9
	cardiology land o' lakes, fl		1 +100	12 +89	12 +89
	aneurysm doctor hudson, fl		2 +99	3 +98	3 +98
	aneurysm treatment land o' lakes, fl		2 +99	1 +100	1 +100
	artery blockage treatment hudson, fl		3 +98	1 +100	1 +100

	dr chadda hudson, fl		3 +12	5 +20	5 +8
	aneurysm doctor land o' lakes, fl		3 +98	- 0	- 0
	endovascular specialist hudson, fl		4 +97	1 +100	1 +100
	aneurysm treatment new port richey, fl		4 +97	1 +100	1 +100
	vascular disease treatment hudson, fl		5 +96	37 +64	37 +64
	varicose veins treatment hudson, fl		8 +93	7 +94	7 +94
	aneurysm doctor new port richey, fl		8 +40	- 0	- 0
	artery blockage treatment new port richey, fl		9 +92	1 +100	1 +100
	vein doctor hudson, fl		10 +91	7 +94	7 +94
	varicose veins doctor hudson, fl		10 +91	2 +99	2 +99
	endovascular specialist land o' lakes, fl		11 +90	2 +99	2 +99
	heart specialist hudson, fl		12 +89	8 +93	8 +93
	cardiologist specialist hudson, fl		12 +89	7 +94	7 +94
	cardiologist surgeon hudson, fl		14 +87	3 +98	3 +98

	peripheral vascular doctor land o' lakes, fl		14 +87	3 +83	3 +98
	heart specialist brooksville, fl		15 +86	30 +71	30 +71
	varicose veins land o' lakes, fl		15 +86	26 +75	26 +75
	heart doctors hudson, fl		15 +29	8 +93	8 +93
	cardiologist hudson, fl		15 +86	16 +85	16 +85
	cardiologist doctor hudson, fl		16 +85	9 +92	9 +92
	cardiologist specialist brooksville, fl		16 +85	18 +83	18 +83
	varicose veins treatment land o' lakes, fl		16 +85	8 +93	8 +93
	peripheral vascular doctor new port richiey, fl		16 +85	4 +97	4 +97
	vascular surgeons hudson, fl		16 +85	8 +93	8 +93
	heart doctors new port richiey, fl		16 +85	20 +81	20 +81
	varicose veins new port richiey, fl		18 +83	27 +74	27 +74
	vascular surgeons new port richiey, fl		18 +83	19 +82	19 +82
	varicose veins doctor land o' lakes, fl		18 +83	16 +85	16 +85

Total Conversions

We had 56 first time callers this period. Total calls where up 25% over last period. We had 4 form lead this period as well. Our paid campaign yielded 2 calls this period.

Sep 23, 2018 to Oct 23, 2018				Export
Source (First Interaction)	Total Calls	First Time Callers	Average Duration	
	99 (100%)	56 (100%)	2m 14s	
Maps (New Port Richy)	41 (41.4%)	18 (32.1%)	2m 33s	
Google Organic	26 (26.3%)	16 (28.6%)	2m 3s	
Maps (Brooksville)	14 (14.1%)	9 (16.1%)	2m 42s	
Maps (Land O Lakes)	9 (9.1%)	5 (8.9%)	2m 1s	
Maps (Hudson)	7 (7.1%)	6 (10.7%)	31s	
Google Paid	2 (2.0%)	2 (3.6%)	2m 0s	

4 Form Submissions from Sep 23, 2018 to Oct 23, 2018

Change: -20% (5 forms) from Secondary Period

Source	Submission Time	Name	Number	Referrer Page	Landing Page
Google Organic	Oct 20 10:41am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Oct 11 2:07pm	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Oct 11 2:07pm	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/
Google Organic	Oct 3 4:45am	Anonymous	(Not Available)	www.google.com	www.advancedhva.com/

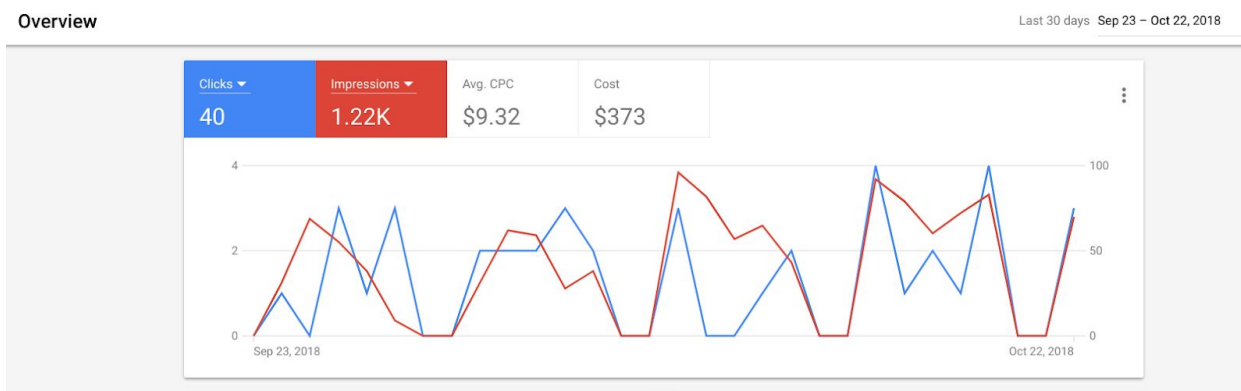
99 calls from Sep 23, 2018 to Oct 23, 2018

Change: 25% (79 calls) from Secondary Period

Tracking Number	Source	Start Time	Duration	Caller	City	Tags	Qualified
Maps [New Port Richey] 727-399-6013	Maps (New Port Richey)	Oct 22 1:57pm	56s	New Port Rl, FL 727-849-6939	New Port Richey, FL	+	+
Organic 877-726-4836	Google Organic	Oct 22 11:11am	45s	Hca Trinity Med 727-834-4454	New Port Richey, FL	+	+
Organic 877-726-4836	Google Organic	Oct 22 11:04am	2m 38s	Hca Trinity Med 727-834-4454	New Port Richey, FL	+	+
Organic 877-726-4836	Google Organic	Oct 22 11:01am	2m 6s	Hca Trinity Med 727-834-4454	New Port Richey, FL	+	+
Maps [New Port Richey] 727-399-6013	Maps (New Port Richey)	Oct 22 10:06am	1m 45s	Life Care Ctr O 727-375-2999	New Port Richey, FL	+	+
Maps [Land O Lakes] 813-308-0685	Maps (Land O Lakes)	Oct 22 9:03am	2m 26s	JO Davis 813-625-2458	Tampa, FL	+	+

Paid Search Campaign

Our paid campaign yielded 40 clicks, 1,220 impressions, with an ad spend of \$373 this period. Our average cost per click is \$9.32.



Search Term Report

We'll continue to monitor our search term report to be sure to remove key terms that trigger irrelevant clicks and wasted ad spend.

The screenshot displays two reports from Google Ads. The left report, 'Search keywords', is a table with columns for Cost, Clicks, and CTR. The right report, 'Searches', shows a list of search terms with a 'Sort by: Impressions' dropdown.

Search keywords	Cost	Clicks	CTR
+vascular +surgeons	\$128.35	13	2.49%
"heart doctors in"	\$86.39	4	6.15%
+vascular +doctors	\$65.88	4	3.03%
+cardiologist +specialist	\$26.77	3	11.54%
+cardiologist +brooksville +fl	\$23.80	7	4.49%

Searches report (Sort by: Impressions):

- SEARCHES: vascular surgeon, dr nader chadda, dr rao cardiologist brooksville fl, dr michael moore cardiologist brooksville fl, best vascular surgeons in florida, dr george joseph brooksville florida cardiologist, heart doctors in plant city fl, lyle breeding vascular surgeon

Top Performing Ads

Our top performing ad received 768 impressions, 18 clicks, with an average CTR of 2.38%.

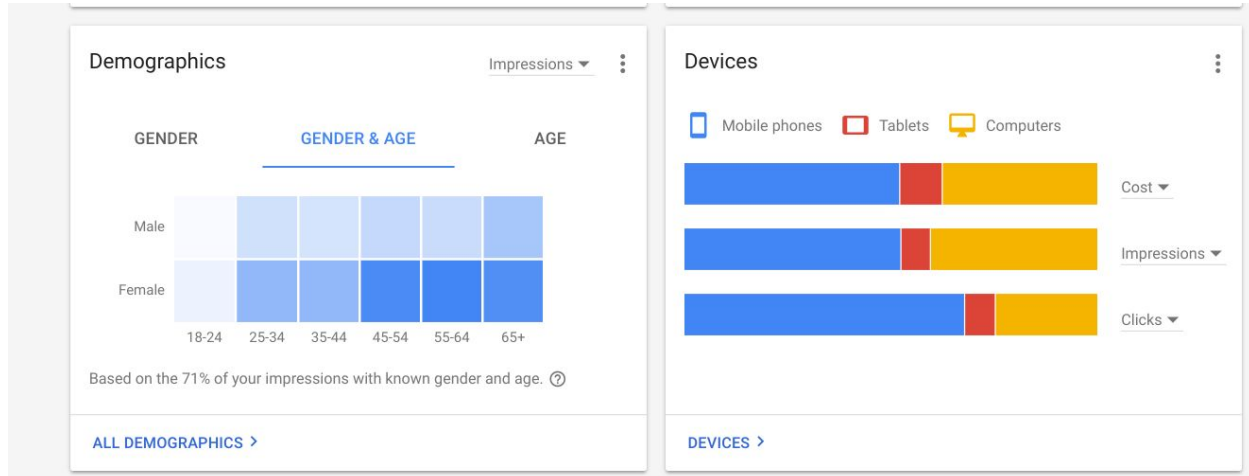
The screenshot displays two reports from Google Ads. The left report, 'Most-shown search ads', shows a preview of an ad and a table with columns for Ad, Impressions, Clicks, and CTR. The right report, 'Display ads', shows a preview of a display ad and a table with columns for Ad, Impressions, Clicks, and CTR.

Most-shown search ads	Ad	Impressions	Clicks	CTR
Cardiologist Dr. Nader Chadda Cardiology & Vascular Experts advancedhva.com/vascular/doctors World Class Cardiologist, Endovascular Intervention, & Nuclear Cardiology. Request an Appointment	Enabled	768	18	2.34%

Display ads report (Sort by: Impressions):

Display ads	Ad	Impressions	Clicks	CTR
All Visitors	Enabled	0	0	0.00%

Demographics and Devices



Days & Times

