

Pherona Studios

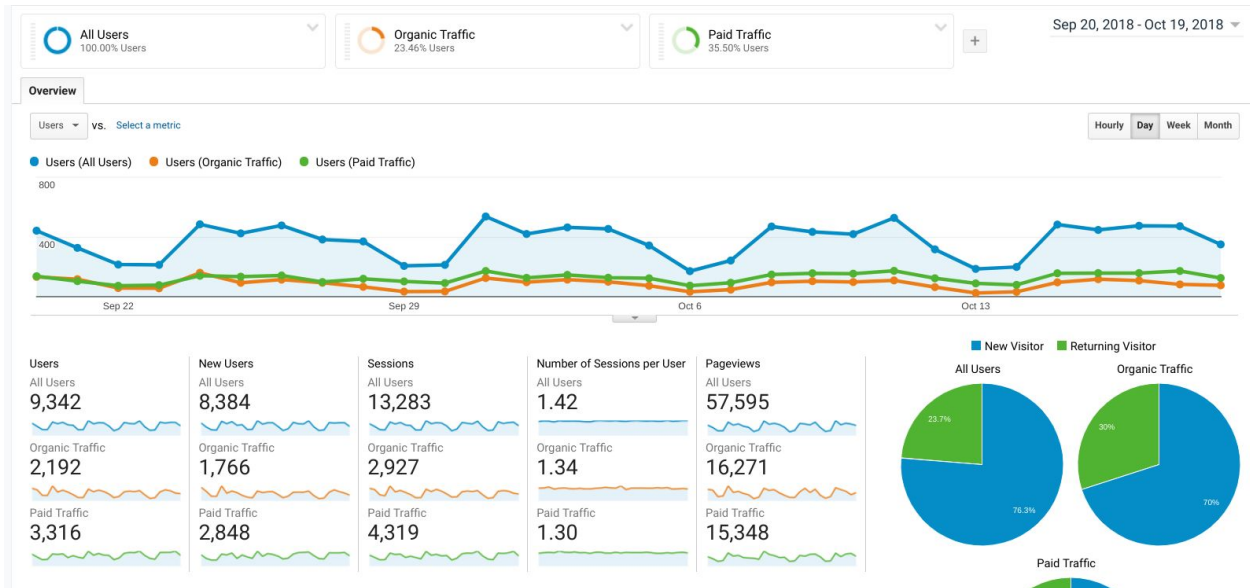
Insteadofflowers.com

Monthly Online Marketing Report - October, 2018

Highlights: We generated 551 total transactions with \$56,141 in revenue from organic search. Conversion rate from organic search is at 18% while our average order value is \$101.89.

Traffic

We've had 13,283 visits, 8,385 new users, and 57,595 page views this period.








Important Keyphrase 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 **insteadofflowers.com** site.













Atlanta

insteadofflowers.com				UNITED STATES - ENGLISH INSTEAD OF FLOWERS ATLANTA, GA ADDED APRIL 7, 2018 ADD TAGS			CSV
Ranks Report for Oct 20, 2018		+/- Since First Added	Filter keywords	Filter tags			
Keyword	Google +/-	Yahoo +/-	Bing +/-				
meal delivery atlanta	1 0	6 +95	6 +95				
prepared meal delivery atlanta	1 0	- 0	- -74				
gluten free meal delivery atlanta	1 0	7 +94	7 +20				
meals delivered atlanta	1 0	1 +100	1 +100				
gourmet meal delivery atlanta	1 0	1 +1	1 +1				
meal prep delivery atlanta	1 0	24 +77	24 +77				
best meal delivery service atlanta	2 -1	38 -4	38 +9				
kids meal delivery atlanta	10 +10	14 +87	14 +87				
vegetarian meal delivery atlanta	13 +11	12 +89	12 +89				
healthy meal delivery atlanta	21 +22	19 +82	19 +82				
atlanta meal prep reviews	28 +8	19 +82	19 +82				

St. Petersburg/ Tampa

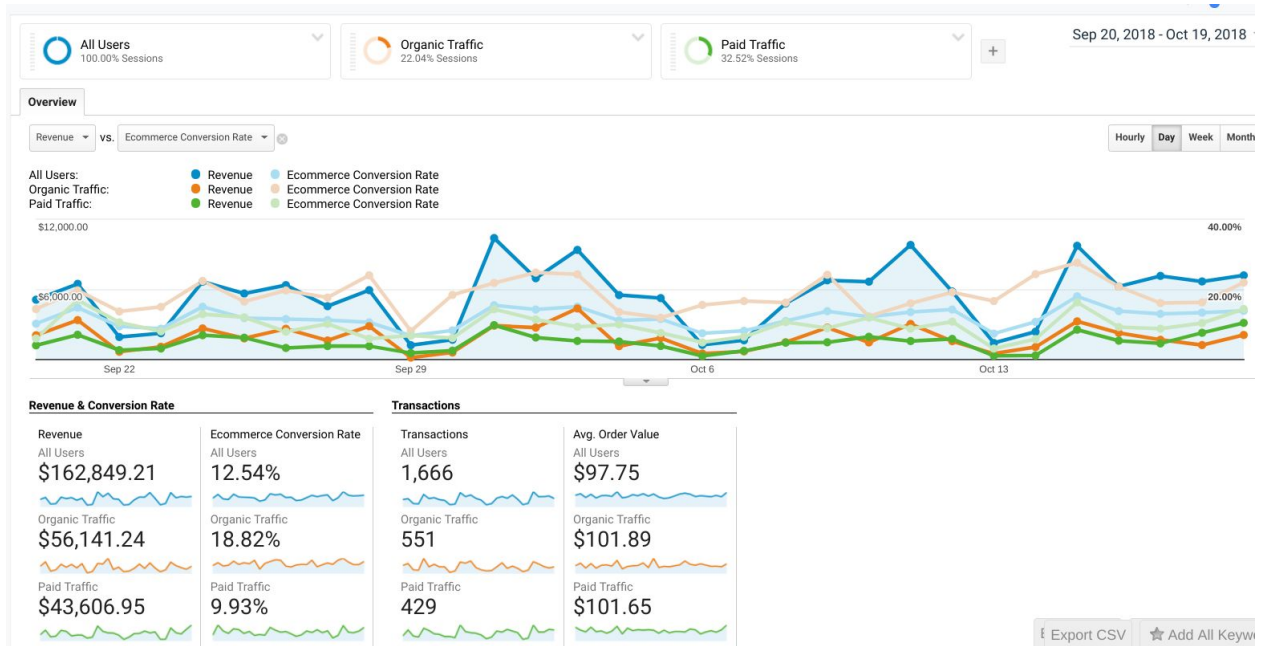
insteadofflowers.com  SAINT PETERSBURG, FL  ADDED APRIL 13, 2018 BUSINESS  SAINT PETERSBURG, FL  ADD TAGS  CSV

Ranks Report for  +/- Since

Keyword	Google +/-	Yahoo +/-	Bing +/-
 <input type="checkbox"/> send a meal tampa	1 +7	3 0	3 0
 <input type="checkbox"/> send a dinner tampa	2 -1	10 +91	5 +96
 <input type="checkbox"/> send a meal st petersburg	5 -2	4 0	6 +4
 <input type="checkbox"/> gift meals delivered tampa	8 -3	4 +5	5 +96
 <input type="checkbox"/> gift meal delivery tampa	8 -5	2 +8	3 +7
 <input type="checkbox"/> send a dinner st petersburg	13 -7	1 +23	1 +100
 <input type="checkbox"/> good measure meals st petersburg	27 +74	- 0	- 0
 <input type="checkbox"/> best meal delivery service st petersburg	32 +69	30 +71	- 0
 <input type="checkbox"/> vegan food delivery st petersburg	36 +65	- 0	- 0
 <input type="checkbox"/> gourmet meal delivery tampa	37 +1	7 +9	22 0
 <input type="checkbox"/> vegan meal delivery tampa	51 +25	40 +61	- 0
 <input type="checkbox"/> meal delivery tampa	52 +7	76 +1	41 +10

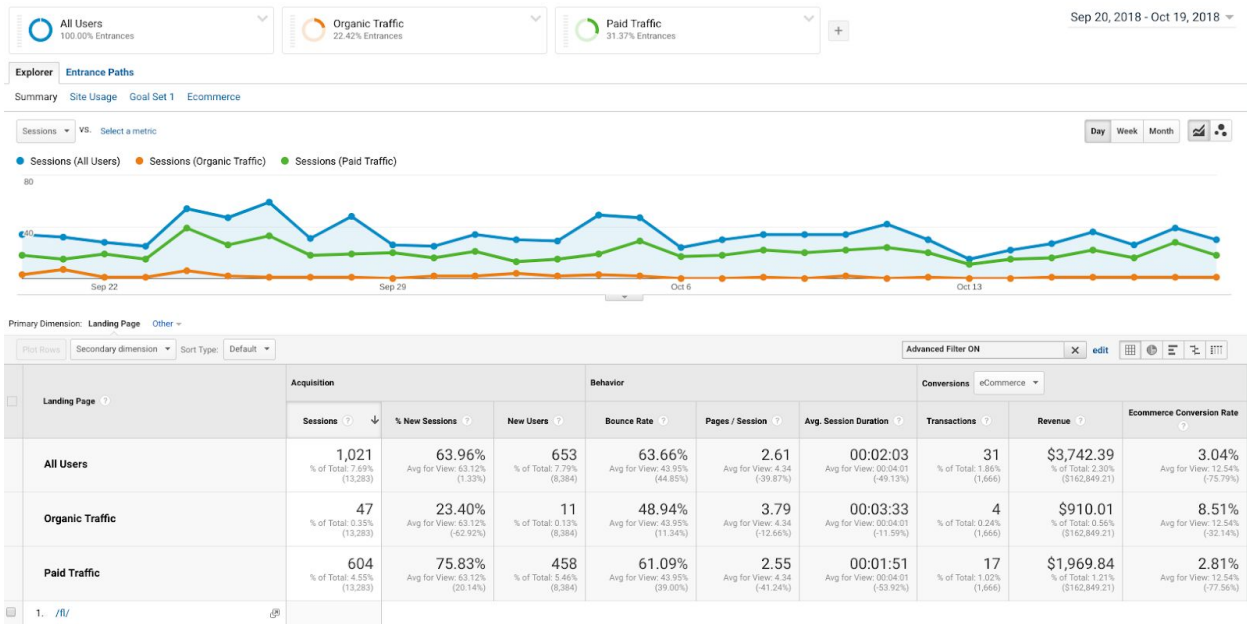
Total Conversions/ Revenue

We had 1,666 total transactions this period. Organic search generated 551 total transactions with \$56,141 in revenue.



St. Petersburg/ Tampa- Conversion & Revenue

We had 31 total transactions with \$3,742 in total revenue from our /fil/ page.



Top Performing Products

