

Pherona

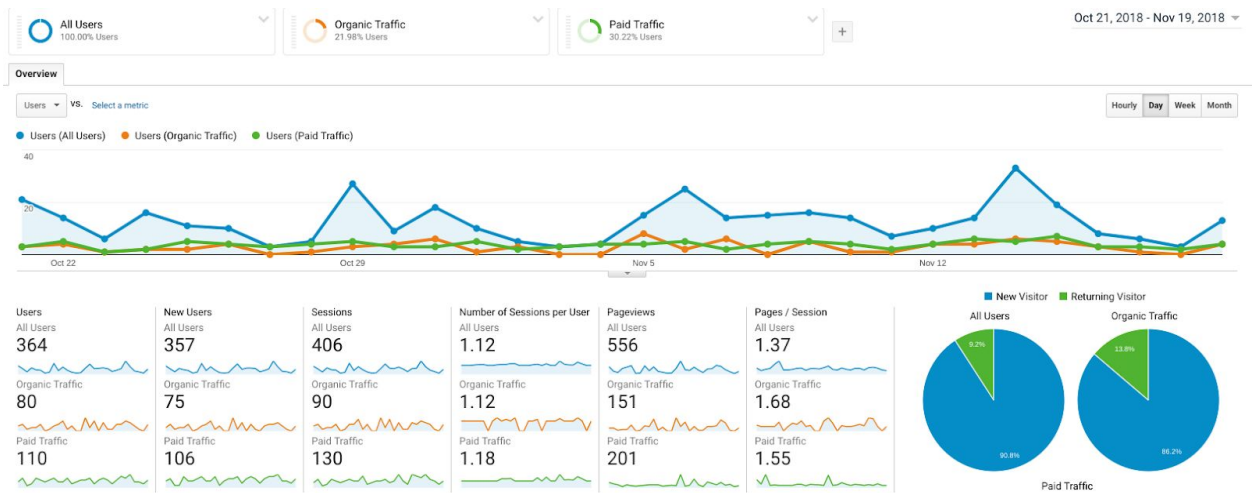
dririte.net

Monthly Online Marketing Report - November, 2018

Highlights: We had 57 total conversions this period. Our paid campaign yielded 16 first time callers. We have 35 key terms on page one of Google. 26 are in the top 3 search results.

Traffic

We had 357 new users to the site this period. Over 90% are new visitors.



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 **dririte.net** site. We have 35 key terms on page one of Google. 26 in the top 3 search results.

| Google Rankings | | | |
|-----------------|----|--------|---|
| #1-3 | 26 | #4-10 | 9 |
| #11-20 | 4 | #21-50 | 6 |
| #51-100 | 5 | 101+ | 4 |

| dririte.net | | | |
|---|------------|-----------------------|-----------------|
| UNITED STATES - ENGLISH | | DRIRITE | ORLANDO, FL |
| ADDED JANUARY 17, 2018 | | BUSINESS | ORLANDO, FL |
| | | ADD TAGS | |
| Ranks Report for Nov 19, 2018 | | +/- Since First Added | Filter keywords |
| | | Filter tags | |
| Keyword | Google +/- | Yahoo +/- | Bing +/- |
| desiccant drying orlando | 1 +2 | 1 0 | 1 0 |
| desiccant drying winter garden | 1 0 | 1 0 | 1 0 |
| dririte greenwood sc | 1 +100 | - -99 | - -74 |
| mold remediation glendale sc | 1 +100 | 12 +89 | 12 +89 |
| mold remediation spartanburg south carolina | 1 +100 | 18 +83 | 18 +83 |
| mold remediation whitney heights sc | 1 +100 | 1 +100 | 1 +100 |
| mold restoration spartanburg sc | 1 +100 | 32 +69 | 32 +69 |
| restoration companies in winter garden, fl | 1 0 | 31 +70 | 31 +70 |
| water damage remediation spartanburg sc | 1 +100 | 21 +80 | 21 +80 |
| water damage repair winter garden, fl | 1 0 | 11 +10 | 11 +90 |
| water damage restoration glendale sc | 1 +100 | - 0 | - 0 |
| water damage restoration rosewood sc | 1 +100 | 2 +99 | 2 +99 |
| water damage restoration whitney heights sc | 1 +100 | 1 +100 | 1 +100 |

| | | | | | |
|--|---|---|--------|--------|--------|
| | <input type="checkbox"/> water damage restoration winter garden, fl | + | 1 +3 | 11 +55 | 11 +11 |
| | <input type="checkbox"/> water damage winter garden | + | 1 0 | - -81 | - -82 |
| | <input type="checkbox"/> water extraction services glendale sc | + | 1 +100 | 5 +96 | 5 +96 |
| | <input type="checkbox"/> water extraction spartanburg sc | + | 1 +100 | 16 +85 | 16 +85 |
| | <input type="checkbox"/> water remediation rosewood sc | + | 1 +100 | 1 +100 | 1 +100 |
| | <input type="checkbox"/> water remediation whitney heights south carolina | + | 1 +100 | 1 +100 | 1 +100 |
| | <input type="checkbox"/> water removal glendale sc | + | 1 +100 | 2 +99 | 2 +99 |
| | <input type="checkbox"/> water removal services rosewood sc | + | 1 +100 | 74 +27 | 74 +27 |
| | <input type="checkbox"/> water removal whitney heights sc | + | 1 +100 | 2 +99 | 2 +99 |
| | <input type="checkbox"/> mold remediation rosewood south carolina | + | 2 +99 | 1 +100 | 1 +100 |
| | <input type="checkbox"/> truss cleaning services orlando | + | 2 0 | 1 0 | 1 0 |
| | <input type="checkbox"/> water restoration glendale south carolina | + | 2 +99 | 35 +66 | 35 +66 |
| | <input type="checkbox"/> moisture detection winter garden | + | 3 -2 | 1 +8 | 1 +3 |
| | <input type="checkbox"/> water damage remediation greenwood sc | + | 4 +97 | 80 +21 | 80 +21 |

| | | | | | |
|--|--|---|--------|--------|--------|
| | <input type="checkbox"/> water removal greenwood sc | + | 4 +97 | 48 +53 | 48 +53 |
| | <input type="checkbox"/> dehumidification services orlando, fl | | 5 +6 | 1 +38 | 1 +61 |
| | <input type="checkbox"/> water extraction greenwood south carolina | + | 6 +95 | 42 +59 | 42 +59 |
| | <input type="checkbox"/> soda blasting orlando | | 7 +33 | 32 +69 | 32 +69 |
| | <input type="checkbox"/> infrared thermography services orlando | | 8 +11 | 2 +99 | 2 +20 |
| | <input type="checkbox"/> mold restoration greenwood sc | | 8 +93 | - 0 | - 0 |
| | <input type="checkbox"/> water extraction orlando | | 9 +6 | 11 +90 | 11 +16 |
| | <input type="checkbox"/> mold remediation greenwood sc | + | 10 +91 | 67 +34 | 67 +34 |
| | <input type="checkbox"/> mold remediation orlando | | 17 +70 | 18 +51 | 18 +83 |
| | <input type="checkbox"/> moisture detection orlando | + | 18 -8 | 21 +13 | 21 -7 |
| | <input type="checkbox"/> mold remediation apopka | + | 19 +23 | 10 +91 | 10 +91 |
| | <input type="checkbox"/> water removal orlando | | 19 +14 | - 0 | - 0 |
| | <input type="checkbox"/> mold remediation windermere | + | 22 -21 | - 0 | - 0 |
| | <input type="checkbox"/> water removal spartanburg sc | + | 25 +76 | 36 +65 | 36 +65 |

| | | | | |
|--|------------------------------------|---------------------|---------------------|---------------------|
| | mold remediation altamonte springs | 30 +71 | 32 +69 | 32 +69 |
| | water damage restoration orlando | 36 +45 | - 0 | - 0 |
| | mold damage cleanup orlando | 38 +63 | 54 +41 | 54 +47 |
| | orlando water damage | 49 +31 | - 0 | - 0 |
| | restoration companies in orlando | 56 +30 | - 0 | - 0 |
| | water damage repair orlando | 57 +6 | - -20 | - 0 |
| | duct cleaning orlando | 59 +42 | - 0 | - 0 |
| | water damage orlando, fl | 74 -6 | - 0 | - 0 |
| | microbial growth removal | 86 +15 | - 0 | - 0 |

Total Conversions

We had 53 total call this period. This is a 194% increase over this same time last year. Our paid campaign yielded 16 total conversions this period.

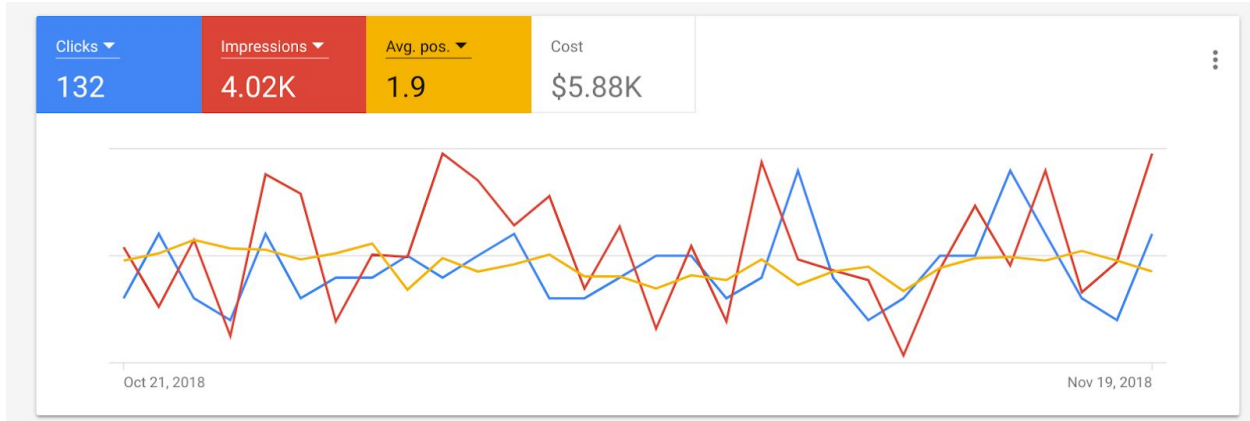
53 calls from Oct 21, 2018 to Nov 20, 2018 Search... Table Settings Export

Change: 194% (18 calls) from Secondary Period

| Tracking Number | Start Time | Duration | Keywords | |
|--|----------------|----------|----------|--|
| Keyword Pool [DriRite] 877-310-3579 | Nov 19 3:45pm | 3m 24s | | |
| Keyword Pool [DriRite] 877-908-9558 | Nov 19 11:42am | 51s | servpro | |
| DriRite [Adwords Ad Extension] 407-502-5034 | Nov 19 11:04am | 2m 11s | | |
| Keyword Pool [DriRite] 877-784-3153 | Nov 17 2:28pm | 1m 27s | servpro | |

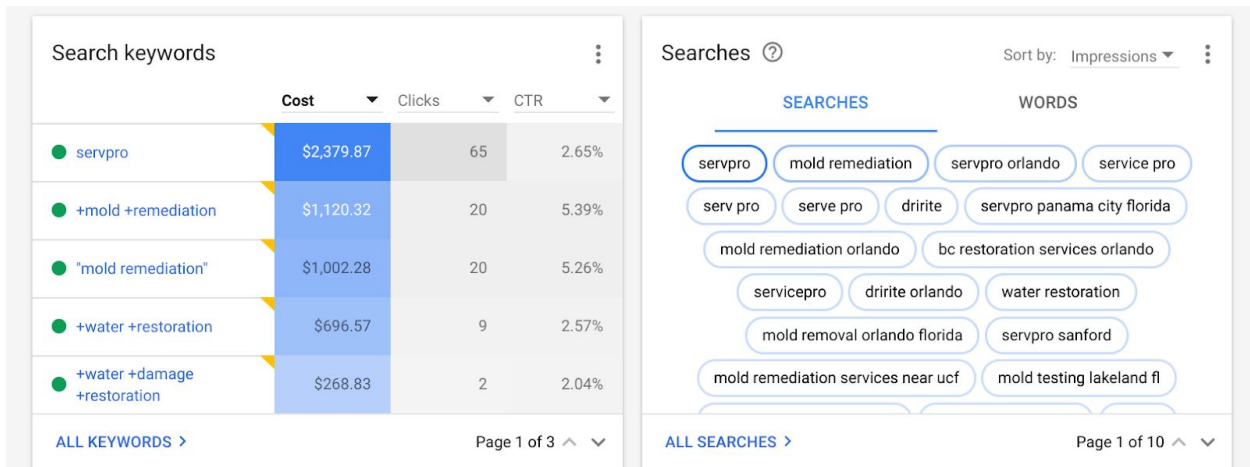
Paid Search Campaign

Our paid campaign yielded 132 clicks and 4,000 impressions with a total ad spend of \$5,880 for the period. Our paid campaign yielded 16 unique phone calls this period.



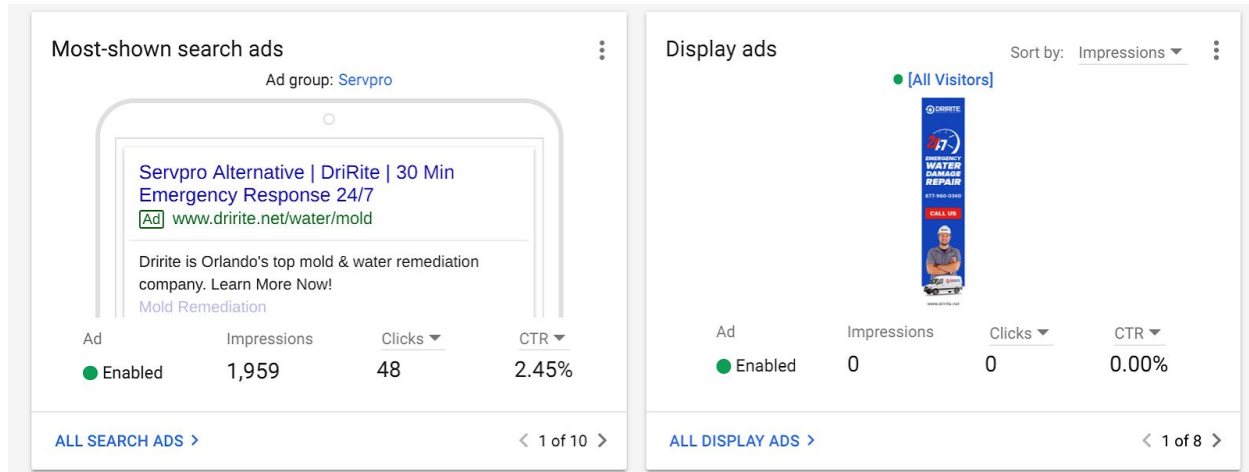
Search Term Report

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



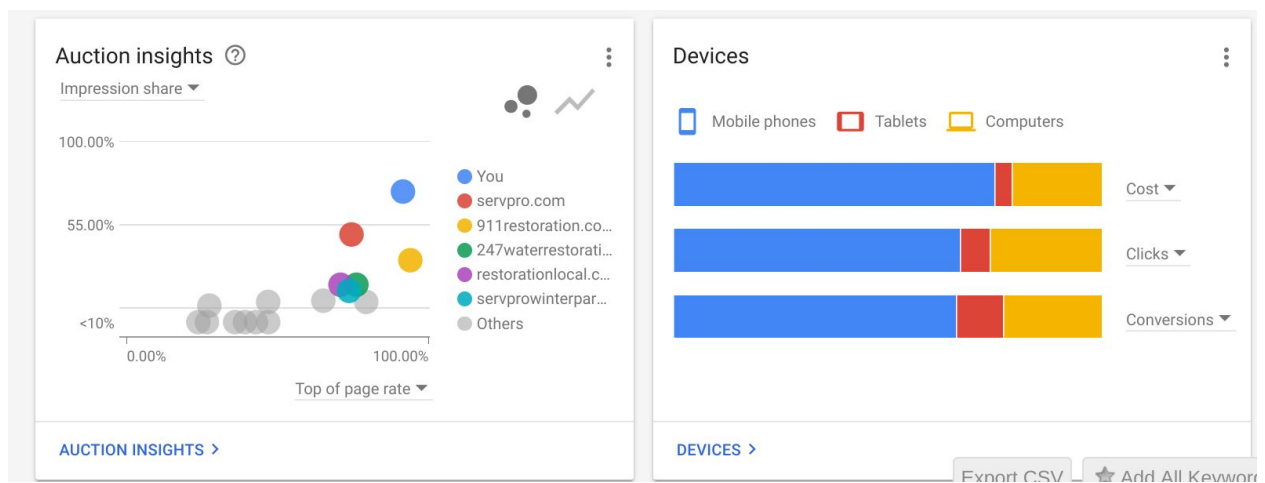
Top Performing Ads

Our top performing ad received 1,959 impressions, 48 clicks, with an average CTR of 2.45%.



Auction Insights/ Competitor Analysis

Our impression share is at 73%. This means our ads are showing up 73% of the time they are eligible for. To improve our impression share we need to increase our budget.



Demographics and Devices

