

Pherona

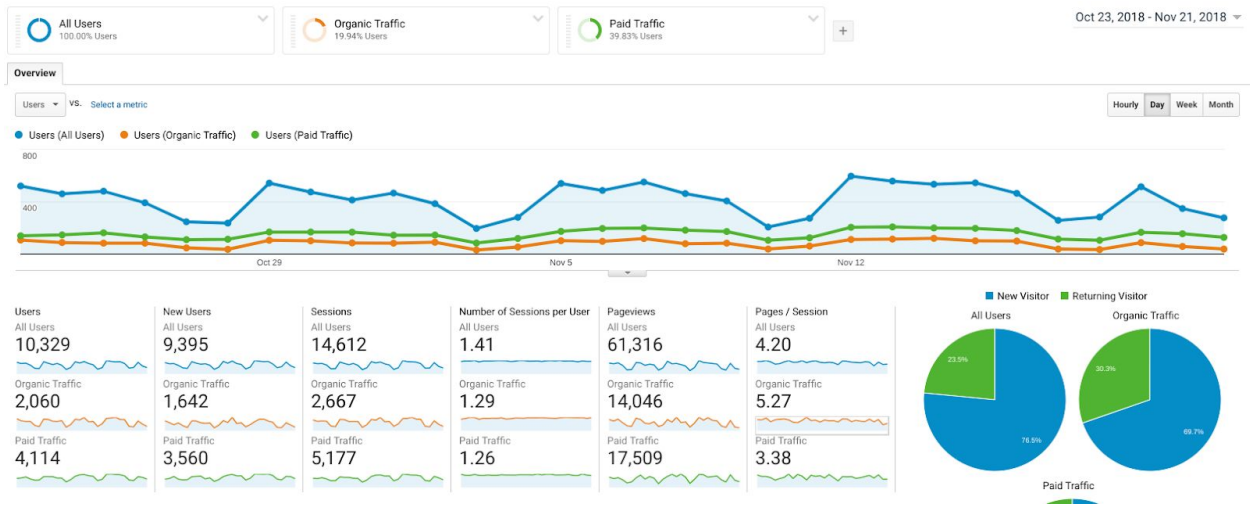
# insteadofflowers.com

## Monthly Online Marketing Report - November, 2018

**Highlights:** We had 1660 total transactions this period. 437 transactions came from organic search. Our total revenue from organic search this period was \$46,095 with an AOV of \$105.

### Traffic

We had 9,395 new users to the site this period. We had 1,642 new users form organic search.



# 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

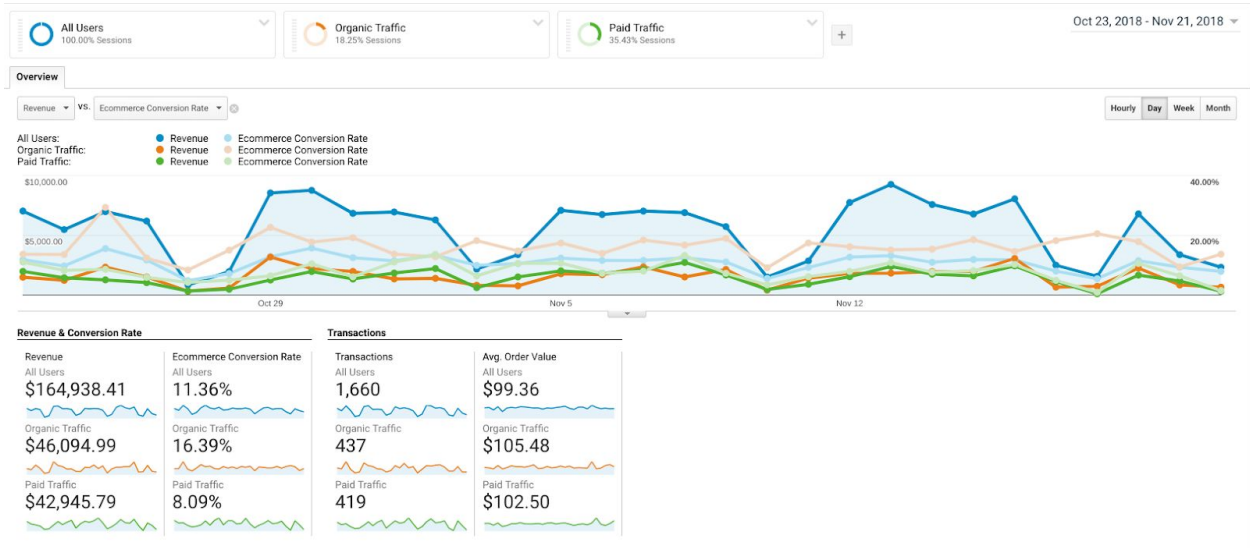
Keyword	Google +/-	Yahoo +/-	Bing +/-
best meal delivery service atlanta	1 0	- -67	- -54
gluten free meal delivery atlanta	1 0	7 +94	7 +20
gourmet meal delivery atlanta	1 0	1 +1	1 +1
meal delivery atlanta	1 0	6 +95	6 +95
meals delivered atlanta	1 0	2 +99	2 +99
prepared meal delivery atlanta	1 0	5 +96	5 +22
vegetarian meal delivery atlanta	15 +9	9 +92	9 +92
healthy meal delivery atlanta	19 +24	20 +81	20 +81
meal prep delivery atlanta	24 -23	38 +63	38 +63
atlanta meal prep reviews	31 +5	21 +80	21 +80
vegan meal delivery atlanta	34 -33	- 0	- 0
kids meal delivery atlanta	37 -17	- 0	- 0
vegan food delivery atlanta	41 +33	- 0	- 0

# St. Pete/ Tampa

insteadofflowers.com				
UNITED STATES · ENGLISH · INSTEAD OF FLOWERS · SAINT PETERSBURG, FL · ADDED APRIL 13, 2018 · BUSINESS · SAINT PETERSBURG, FL · ADD TAGS				
Ranks Report for <b>Nov 25, 2018</b> +/- Since <b>First Added</b> Filter keywords <input type="text"/> Filter tags <input type="text"/>				
Keyword	Google +/-	Yahoo +/-	Bing +/-	
<input type="checkbox"/> send a meal st petersburg	5 -2	4 0	4 +6	
<input type="checkbox"/> good measure meals st petersburg	11 +90	- 0	- 0	
<input type="checkbox"/> send a dinner tampa	11 -10	10 +91	10 +91	
<input type="checkbox"/> gift meal delivery tampa	12 -9	2 +8	2 +8	
<input type="checkbox"/> send a meal tampa	13 -5	4 -1	4 -1	
<input type="checkbox"/> gift meals delivered tampa	14 -9	2 +7	2 +99	
<input type="checkbox"/> meal prep delivery st petersburg	26 +75	15 +86	15 +86	
<input type="checkbox"/> healthy meal delivery st petersburg	27 +74	10 +91	10 +91	
<input type="checkbox"/> dinners delivered st petersburg	30 +71	9 +15	9 +20	
<input type="checkbox"/> gourmet meal delivery tampa	32 +6	10 +6	10 +12	
<input type="checkbox"/> dinners delivered tampa	38 +63	- -56	- 0	
<input type="checkbox"/> vegan food delivery st petersburg	40 +61	- 0	- 0	
<input type="checkbox"/> best meal delivery service st petersburg	41 +60	41 +60	41 +60	
<input type="checkbox"/> best meal delivery service st petersburg	41 +60	41 +60	41 +60	
<input type="checkbox"/> meal delivery tampa	48 +11	- -24	- -50	
<input type="checkbox"/> fresh meals delivered tampa	54 +10	- 0	- 0	
<input type="checkbox"/> fresh meal delivered tampa	55 -14	- 0	- 0	
<input type="checkbox"/> meals delivered tampa	56 +4	- -55	- 0	
<input type="checkbox"/> vegan meal delivery tampa	57 +19	50 +51	50 +51	
<input type="checkbox"/> meal delivery tampa, fl	61 +40	56 +45	56 +45	
<input type="checkbox"/> st petersburg meal prep reviews	61 -11	- 0	- 0	
<input type="checkbox"/> prepared meals tampa	70 +14	68 +33	68 +33	
<input type="checkbox"/> vegan meal delivery st petersburg	82 +19	- 0	- 0	
<input type="checkbox"/> fresh meal plan tampa	100 0	- 0	- 0	
<input type="checkbox"/> send a dinner st petersburg	100 -95	1 +23	1 +100	
<input type="checkbox"/> dinner delivered st petersburg	- 0	7 +21	7 +94	
<input type="checkbox"/> dinner delivered tampa	- 0	- -82	- -76	

# Total Conversions

We had 1,660 total transactions this period. Total revenue this period was \$164,938 with a conversion rate of 11.36%.



# St. Pete/ Tampa Conversions

We had 61 total transaction this period. Total revenue this period coming from our /fl page is \$8,211. Organic traffic was up nearly 50% over the previous period.

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	52.56% 1,387 vs 1,014	2.96% 66.71% vs 64.79%	57.08% 1,032 vs 657	2.07% 65.01% vs 63.71%	7.86% 2.41 vs 2.61	10.66% 00:01:49 vs 00:02:02	44.83% 42 vs 29	62.48% \$5,346.45 vs \$3,290.57	5.07% 2.71% vs 2.86%
Organic Traffic	48.65% 55 vs 37	10.30% 14.55% vs 16.22%	33.33% 8 vs 6	21.93% 52.73% vs 43.24%	17.00% 3.45 vs 4.16	18.74% 00:03:33 vs 00:04:22	50.00% 2 vs 4	69.41% \$278.39 vs \$910.01	66.36% 3.64% vs 10.81%
Paid Traffic	82.84% 1,119 vs 612	2.68% 79.36% vs 77.29%	87.74% 888 vs 473	5.15% 64.43% vs 61.27%	13.22% 2.21 vs 2.55	19.66% 00:01:27 vs 00:01:49	13.33% 17 vs 15	70.43% \$2,587.22 vs \$1,518.02	38.02% 1.52% vs 2.45%