

Pherona

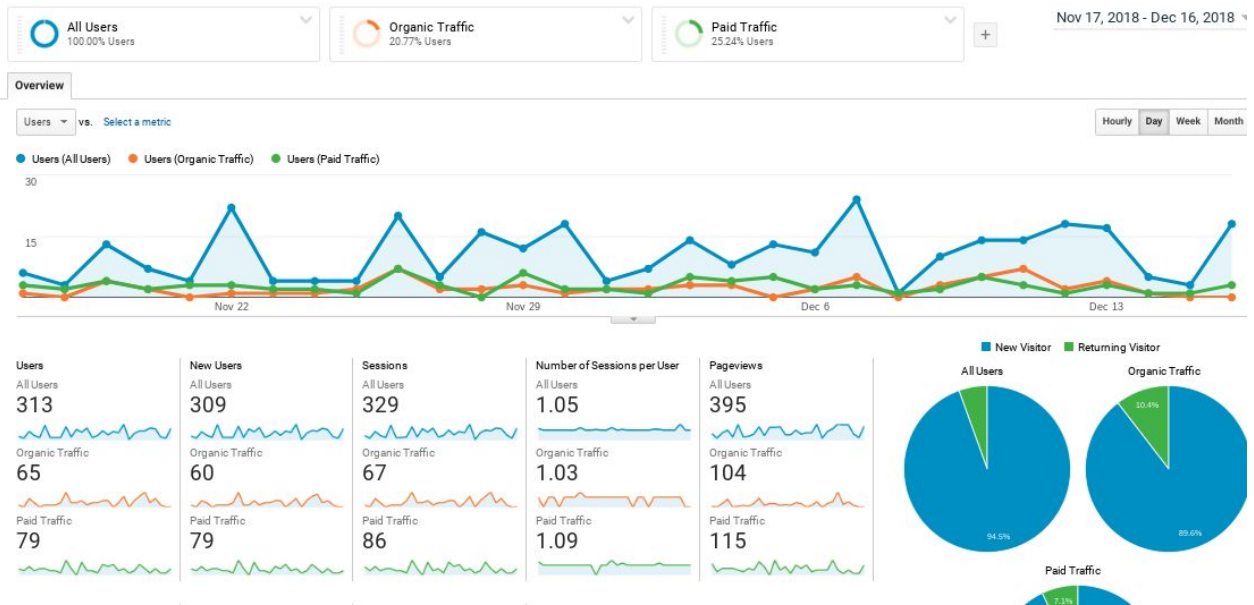
# dririte.net

## Monthly Online Marketing Report - December, 2018

**Highlights:** We had 36 total conversions this period. Our paid campaign yielded 19 conversions this period. Calls improved by 17% over the previous period. We have 34 page one ranks in Google.

### Traffic

We had 309 new users to the site this period.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **dririte.net** we'll continue to see gains in ranks and traffic in the coming months. We currently have 34 key phrases on page one of Google. 26 key terms are in the top 3 search results.

| Google Rankings |    |        |   |
|-----------------|----|--------|---|
| #1-3            | 26 | #4-10  | 8 |
| #11-20          | 6  | #21-50 | 5 |
| #51-100         | 7  | 101+   | 2 |

| dririte.net  |            |                       |                 |
|--|------------|-----------------------|-----------------|
| UNITED STATES - ENGLISH DRIRITE ORLANDO, FL ADDED JANUARY 17, 2018 BUSINESS ORLANDO, FL ADD TAGS |            |                       |                 |
| Ranks Report for Dec 16, 2018  |            | +/- Since First Added | Filter keywords |
| 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     | 1 +1                  | 1 +26           |
| mold remediation glendale sc   | 1 +100     | 3 +98                 | 3 +98           |
| mold remediation rosewood south carolina   | 1 +100     | 1 +100                | 1 +100          |
| mold remediation spartanburg south carolina  | 1 +100     | 23 +78                | 23 +78          |
| mold remediation whitney heights sc  | 1 +100     | 1 +100                | 1 +100          |
| mold restoration spartanburg sc  | 1 +100     | 53 +48                | 53 +48          |
| restoration companies in winter garden, fl   | 1 0        | 31 +70                | 31 +70          |
| water damage remediation spartanburg sc  | 1 +100     | 21 +80                | 21 +80          |

|  |   |   |        |        |        |
|--|---|---|--------|--------|--------|
|  | <input type="checkbox"/> water damage repair winter garden, fl            | + | 1 0    | 19 +2  | 19 +82 |
|  | <input type="checkbox"/> water damage restoration glendale sc             | + | 1 +100 | 1 +100 | 1 +100 |
|  | <input type="checkbox"/> water damage restoration rosewood sc             | + | 1 +100 | 61 +40 | 61 +40 |
|  | <input type="checkbox"/> water damage restoration whitney heights sc      | + | 1 +100 | 2 +99  | 2 +99  |
|  | <input type="checkbox"/> water damage restoration winter garden, fl       | + | 1 +3   | 11 +55 | 11 +11 |
|  | <input type="checkbox"/> water damage winter garden                       | + | 1 0    | 21 -1  | 21 -2  |
|  | <input type="checkbox"/> water extraction services glendale sc            | + | 1 +100 | 13 +88 | 13 +88 |
|  | <input type="checkbox"/> water extraction spartanburg sc                  | + | 1 +100 | 14 +87 | 14 +87 |
|  | <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 | 1 +100 | 1 +100 |

|  |  |   |        |        |        |
|--|--|---|--------|--------|--------|
|  | <input type="checkbox"/> water removal services rosewood sc        | + | 1 +100 | 64 +37 | 64 +37 |
|  | <input type="checkbox"/> water removal whitney heights sc          | + | 1 +100 | 4 +97  | 4 +97  |
|  | <input type="checkbox"/> truss cleaning services orlando           | + | 2 0    | 1 0    | 1 0    |
|  | <input type="checkbox"/> moisture detection winter garden          | + | 3 -2   | 1 +8   | 1 +3   |
|  | <input type="checkbox"/> water restoration glendale south carolina | + | 3 +98  | 27 +74 | 27 +74 |
|  | <input type="checkbox"/> dehumidification services orlando, fl     |   | 5 +6   | 1 +38  | 1 +61  |
|  | <input type="checkbox"/> water damage remediation greenwood sc     |   | 5 +96  | 71 +30 | 71 +30 |
|  | <input type="checkbox"/> water extraction greenwood south carolina | + | 5 +96  | 68 +33 | 68 +33 |
|  | <input type="checkbox"/> water removal greenwood sc                | + | 5 +96  | 36 +65 | 36 +65 |
|  | <input type="checkbox"/> infrared thermography services orlando    | + | 8 +11  | 3 +98  | 3 +19  |
|  | <input type="checkbox"/> soda blasting orlando                     |   | 8 +32  | 17 +84 | 17 +84 |

|  |   |               |               |               |            |
|--|---|---------------|---------------|---------------|------------|
|  | <input type="checkbox"/> mold restoration greenwood sc      | <b>9</b> +92  | - 0           | - 0           | Low Volume |
|  | <input type="checkbox"/> mold remediation greenwood sc      | <b>10</b> +91 | <b>46</b> +55 | <b>46</b> +55 | Low Volume |
|  | <input type="checkbox"/> water extraction orlando           | <b>11</b> +4  | - 0           | - -74         | 40         |
|  | <input type="checkbox"/> water removal spartanburg sc       | <b>13</b> +88 | <b>32</b> +69 | <b>32</b> +69 | Low Volume |
|  | <input type="checkbox"/> moisture detection orlando         | <b>17</b> -7  | <b>23</b> +11 | <b>23</b> -9  | Low Volume |
|  | <input type="checkbox"/> mold remediation orlando           | <b>18</b> +69 | <b>19</b> +50 | <b>19</b> +82 | 170        |
|  | <input type="checkbox"/> mold remediation windermere        | <b>18</b> -17 | <b>11</b> +90 | <b>11</b> +90 | Low Volume |
|  | <input type="checkbox"/> mold remediation apopka            | <b>19</b> +23 | <b>11</b> +90 | <b>11</b> +90 | Low Volume |
|  | <input type="checkbox"/> mold remediation altamonte springs | <b>23</b> +78 | <b>27</b> +74 | <b>27</b> +74 | Low Volume |
|  | <input type="checkbox"/> water removal orlando              | <b>27</b> +6  | - 0           | - 0           | 20         |
|  | <input type="checkbox"/> mold damage cleanup orlando        | <b>28</b> +73 | <b>46</b> +49 | <b>46</b> +55 | 20         |

|  |   |               |               |               |  |
|--|---|---------------|---------------|---------------|--|
|  | <input type="checkbox"/> water damage restoration orlando | <b>34</b> +47 | - 0           | - 0           |  |
|  | <input type="checkbox"/> orlando water damage             | <b>37</b> +43 | - 0           | - 0           |  |
|  | <input type="checkbox"/> restoration companies in orlando | <b>53</b> +33 | - 0           | - 0           |  |
|  | <input type="checkbox"/> duct cleaning orlando            | <b>55</b> +46 | - 0           | - 0           |  |
|  | <input type="checkbox"/> water damage repair orlando      | <b>55</b> +8  | - -20         | - 0           |  |
|  | <input type="checkbox"/> mold testing orlando             | <b>69</b> +32 | - 0           | - 0           |  |
|  | <input type="checkbox"/> water damage orlando, fl         | <b>78</b> -10 | <b>99</b> +2  | <b>99</b> +2  |  |
|  | <input type="checkbox"/> mold inspection orlando          | <b>82</b> +19 | - 0           | - 0           |  |
|  | <input type="checkbox"/> microbial growth removal         | <b>93</b> +8  | <b>27</b> +74 | <b>27</b> +74 |  |

# Total Conversions

We had 36 total conversions this period. Calls improved by 17% over the previous period. We had 33 first time callers with 1 form lead. Our paid campaign yielded 19 total conversions for the period.

**35 calls from Nov 17, 2018 to Dec 17, 2018**

Change: 17% (30 calls) from Secondary Period

| Tracking Number | Start Time |
|-----------------|------------|
|-----------------|------------|

Nov 17, 2018 to Dec 17, 2018 Export ▾

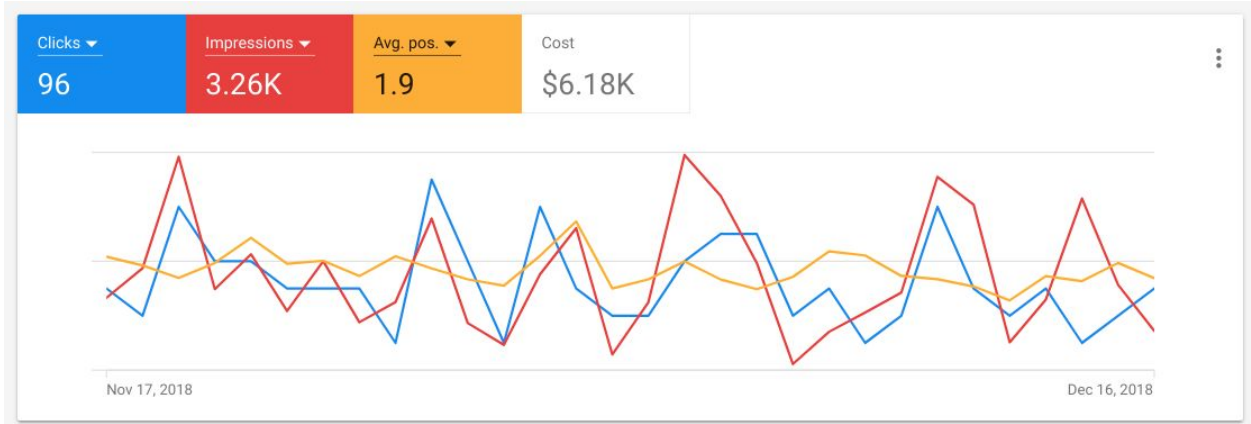
| Source (First Interaction)  | Total Calls | First Time Callers | Average Duration |
|---|-------------|--------------------|------------------|
|   | 35 (100%)   | 33 (100%)          | 2m 7s            |
| <span style="color: #004a80;">■</span> Google Paid                    | 10 (28.6%)  | 10 (30.3%)         | 2m 18s           |
| <span style="color: #4285f4;">■</span> DriRite [Adwords Ad Extension] | 8 (22.9%)   | 7 (21.2%)          | 1m 52s           |
| <span style="color: #4caf50;">■</span> Google Organic                 | 6 (17.1%)   | 6 (18.2%)          | 3m 7s            |
| <span style="color: #795548;">■</span> DriRite OrI [Maps]             | 5 (14.3%)   | 4 (12.1%)          | 1m 49s           |
| <span style="color: #ffc107;">■</span> South Carolina [Adwords]       | 2 (5.7%)    | 2 (6.1%)           | 8s               |
| <span style="color: #e57373;">■</span> Yahoo Organic                  | 1 (2.9%)    | 1 (3.0%)           | 2m 41s           |
| <span style="color: #e57373;">■</span> South Carolina [Organic]       | 1 (2.9%)    | 1 (3.0%)           | 1m 57s           |
| <span style="color: #e57373;">■</span> dririte.net                    | 1 (2.9%)    | 1 (3.0%)           | 3m 24s           |
| <span style="color: #e57373;">■</span> DriRite 800 (Adwords)          | 1 (2.9%)    | 1 (3.0%)           | 22s              |

Nov 17, 2018 to Dec 17, 2018 Export ▾

| Source (First Interaction) | Total Forms | First Time Forms |
|----------------------------|-------------|------------------|
| Google Paid                | 1 (100%)    | 1 (100%)         |

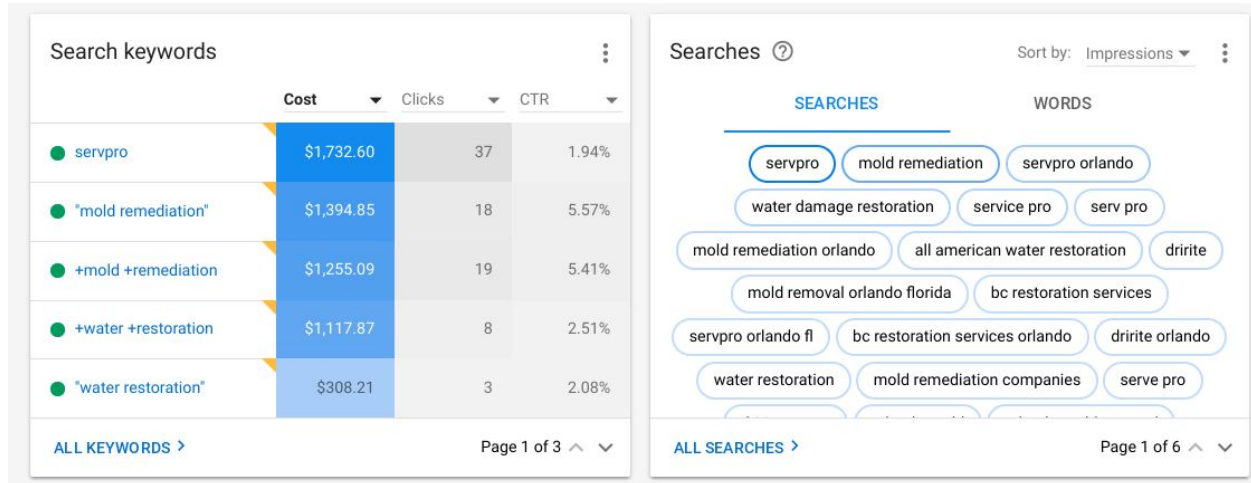
# Paid Search Campaign

Our paid search campaign yielded 96 clicks with 3,260 impressions. Our total ad spend for the period was \$6,180. Our paid campaign yielded 19 conversions. This is a 20% conversion rate.



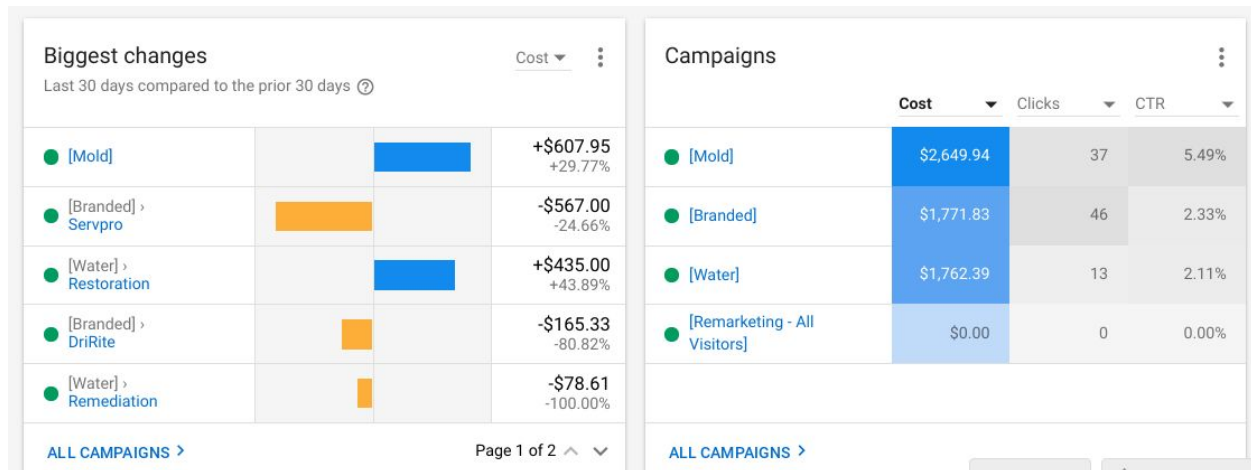
# Search Term Report & Best Performing Key Terms

We'll continue to monitor our search term report to avoid irrelevant clicks and wasted spend.



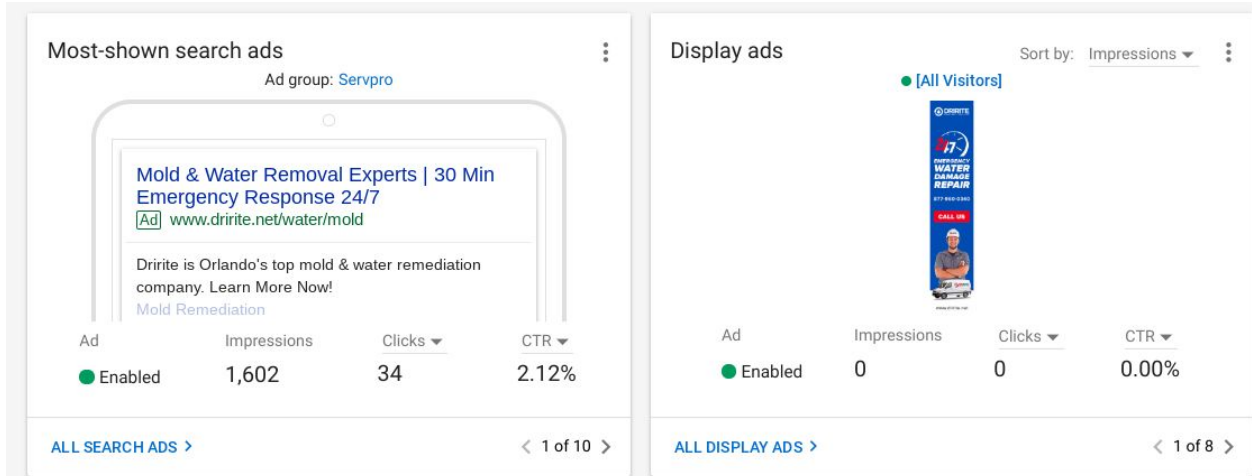
# Campaign Overview Report

Our best performing campaign this period is our [Mold Remediation]. Our campaign yielded 37 clicks with an CTR of 5.49%. Our total ad spend for the campaign was \$2,649.



# Best Performing Ad

Our best performing ad yielded 1,602 impressions, 34 clicks, with a CTR of 2.12%.



# Auction Insights & Devices

Our current impression share is at 75%. We can improve our impression share by increasing our current budget.

