

Pherona

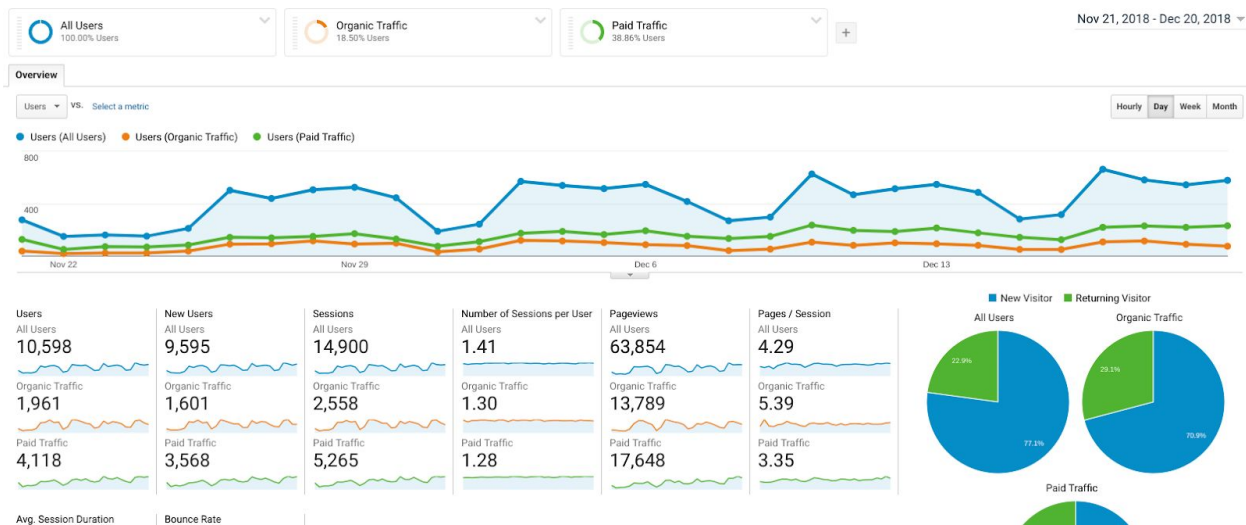
# insteadofflowers.com

## 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			
UNITED STATES - ENGLISH   INSTEAD OF FLOWERS   SAINT PETERSBURG, FL   ADDED APRIL 13, 2018   BUSINESS   SAINT PETERSBURG, FL   ADD TAGS <a href="#">CSV</a>			
Ranks Report for <b>Dec 21, 2018</b>		+/- Since <b>Previous 30 days</b>	
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%