

Pherona Studios

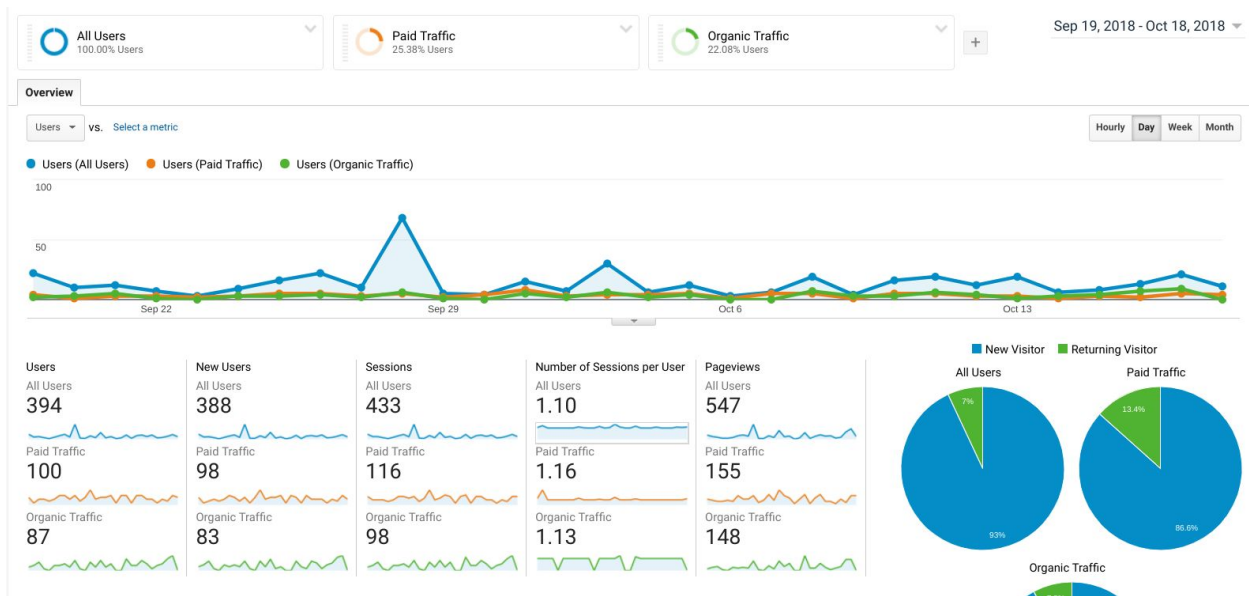
# Dririte.net

## Monthly Online Marketing Report - October, 2018

**Highlights:** We've had 43 first time callers this period. Our paid campaign yielded 22 first time callers. We have 35 key terms on the first page of Google.

## Traffic

We've had 433 visits, 388 new users, and 547 page views this period.



# Important Keyphrase Ranks

We continue to see significant gains in all three major search engines. We now have 35 key terms on page one of Google.

|         |    |        |   |
|---------|----|--------|---|
| #1-3    | 28 | #4-10  | 7 |
| #11-20  | 3  | #21-50 | 8 |
| #51-100 | 5  | 101+   | 3 |

| Keyword  | Google +/- | Yahoo +/- | Bing +/- |
|--|------------|-----------|----------|
| water extraction services glendale sc            | 1 +100     | 8 +93     | 8 +93    |
| restoration companies in winter garden, fl       | 1 0        | 27 +74    | 27 +74   |
| desiccant drying winter garden                   | 1 0        | 1 0       | 1 0      |
| dririte greenwood sc                             | 1 +100     | - -99     | - -74    |
| water removal whitney heights sc                 | 1 +100     | - 0       | - 0      |
| water removal services rosewood sc               | 1 +100     | 2 +99     | 2 +99    |
| water removal glendale sc                        | 1 +100     | 6 +95     | 6 +95    |
| water remediation whitney heights south carolina | 1 +100     | 2 +99     | 2 +99    |
| water remediation rosewood sc                    | 1 +100     | 34 +67    | 34 +67   |
| moisture detection winter garden                 | 1 0        | 1 +8      | 1 +3     |
| water extraction spartanburg sc                  | 1 +100     | 42 +59    | 42 +59   |
| desiccant drying orlando                         | 1 +2       | 1 0       | 1 0      |
| water damage winter garden                       | 1 0        | 9 +11     | 9 +10    |

|  |   |   |        |        |        |
|--|---|---|--------|--------|--------|
|  | water damage restoration winter garden, fl  | + | 1 +3   | 7 +59  | 7 +15  |
|  | mold remediation glendale sc                | + | 1 +100 | 1 +100 | 1 +100 |
|  | water damage restoration whitney heights sc | + | 1 +100 | 2 +99  | 2 +99  |
|  | water damage restoration rosewood sc        | + | 1 +100 | 1 +100 | 1 +100 |
|  | mold remediation spartanburg south carolina | + | 1 +100 | 15 +86 | 15 +86 |
|  | mold remediation whitney heights sc         | + | 1 +100 | 1 +100 | 1 +100 |
|  | water damage restoration glendale sc        | + | 1 +100 | 86 +15 | 86 +15 |
|  | water damage repair winter garden, fl       | + | 1 0    | 11 +10 | 11 +90 |
|  | mold restoration spartanburg sc             | + | 1 +100 | - 0    | - 0    |
|  | water damage remediation spartanburg sc     | + | 1 +100 | 91 +10 | 91 +10 |
|  | water restoration glendale south carolina   | + | 2 +99  | 19 +82 | 19 +82 |
|  | mold remediation rosewood south carolina    | + | 2 +99  | 1 +100 | 1 +100 |
|  | truss cleaning services orlando             | + | 2 0    | 1 0    | 1 0    |
|  | water extraction orlando                    |   | 3 +12  | 11 +90 | 11 +16 |

|  |   |   |        |        |        |
|--|---|---|--------|--------|--------|
|  | water extraction greenwood south carolina |   | 3 +98  | 29 +72 | 29 +72 |
|  | soda blasting orlando                     |   | 4 +36  | 33 +68 | 33 +68 |
|  | water damage remediation greenwood sc     | + | 4 +97  | 26 +75 | 26 +75 |
|  | water removal greenwood sc                |   | 4 +97  | - 0    | - 0    |
|  | infrared thermography services orlando    |   | 4 +15  | 4 +97  | 4 +18  |
|  | dehumidification services orlando, fl     | + | 4 +7   | 1 +38  | 1 +61  |
|  | mold remediation greenwood sc             | + | 5 +96  | 62 +39 | 62 +39 |
|  | mold restoration greenwood sc             |   | 7 +94  | - 0    | - 0    |
|  | mold remediation orlando                  | + | 14 +73 | 9 +60  | 9 +92  |
|  | moisture detection orlando                | + | 16 -6  | 17 +17 | 17 -3  |
|  | mold remediation apopka                   | + | 17 +25 | 19 +82 | 21 +80 |
|  | mold remediation windermere               | + | 22 -21 | 17 +84 | 17 +84 |
|  | water removal spartanburg sc              | + | 24 +77 | 33 +68 | 33 +68 |
|  | water removal orlando                     |   | 27 +6  | 58 +43 | 58 +43 |

# Total Phone Calls

We had 43 unique phone calls this period. Our paid campaign yielded 22 first time callers this period.

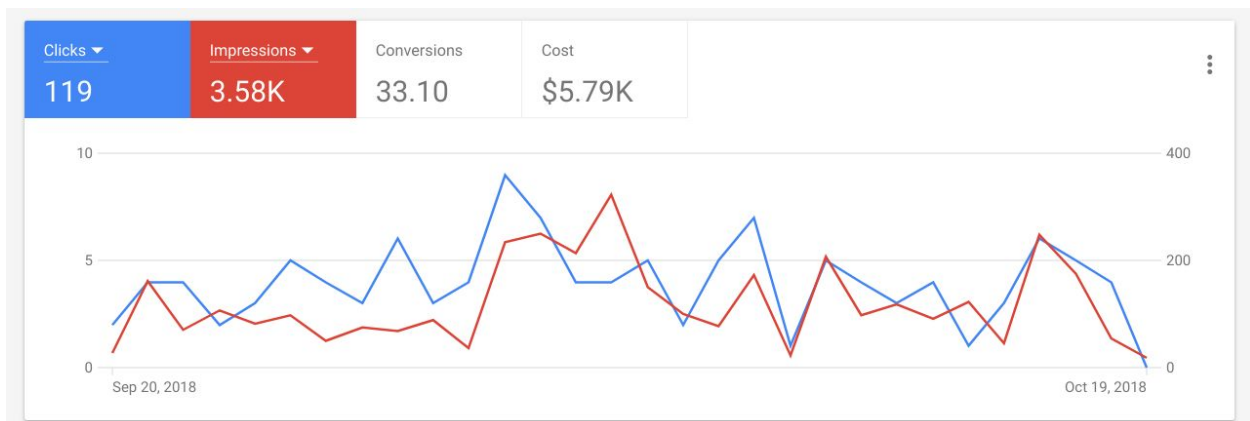
Sep 19, 2018 to Oct 19, 2018

Export ▾

| Source (First Interaction)  | Total Calls | First Time Callers | Average Duration |
|---|-------------|--------------------|------------------|
|   | 52 (100%)   | 43 (100%)          | 2m 0s            |
| <span style="color: #0056b3;">■</span> DriRite [Adwords Ad Extension] | 15 (28.8%)  | 10 (23.3%)         | 2m 0s            |
| <span style="color: #4a90e2;">■</span> Google Paid                    | 13 (25.0%)  | 12 (27.9%)         | 2m 33s           |
| <span style="color: #27ae60;">■</span> Direct                         | 6 (11.5%)   | 5 (11.6%)          | 3m 42s           |
| <span style="color: #8e44ad;">■</span> Google Organic                 | 6 (11.5%)   | 4 (9.3%)           | 1m 57s           |
| <span style="color: #f1c40f;">■</span> DriRite Ori [Maps]             | 5 (9.6%)    | 5 (11.6%)          | 50s              |
| <span style="color: #e74c3c;">■</span> South Carolina [Adwords]       | 3 (5.8%)    | 3 (7.0%)           | 15s              |
| <span style="color: #e74c3c;">■</span> DriRite 800 (Organic)          | 3 (5.8%)    | 3 (7.0%)           | 39s              |
| <span style="color: #e74c3c;">■</span> Spartanburg [Maps]             | 1 (1.9%)    | 1 (2.3%)           | 34s              |

# Paid Search Campaign

Our paid campaign yielded 119 clicks, 3580 impressions, and an ad spend of \$5,790 this period.



# Search Term Report

We'll continue to monitor our search term report and eliminate key terms that do not convert and lead to wasted spend.

### Search keywords

|                     | Cost       | Clicks | CTR   |
|---------------------|------------|--------|-------|
| servpro             | \$2,366.64 | 58     | 2.64% |
| +water +restoration | \$1,162.81 | 11     | 3.54% |
| "mold remediation"  | \$1,040.94 | 19     | 5.71% |
| +mold +remediation  | \$803.15   | 15     | 4.39% |
| "water restoration" | \$154.97   | 2      | 1.50% |

ALL KEYWORDS > Page 1 of 3 ^ v

### Searches

Sort by: Impressions

SEARCHES

WORDS

ALL SEARCHES > Page 1 of 8 ^ v

# Ad Performance

Our remarketing campaign yielded 11 impressions this period. Our most shown ad had 1,821 impressions and 50 clicks with an CTR of 2.75%.

### Most-shown search ads

Ad group: Servpro

Servpro Alternative | DriRite | 30 Min  
Emergency Response 24/7  
www.dririte.net/water/mold

Dririte is Orlando's top mold & water remediation company. Learn More Now!  
Mold Remediation

| Ad      | Impressions | Clicks | CTR   |
|---------|-------------|--------|-------|
| Enabled | 1,821       | 50     | 2.75% |

ALL SEARCH ADS > < 1 of 10 >

### Display ads

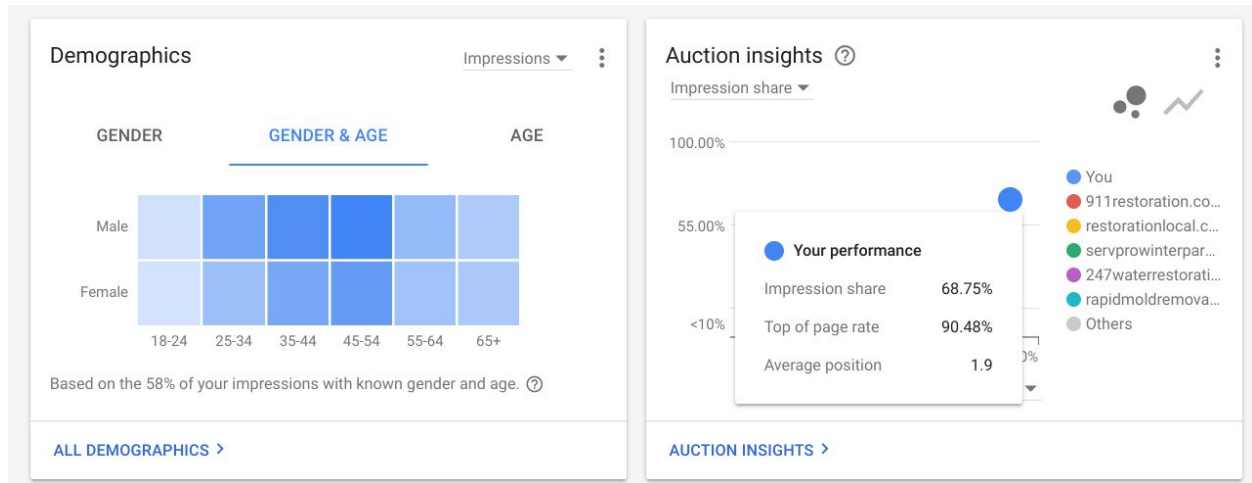
Sort by: Impressions

| Ad      | Impressions | Clicks | CTR   |
|---------|-------------|--------|-------|
| Enabled | 11          | 0      | 0.00% |

ALL DISPLAY ADS > < 1 of 8 >

# Auction Insights/ Competitor Analysis

Our impression share is nearly 70%. Our top of page rate is over 90%. We can increase our impression share by increasing our budget.



| Display URL domain       | ↓ Impression share | Avg. position | Overlap rate | Position above rate | Top of page rate | Outranking share |
|--------------------------|--------------------|---------------|--------------|---------------------|------------------|------------------|
| You                      | 68.75%             | 1.9           | —            | —                   | 90.48%           | —                |
| 911restoration.com       | 38.30%             | 1.7           | 38.87%       | 67.10%              | 90.65%           | 50.81%           |
| restorationlocal.com     | 28.76%             | 2.8           | 28.85%       | 31.35%              | 78.99%           | 62.53%           |
| servprowinterpark.com    | 20.12%             | 2.8           | 20.48%       | 44.70%              | 76.23%           | 62.45%           |
| 247waterrestoration.com  | 18.36%             | 3.3           | 19.46%       | 14.62%              | 78.27%           | 66.79%           |
| servpro.com              | 18.01%             | 3.3           | 15.83%       | 22.60%              | 72.26%           | 66.29%           |
| rapidmoldremoval.net     | 14.91%             | 2.6           | 15.18%       | 15.77%              | 77.53%           | 67.10%           |
| psmoldfinders.com        | 14.19%             | 4.5           | 14.99%       | 2.26%               | 28.10%           | 68.51%           |
| hydradry.com             | 11.91%             | 3.9           | 12.39%       | 15.91%              | 52.20%           | 67.39%           |
| servicemasterrestore.com | 11.19%             | 4.3           | 11.32%       | 7.21%               | 48.27%           | 68.18%           |
| rttfl.com                | 10.30%             | 4.4           | 11.49%       | 4.90%               | 37.22%           | 68.36%           |
| r5services.com           | < 10%              | 3.6           | 5.27%        |                     |                  |                  |
| orlando-waterdamage.com  | < 10%              | 1.9           | 5.13%        |                     |                  |                  |

# Devices and Ad Schedule

