

Pherona

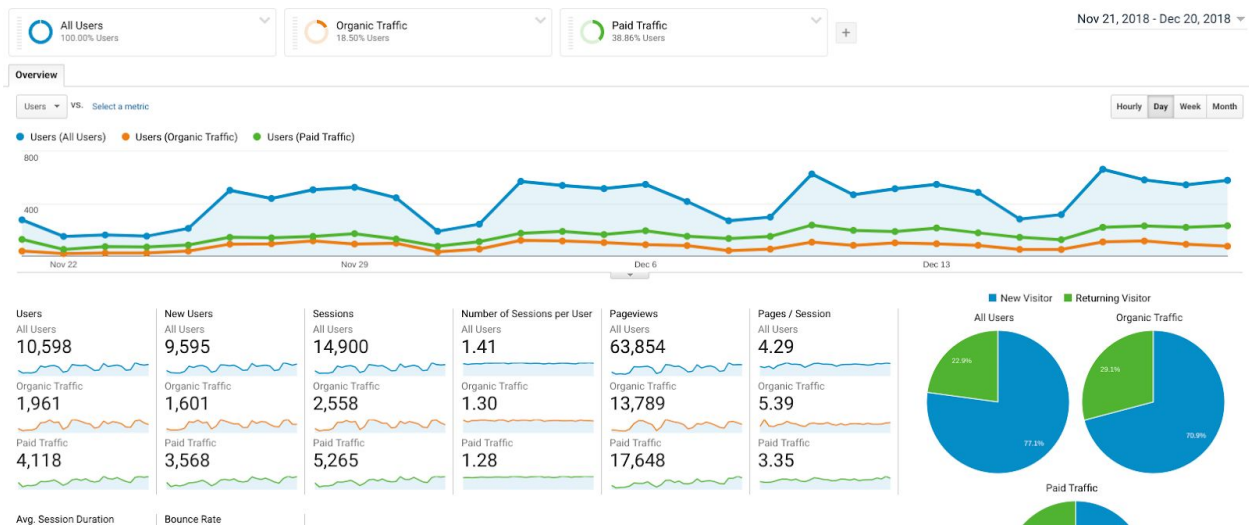
insteadofflowers.com

Monthly Online Marketing Report - December, 2018

Highlights: Total Site Transactions and Revenue improved by 4% over last period. Revenue from organic search from our /fl page improved by 364% over the previous period.

Traffic

We had 9,595 new users to the site this period. 1,601 came from organic search this period.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **insteadofflowers.com** we'll continue to see gains in ranks and traffic in the coming months.

St. Petersburg/ Tampa

insteadofflowers.com			
<small>UNITED STATES - ENGLISH</small> <small>INSTEAD OF FLOWERS</small> <small>SAINT PETERSBURG, FL</small> <small>ADDED APRIL 13, 2018</small> <small>BUSINESS</small> <small>SAINT PETERSBURG, FL</small> <small>ADD TAGS</small>			
Ranks Report for Dec 21, 2018		+/- Since Previous 30 days	
Filter keywords		Filter tags	
Keyword	Google +/-	Yahoo +/-	Bing +/-
send a meal st petersburg	8 -2	1 +1	1 +1
gift meal delivery tampa	9 +3	2 0	2 0
send a dinner tampa	9 0	8 +93	7 +94
gift meals delivered st petersburg	10 +91	3 0	3 0
send a meal tampa	12 0	5 -1	4 0
gift meals delivered tampa	15 -3	2 0	2 0
st petersburg meal prep reviews	21 -1	- -32	- -32
vegan food delivery st petersburg	26 +14	- 0	- 0
meal prep delivery st petersburg	29 -4	25 -8	28 -11
gourmet meal delivery tampa	31 +4	10 0	9 +1
best meal delivery service st petersburg	35 +7	40 +1	40 +1
dinners delivered tampa	41 -6	30 -1	29 0
meal delivery tampa	46 +6	61 +9	61 +9
meals delivered tampa	47 +1	50 +51	50 +51
vegan meal delivery tampa	52 +4	50 0	50 0
fresh meal delivered tampa	55 -9	- -21	- -21
fresh meals delivered tampa	57 +7	- 0	- 0
meal delivery tampa, fl	60 +5	61 -1	51 +9
prepared meals tampa	60 +6	- -42	- -42
send a dinner st petersburg	80 +21	1 +1	1 +1
healthy meal delivery tampa	87 +14	- 0	- 0
vegan meal delivery st petersburg	94 -9	10 -1	9 0
gift meal delivery st petersburg	99 +2	1 +1	1 +1
vegetarian meal delivery st petersburg	99 +2	11 -2	11 -2
fresh meals delivered st petersburg	100 0	30 +28	30 +28

Total Conversions/ St. Pete/ Tampa

Transactions and revenue improved from all traffic sources this period. We had a 600% increase in transactions and a 364% increase in revenue over last period from organic search.

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	5.71% 1,454 vs 1,542	1.99% 65.34% vs 66.67%	7.59% 950 vs 1,028	11.55% 57.70% vs 65.24%	18.37% 2.86 vs 2.42	38.37% 00:02:32 vs 00:01:50	41.46% 58 vs 41	16.61% \$6,136.56 vs \$5,262.66	50.03% 3.99% vs 2.66%
Organic Traffic	3.92% 53 vs 51	45.01% 7.55% vs 13.73%	42.86% 4 vs 7	21.59% 41.51% vs 52.94%	2.68% 3.60 vs 3.51	23.79% 00:03:48 vs 00:03:04	600.00% 7 vs 1	364.04% \$903.03 vs \$194.60	573.58% 13.21% vs 1.96%
Paid Traffic	9.77% 997 vs 1,105	4.24% 75.83% vs 79.19%	13.60% 756 vs 875	7.54% 59.58% vs 64.43%	13.38% 2.54 vs 2.24	22.99% 00:01:52 vs 00:01:31	23.53% 21 vs 17	24.10% \$3,210.85 vs \$2,987.22	36.91% 2.11% vs 1.54%

Total Site Conversions

Total transactions and revenue improved over last period by nearly 4%. Transactions and revenue from organic search remained consistent over last period while paid search dipped a little this period.

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	0.81% 14,900 vs 15,022	0.43% 64.40% vs 64.67%	1.24% 9,595 vs 9,715	3.27% 43.49% vs 44.96%	1.13% 4.29 vs 4.24	4.37% 00:04:02 vs 00:03:52	0.64% 1,724 vs 1,713	3.94% \$175,949.35 vs \$169,280.60	1.47% 11.57% vs 11.40%
Organic Traffic	6.51% 2,358 vs 2,736	1.57% 62.59% vs 61.62%	5.04% 1,601 vs 1,686	1.93% 32.33% vs 32.97%	0.54% 5.39 vs 5.36	1.53% 00:05:03 vs 00:04:58	8.39% 415 vs 453	3.08% \$45,776.15 vs \$47,232.07	2.01% 16.22% vs 16.56%
Paid Traffic	1.00% 5,265 vs 5,213	1.51% 67.77% vs 68.81%	0.53% 3,568 vs 3,587	5.13% 48.66% vs 51.29%	2.12% 3.35 vs 3.42	1.28% 00:02:55 vs 00:02:53	17.89% 358 vs 436	16.48% \$37,207.74 vs \$44,548.35	18.70% 6.80% vs 8.36%