

Pherona

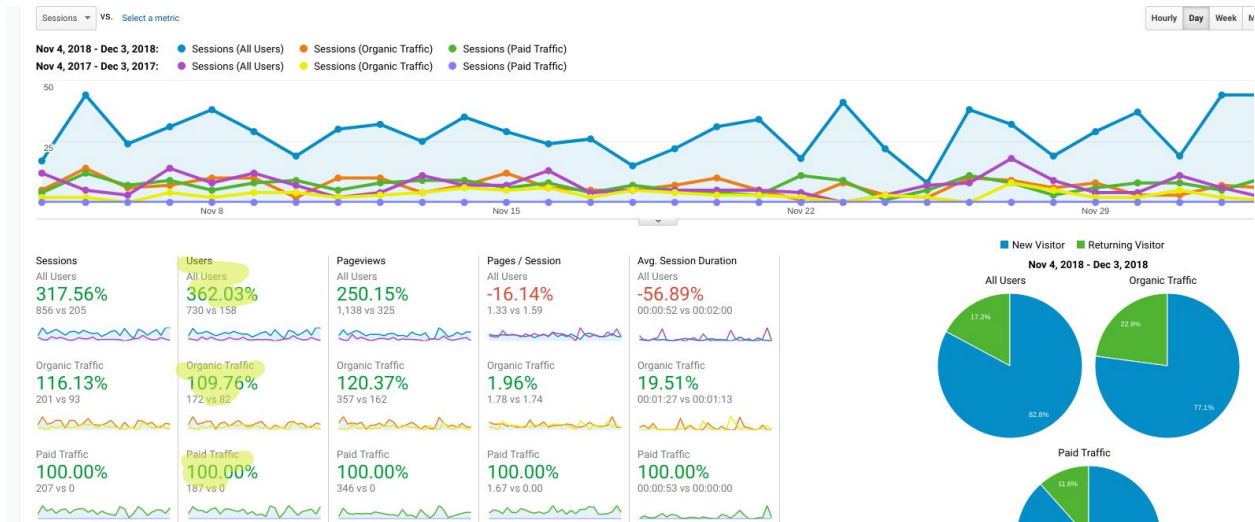
# arborforcetreeservices.com

## Monthly Online Marketing Report - December, 2018

**Highlights:** Organic search traffic improved 109% over this same time last year. We had 110 total conversions for the period. Our paid campaign yielded 30 unique conversions this period.

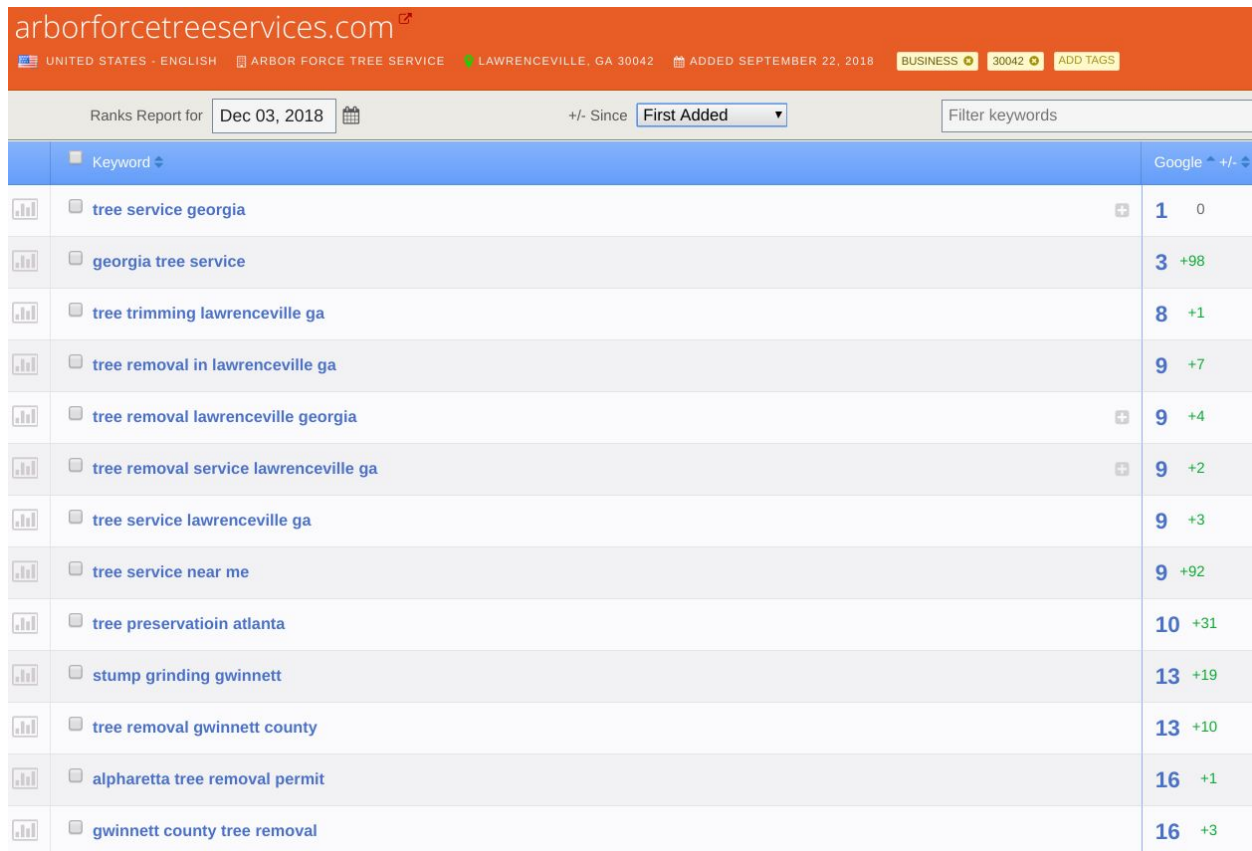
### Traffic

We had 730 users to the site this period. We had 172 users came from organic search. This is an 109% improvement over this same period 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.



The screenshot shows a rank tracking report for arborforcetreeservices.com. The report is for the date Dec 03, 2018, and shows the ranking of 14 keywords on Google. The keywords are listed in a table with their current rank and the change in rank since they were first added.

Keyword	Google Rank	Change
tree service georgia	1	0
georgia tree service	3	+98
tree trimming lawrenceville ga	8	+1
tree removal in lawrenceville ga	9	+7
tree removal lawrenceville georgia	9	+4
tree removal service lawrenceville ga	9	+2
tree service lawrenceville ga	9	+3
tree service near me	9	+92
tree preservatioin atlanta	10	+31
stump grinding gwinnett	13	+19
tree removal gwinnett county	13	+10
alpharetta tree removal permit	16	+1
gwinnett county tree removal	16	+3

	<input type="checkbox"/> stump grinding lawrenceville ga		18 <sup>+14</sup>	11 <sup>+53</sup>	11 <sup>+24</sup>
	<input type="checkbox"/> stump removal lawrenceville ga		18 <sup>+3</sup>	25 <sup>+23</sup>	25 <sup>+33</sup>
	<input type="checkbox"/> tree service snellville ga		19 <sup>+19</sup>	20 <sup>+77</sup>	20 <sup>+34</sup>
	<input type="checkbox"/> atlanta tree service at cost reviews		24 <sup>+21</sup>	- <sup>-28</sup>	- 0
	<input type="checkbox"/> emergency tree removal atlanta		27 <sup>+74</sup>	39 <sup>+62</sup>	39 <sup>+62</sup>
	<input type="checkbox"/> atlanta tree removal permit		28 <sup>+25</sup>	- 0	- 0
	<input type="checkbox"/> stump grinding companies atalanta		30 <sup>+71</sup>	21 <sup>+80</sup>	21 <sup>+80</sup>
	<input type="checkbox"/> tree services atlanta ga		30 <sup>+40</sup>	6 <sup>+32</sup>	6 <sup>+95</sup>
	<input type="checkbox"/> tree pruning service atlanta		32 <sup>+49</sup>	10 <sup>+64</sup>	10 <sup>+37</sup>
	<input type="checkbox"/> tree service companies atlanta		33 <sup>+31</sup>	7 <sup>+54</sup>	7 <sup>+94</sup>
	<input type="checkbox"/> tree trimming atlanta ga		34 <sup>+13</sup>	28 <sup>+71</sup>	28 <sup>+38</sup>
	<input type="checkbox"/> tree removal atlanta georgia		35 <sup>+66</sup>	47 <sup>+54</sup>	47 <sup>+54</sup>
	<input type="checkbox"/> tree removal cost atlanta		35 <sup>+29</sup>	16 <sup>+85</sup>	16 <sup>+65</sup>
	<input type="checkbox"/> tree removal service atlanta ga		36 <sup>+61</sup>	14 <sup>+87</sup>	14 <sup>+87</sup>

	<input type="checkbox"/> tree removal suwanee		36 <sup>-2</sup>	- 0	- 0
	<input type="checkbox"/> stump removal atlanta ga		39 <sup>+62</sup>	9 <sup>+92</sup>	9 <sup>+92</sup>
	<input type="checkbox"/> tree removal atlanta ga		42 <sup>+52</sup>	39 <sup>+62</sup>	39 <sup>+62</sup>
	<input type="checkbox"/> atlanta tree services		44 <sup>+57</sup>	33 <sup>+68</sup>	33 <sup>+68</sup>
	<input type="checkbox"/> tree services alpharetta ga		45 <sup>+35</sup>	- 0	- 0
	<input type="checkbox"/> stump grinding atlanta		50 <sup>+51</sup>	35 <sup>+66</sup>	35 <sup>+66</sup>
	<input type="checkbox"/> tree removal atlanta reviews		61 <sup>+40</sup>	69 <sup>-6</sup>	69 <sup>-9</sup>
	<input type="checkbox"/> tree cutting services alpharetta		62 <sup>+39</sup>	71 <sup>+30</sup>	71 <sup>+30</sup>
	<input type="checkbox"/> atlanta tree professionals		76 <sup>+25</sup>	- 0	- 0

# Total Conversions

We had 110 total conversions this period. We had 89 unique phone calls and 21 first time form leads. Our paid campaign yielded 30 total conversions for the period.

Nov 4, 2018 to Dec 4, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	165 (100%)	89 (100%)	1m 45s
Maps [Lawrenceville]	83 (50.3%)	44 (49.4%)	1m 50s
organic	44 (26.7%)	24 (27.0%)	1m 42s
Google Paid	26 (15.8%)	16 (18.0%)	1m 29s
Ad Extension	12 (7.3%)	5 (5.6%)	2m 3s

Nov 4, 2018 to Dec 4, 2018 Export

Source (First Interaction)	Total Forms	First Time Forms
	29 (100%)	21 (100%)
Google Paid	12 (41.4%)	9 (42.9%)
Google Organic	9 (31.0%)	6 (28.6%)
Direct	6 (20.7%)	5 (23.8%)
yelp.com	2 (6.9%)	1 (4.8%)

# Paid Search Campaign

Our paid campaign yielded 259 clicks for the period. We had 14,400 impressions with a total ad spend of \$3,030. Our paid campaign yielded 30 unique conversions for the period.



# Ad Groups & Key Terms

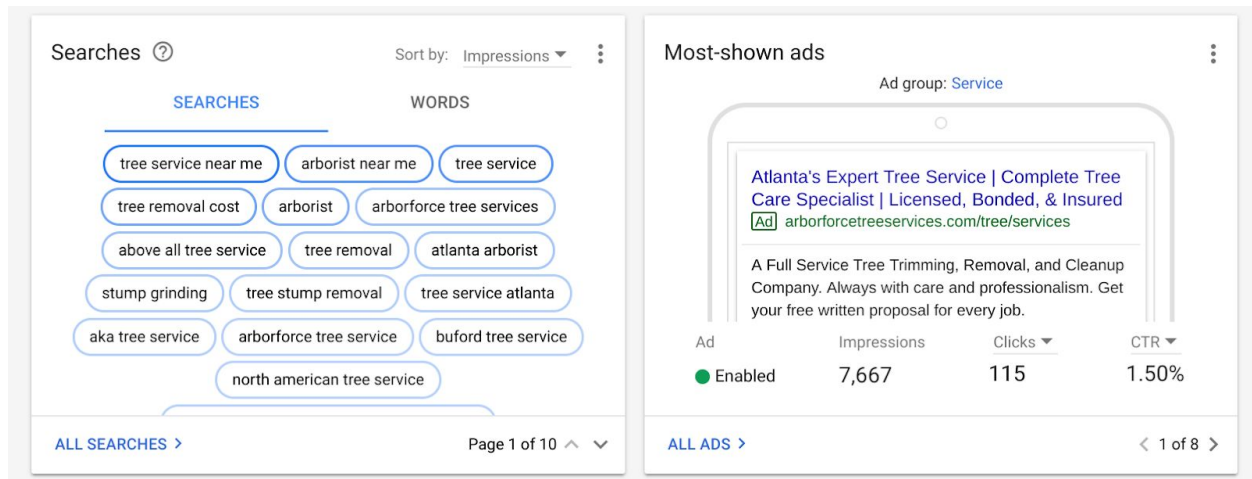
Ad groups				Keywords			
	Cost	Conversions	Cost / conv.		Cost	Clicks	CTR
● Service	\$1,398.86	17.00	\$80.54	● +tree +service	\$851.82	71	1.59%
● Arborist	\$587.09	8.00	\$73.39	● "tree services"	\$547.04	44	1.38%
● Removal	\$353.18	8.00	\$44.15	● "arborist"	\$325.58	27	2.40%
● Stump Grinding	\$283.21	2.00	\$141.60	● +arborist	\$261.51	22	2.12%
● Branded	\$224.05	5.00	\$43.37	● +tree +removal	\$229.71	20	1.15%

ALL AD GROUPS > Page 1 of 2 ^ v

ALL KEYWORDS > Page 1 of 4 ^ v

# Search Term Report & Best Performing Ad

We'll continue to monitor our search term report to ensure our ads are only being triggered by relevant search queries. Our best performing ad yielded 7,667 impressions and 115 clicks.



# Devices & Demographics

