

Pherona Studios

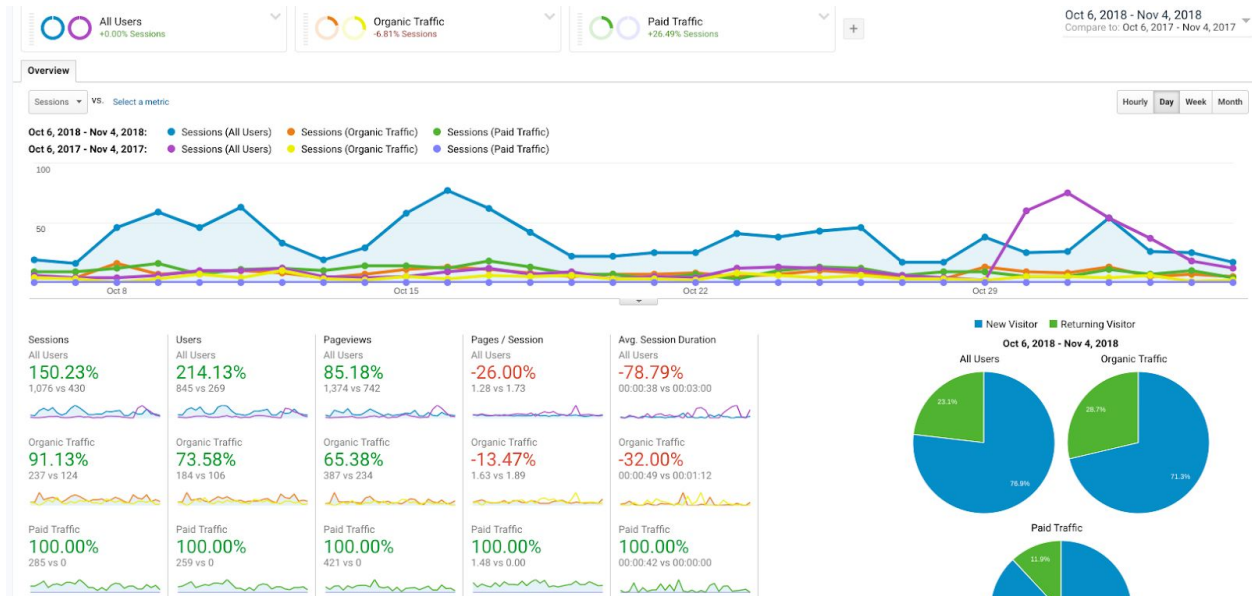
arborforcetreeservices.com

Monthly Online Marketing Report - November, 2018

Highlights: Organic search traffic is up 91% over this same period last year. We had 129 first time callers this period. We have 7 key terms on page one of Google. Our paid campaign yielded 32 conversions this period.

Traffic

Organic search traffic is up 91% over this same period last year. Total traffic improved 150% over this same time last year.



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 **arborforcetreeservices.com** site. We have 7 key terms on page one of Google.

Google Rankings			
#1-3	1	#4-10	6
#11-20	7	#21-50	17
#51-100	5	101+	13

arborforcetreeservices.com				
Ranks Report for Nov 04, 2018				
Keyword	Google	Yahoo	Bing	GMS
tree service georgia	1	89	89	110
tree service near me	6	-	-	27,100
tree trimming lawrenceville ga	9	14	14	Low Volume
tree service lawrenceville ga	9	21	21	260
tree removal service lawrenceville ga	9	11	11	Low Volume
tree removal lawrenceville georgia	9	18	18	Low Volume
tree removal in lawrenceville ga	9	29	29	Low Volume
tree removal gwinnett county	11	-	-	Low Volume
georgia tree service	12	-	-	110
alpharetta tree removal permit	12	26	26	Low Volume
stump removal lawrenceville ga	16	21	21	Low Volume
gwinnett county tree removal	17	-	-	Low Volume
stump grinding gwinnett	19	72	72	Low Volume

	tree service snellville ga		20 +18	35 +62	35 +19
	stump grinding lawrenceville ga		22 +10	16 +48	16 +19
	tree preservatioin atlanta		22 +19	1 +58	1 +65
	tree removal suwanee		24 +10	- 0	- 0
	stump grinding companies atalnta		25 +76	35 +66	35 +66
	tree services atlanta ga		29 +41	9 +29	9 +92
	atlanta tree service at cost reviews		30 +15	- -28	- 0
	tree pruning service atlanta		32 +49	27 +47	27 +20
	atlanta tree removal permit		36 +17	- 0	- 0
	tree service companies atlanta		36 +28	20 +41	20 +81
	tree removal atlanta georgia		37 +64	46 +55	46 +55
	tree removal service atlanta ga		37 +60	18 +83	18 +83
	atlanta tree services		38 +63	66 +35	66 +35
	tree trimming atlanta ga		39 +8	11 +88	11 +55

	emergency tree removal atlanta		40 +61	35 +66	35 +66	50
	stump removal atlanta ga		40 +61	17 +84	17 +84	Low Volume
	tree removal atlanta ga		40 +54	46 +55	46 +55	140
	tree removal cost atlanta		42 +22	16 +85	16 +65	110
	stump grinding atlanta		60 +41	40 +61	40 +61	90
	tree services alpharetta ga		61 +19	- 0	- 0	Low Volume
	tree removal atlanta reviews		63 +38	- -38	- -41	Low Volume
	tree cutting services alpharetta		70 +31	99 +2	99 +2	Low Volume
	atlanta tree professionals		85 +16	99 +2	99 +2	90

Total Conversions

We had 129 first time callers this period and 30 unique form leads. Our paid campaign yielded 32 total conversions this period. We had 26 phone calls and 6 unique form leads.

Phone Calls

Oct 6, 2018 to Nov 5, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	210 (100%)	129 (100%)	2m 6s
Maps [Lawrenceville]	122 (58.1%)	72 (55.8%)	2m 11s
organic	56 (26.7%)	31 (24.0%)	2m 18s
Google Paid	31 (14.8%)	25 (19.4%)	1m 28s
Ad Extension	1 (0.5%)	1 (0.8%)	33s

Form Leads

Oct 6, 2018 to Nov 5, 2018 Export

Source (First Interaction)	Total Forms	First Time Forms
	41 (100%)	30 (100%)
Google Organic	17 (41.5%)	13 (43.3%)
Google Paid	12 (29.3%)	6 (20.0%)
Direct	10 (24.4%)	9 (30.0%)
yelp.com	2 (4.9%)	2 (6.7%)

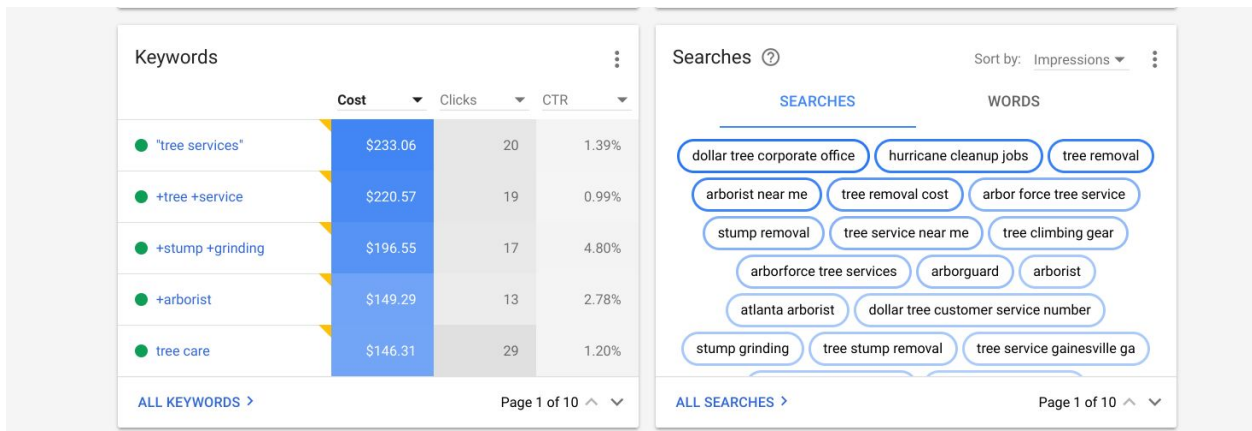
Paid Search Campaign

Our paid campaign yielded 350 clicks with a total ad spend of \$2,310 for the period. Our paid campaign yielded 32 unique conversions for the period.



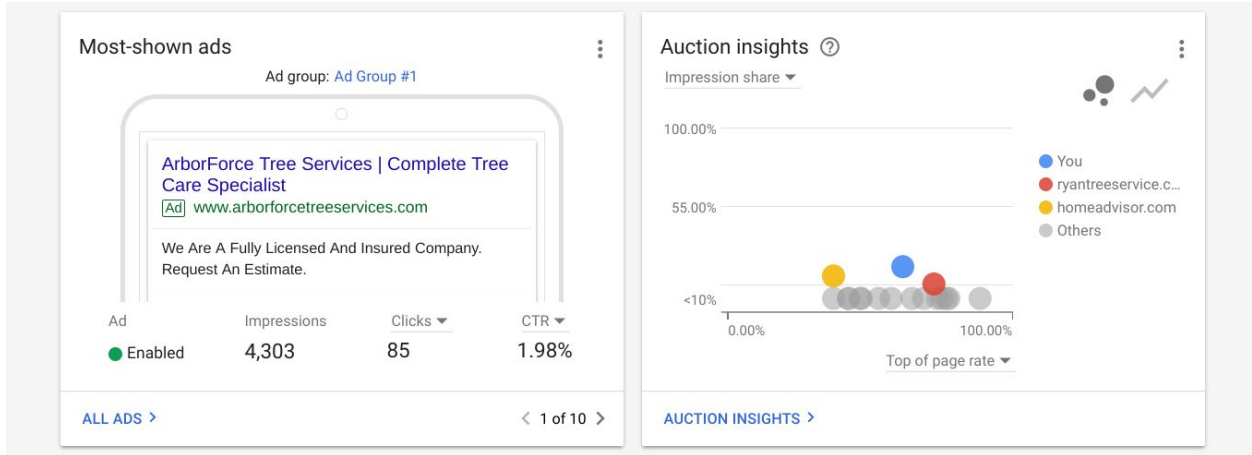
Search Term Report

We'll continue to monitor our search term report to be sure to remove key terms that trigger irrelevant clicks and wasted ad spend. I.e; "dollar" & "gear" have been removed and should no longer trigger our ads.



Top Performing Ads

Our top performing ad received 4,303 impressions, 85 clicks, with an average CTR of 2%.



Demographics and Devices

