

Pherona

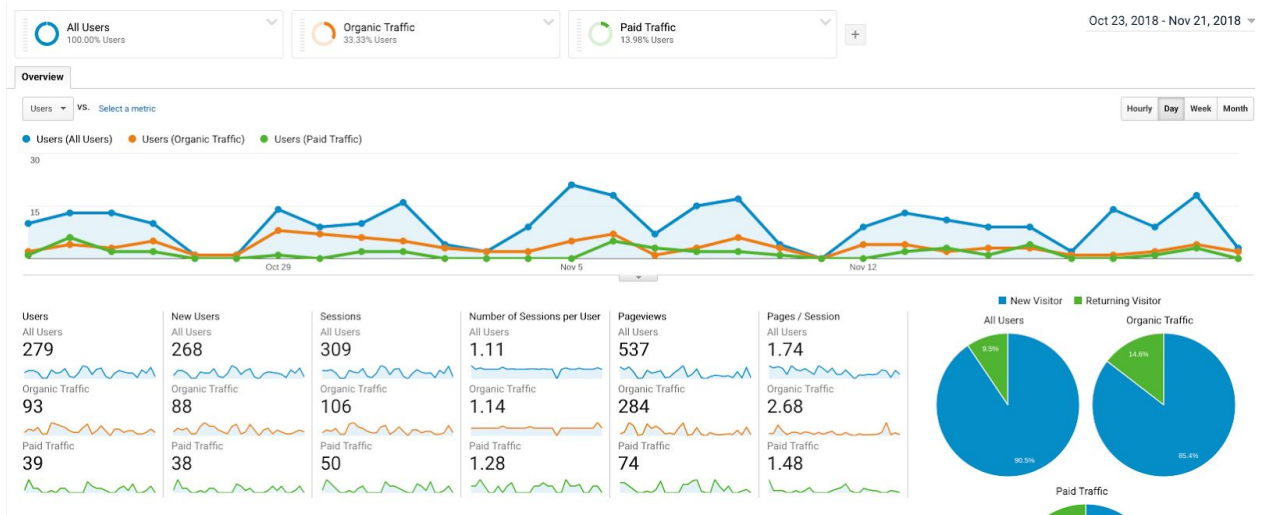
advancedhva.com

Monthly Online Marketing Report - November, 2018

Highlights: We had 39 unique conversions this period. We had 36 first time callers and 3 form leads. Our paid campaign yielded 2 conversions this period. We have 45 key terms on page one of Google.

Traffic

We had 268 new users to the site this period.



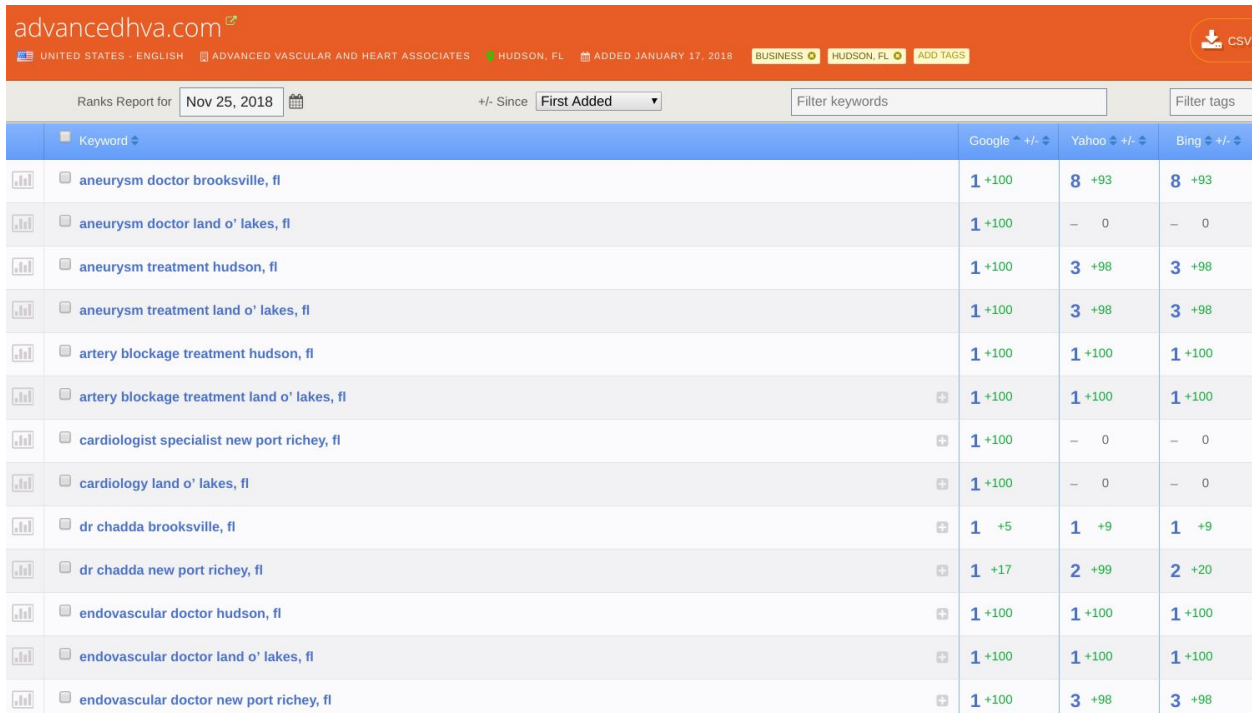
Important Keyphrase Ranks

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 **advancedhva.com** site. We have 45 key terms on page one of Google. 34 in the top 3 search results.



A summary table titled "Google Rankings" showing the distribution of 45 key terms across different rank ranges. The table is organized into two columns of rank ranges and two columns of counts.

Rank Range	Count	Rank Range	Count
#1-3	34	#4-10	11
#11-20	19	#21-50	21
#51-100	0	101+	10



A screenshot of the advancedhva.com search engine rankings report. The report shows a list of 15 keywords with their respective ranks in Google, Yahoo, and Bing. The report is dated Nov 25, 2018, and shows a change in rank since it was first added.

Keyword	Google +/-	Yahoo +/-	Bing +/-
aneurysm doctor brooksville, fl	1 +100	8 +93	8 +93
aneurysm doctor land o' lakes, fl	1 +100	- 0	- 0
aneurysm treatment hudson, fl	1 +100	3 +98	3 +98
aneurysm treatment land o' lakes, fl	1 +100	3 +98	3 +98
artery blockage treatment hudson, fl	1 +100	1 +100	1 +100
artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100
cardiologist specialist new port richiey, fl	1 +100	- 0	- 0
cardiology land o' lakes, fl	1 +100	- 0	- 0
dr chadda brooksville, fl	1 +5	1 +9	1 +9
dr chadda new port richiey, fl	1 +17	2 +99	2 +20
endovascular doctor hudson, fl	1 +100	1 +100	1 +100
endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100
endovascular doctor new port richiey, fl	1 +100	3 +98	3 +98

	endovascular specialist hudson, fl	+	1 +100	1 +100	1 +100
	endovascular specialist new port richy, fl	+	1 +100	1 +100	1 +100
	heart surgeons new port richy, fl	+	1 +100	11 +90	11 +90
	interventional cardiology land o' lakes, fl	+	1 +100	- 0	- 0
	peripheral vascular doctor hudson, fl	+	1 +100	3 +98	3 +98
	varicose veins doctor new port richy, fl	+	1 +100	27 +74	27 +74
	varicose veins hudson, fl	+	1 +100	9 +92	9 +92
	varicose veins treatment hudson, fl	+	1 +100	- 0	- 0
	vascular md brooksville, fl	+	1 +100	8 +93	8 +93
	vascular md hudson, fl	+	1 +32	4 +97	4 +97
	vascular md land o' lakes, fl	+	1 +100	7 +23	7 +16
	vascular md new port richy, fl	+	1 +23	- 0	- 0
	vein doctor land o' lakes, fl	+	1 +100	- 0	- 0
	vein doctor new port richy, fl	+	1 +78	8 +93	8 +93

	vein specialist hudson, fl	+	1 +100	4 +97	4 +97
	vein specialist land o' lakes, fl	+	1 +100	8 +93	8 +93
	vein specialist new port richy, fl	+	1 +100	10 +91	10 +91
	vein treatment doctor new port richy, fl	+	1 +100	- 0	- 0
	aneurysm treatment new port richy, fl		2 +99	- 0	- 0
	aneurysm doctor hudson, fl	+	3 +98	3 +98	3 +98
	varicose veins doctor hudson, fl		3 +98	4 +97	4 +97
	artery blockage treatment new port richy, fl		4 +97	2 +99	2 +99
	dr chadda hudson, fl		4 +11	5 +20	5 +8
	vascular disease treatment hudson, fl	+	5 +96	29 +72	29 +72
	aneurysm doctor new port richy, fl		9 +39	- 0	- 0
	endovascular specialist land o' lakes, fl	+	9 +92	2 +99	2 +99
	varicose veins brooksville, fl		9 +92	19 +82	19 +82
	vein doctor hudson, fl	+	9 +92	8 +93	8 +93

	<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl		10 ⁺⁹¹	2 ⁺⁸⁴	2 ⁺⁹⁹
	<input type="checkbox"/> varicose veins doctor brooksville, fl		10 ⁺⁹¹	7 ⁺⁹⁴	7 ⁺⁹⁴
	<input type="checkbox"/> varicose veins treatment land o' lakes, fl		10 ⁺⁹¹	15 ⁺⁸⁶	15 ⁺⁸⁶
	<input type="checkbox"/> vascular disease treatment land o' lakes, fl		10 ⁺⁹¹	11 ⁺⁹⁰	11 ⁺⁹⁰
	<input type="checkbox"/> cardiologist specialist hudson, fl		11 ⁺⁹⁰	– 0	– 0
	<input type="checkbox"/> heart specialist hudson, fl		11 ⁺⁹⁰	8 ⁺⁹³	8 ⁺⁹³
	<input type="checkbox"/> varicose veins land o' lakes, fl		11 ⁺⁹⁰	24 ⁺⁷⁷	24 ⁺⁷⁷
	<input type="checkbox"/> cardiologist surgeon hudson, fl		13 ⁺⁸⁸	3 ⁺⁹⁸	3 ⁺⁹⁸
	<input type="checkbox"/> peripheral vascular doctor new port richy, fl		13 ⁺⁸⁸	6 ⁺⁹⁵	6 ⁺⁹⁵
	<input type="checkbox"/> varicose veins new port richy, fl		13 ⁺⁸⁸	28 ⁺⁷³	28 ⁺⁷³
	<input type="checkbox"/> vein specialist brooksville, fl		13 ⁺⁸⁸	10 ⁺⁹¹	10 ⁺⁹¹
	<input type="checkbox"/> varicose veins treatment new port richy, fl		14 ⁺⁸⁷	26 ⁺⁷⁵	26 ⁺⁷⁵
	<input type="checkbox"/> cardiologist hudson, fl		15 ⁺⁸⁶	10 ⁺⁹¹	10 ⁺⁹¹
	<input type="checkbox"/> vascular surgeons hudson, fl		15 ⁺⁸⁶	5 ⁺⁹⁶	5 ⁺⁹⁶

	<input type="checkbox"/> varicose veins doctor land o' lakes, fl		16 ⁺⁸⁵	13 ⁺⁸⁸	13 ⁺⁸⁸
	<input type="checkbox"/> cardiologist specialist brooksville, fl		17 ⁺⁸⁴	41 ⁺⁶⁰	41 ⁺⁶⁰
	<input type="checkbox"/> heart doctors hudson, fl		17 ⁺²⁷	8 ⁺⁹³	8 ⁺⁹³
	<input type="checkbox"/> heart surgeons hudson, fl		17 ⁺⁸⁴	8 ⁺⁹³	8 ⁺⁹³
	<input type="checkbox"/> cardiologist doctor hudson, fl		19 ⁺⁸²	9 ⁺⁹²	9 ⁺⁹²
	<input type="checkbox"/> cardiologist surgeon new port richy, fl		19 ⁺⁸²	4 ⁺⁹⁷	4 ⁺⁹⁷
	<input type="checkbox"/> endovascular specialist brooksville, fl		19 ⁺⁸²	1 ⁺¹⁰⁰	1 ⁺¹⁰⁰
	<input type="checkbox"/> vascular surgeons new port richy, fl		20 ⁺⁸¹	11 ⁺⁹⁰	11 ⁺⁹⁰
	<input type="checkbox"/> vein treatment doctor land o' lakes, fl		20 ⁺⁸¹	13 ⁺⁸⁸	13 ⁺⁸⁸
	<input type="checkbox"/> heart specialist brooksville, fl		21 ⁺⁸⁰	19 ⁺⁸²	19 ⁺⁸²
	<input type="checkbox"/> heart specialist new port richy, fl		21 ⁺⁸⁰	57 ⁺⁴⁴	57 ⁺⁴⁴
	<input type="checkbox"/> heart doctors new port richy, fl		22 ⁺⁷⁹	21 ⁺⁸⁰	21 ⁺⁸⁰
	<input type="checkbox"/> peripheral vascular doctor brooksville, fl		22 ⁺⁷⁹	4 ⁺⁹⁷	4 ⁺⁹⁷
	<input type="checkbox"/> cardiology hudson, fl		23 ⁺⁷⁸	19 ⁺⁸²	19 ⁺⁸²

	heart doctors brooksville, fl	23 +78	- 0	- 0
	cardiologist brooksville, fl	26 +75	41 +60	41 +60
	cardiologist surgeon brooksville, fl	26 +75	10 +91	10 +91
	cardiology new port richey, fl	27 +51	21 +80	21 +80
	endovascular doctor brooksville, fl	28 +73	1 +100	1 +100
	heart surgeons brooksville, fl	29 +72	8 +93	8 +93
	interventional cardiology hudson, fl	30 +71	21 +80	21 +80
	interventional radiology land o' lakes, fl	30 +71	5 +96	5 +96
	interventional cardiology new port richey, fl	31 +70	- 0	- 0
	vein doctor brooksville, fl	31 +70	11 +90	11 +90
	cardiologist doctor new port richey, fl	32 +69	- 0	- 0
	cardiologist doctor brooksville, fl	36 +65	- 0	- 0
	interventional cardiology brooksville, fl	36 +65	- 0	- 0
	cardiologist new port richey, fl	38 +63	21 +80	21 +80

Total Conversions

We had 39 unique conversions this period. We had 36 phone calls and 3 form leads.

Oct 23, 2018 to Nov 21, 2018 Export ▾

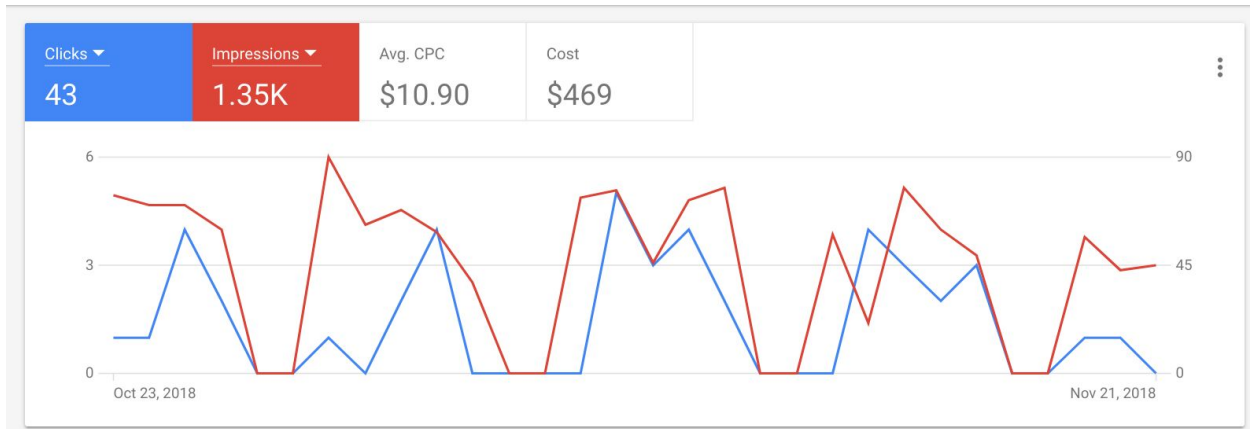
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	57 (100%)	36 (100%)	2m 19s
Maps [New Port Richy]	32 (56.1%)	17 (47.2%)	2m 28s
Google Organic	9 (15.8%)	7 (19.4%)	3m 6s
Maps [Hudson]	5 (8.8%)	4 (11.1%)	13s
Maps [Brooksville]	4 (7.0%)	4 (11.1%)	58s
Maps [Land O Lakes]	4 (7.0%)	3 (8.3%)	2m 53s
Google Paid	3 (5.3%)	1 (2.8%)	3m 3s

Oct 23, 2018 to Nov 21, 2018 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
	3 (100%)	3 (100%)
Google Organic	2 (66.7%)	2 (66.7%)
Google Paid	1 (33.3%)	1 (33.3%)

Paid Search Campaign

Our paid campaign yielded 43 clicks with 1,350 impressions. Our ad spend for the period was \$469. Our paid campaign yielded 2 conversions this period.



Search Term Report

We'll continue to monitor the search terms to ensure our ads are not triggered by irrelevant search queries which lead to wasted ad spend.

