



Pherona

# visionofficeinteriors.com

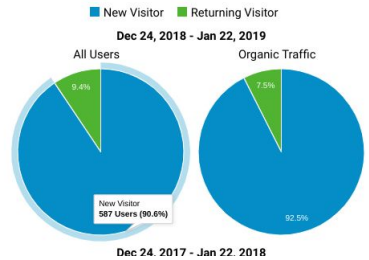
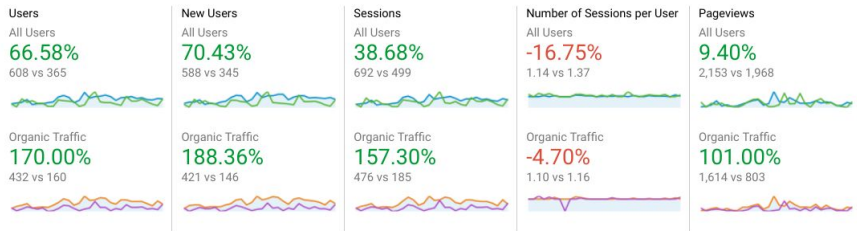
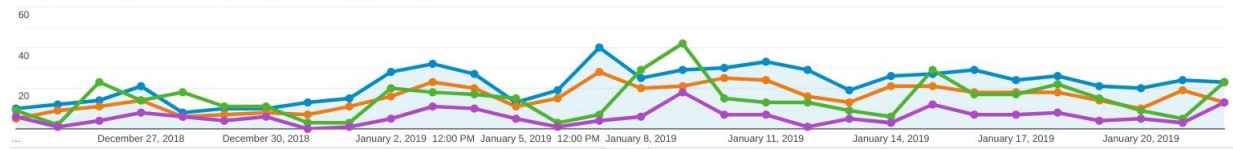
## Monthly Online Marketing Report - January, 2019

**Highlights:** Organic search traffic improved 188% over this same period last year. We now have 16 key terms on page one of Google. We had 20 total conversion this period. We had 12 unique phone calls with 8 form leads.

### Traffic

We had 588 new users to the site this period. This is an 70% increase over this same period last year. Organic search traffic improved 188% over this same time last year.

Dec 24, 2018 - Jan 22, 2019: Users (All Users) Users (Organic Traffic)  
 Dec 24, 2017 - Jan 22, 2018: Users (All Users) Users (Organic Traffic)



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **visionofficeinteriors.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 16 key terms on page one of Google.

visionofficeinteriors.com		UNITED STATES - ENGLISH		VISION OFFICE INTERIORS		LONGWOOD, FL		ADDED MAY 15, 2018		BUSINESS		LONGWOOD, FL		ADD TAGS	
Ranks Report for		Jan 22, 2019		+/- Since		First Added		Filter keywords							
Keyword	Google	+/-													
office furniture longwood	1	0													
used cubicles longwood	1	0													
used office furniture altamonte springs fl	1	0													
used office furniture longwood	1	0													
used office furniture orlando	1	+7													
used office furniture sanford fl	1	0													
cubicles longwood	2	-1													
office design orlando	3	+2													
reception desk orlando	3	+5													
used cubicles orlando	4	+3													
used desk orlando	5	+3													
modern office furniture orlando	6	-3													
office furniture outlet orlando	7	+12													
orlando office furniture orlando fl	7	0													
office cubicles orlando	9	+1													
office furniture orlando	9	-1													
office movers longwood	32	+69													
office furniture installers orlando	57	+44													
business moving companies longwood	65	+36													

# Total Conversions

We had 20 conversion for the period. We had 12 unique phone calls this period with 8 form leads.

12 Unique Callers from Dec 24, 2018 to Jan 23, 2019 Export to CSV

Phone Number	Name	Company	Number Name	Source	Most Recent Call	Total Calls	Longest Call	Average Call
386-255-2138	J And A Balboa	Vision Office Interiors	Organic	Google Organic	Jan 8 12:57pm	3	12m 8s	4m 44s
321-926-1050	Sky Powersports	Vision Office Interiors	Organic	Google Organic	Jan 8 9:20am	2	1m 0s	46s
407-339-7134	Altair Envir	Vision Office Interiors	Organic	Google Organic	Jan 3 11:05am	2	48s	46s
407-923-8887	Undeck Craig	Vision Office Interiors	Organic	Google Organic	Jan 17 12:07pm	1	8m 23s	8m 23s
407-718-5478	David Patton	Vision Office Interiors	Organic	Google Organic	Jan 16 9:29am	1	1m 1s	1m 1s
407-936-6501	Brightway Insur	Vision Office Interiors	Organic	Google Organic	Jan 15 1:13pm	1	1m 16s	1m 16s
315-345-2866	James Walsh	Vision Office Interiors	Organic	Google Organic	Jan 12 10:08am	1	22s	22s
407-682-1313	Ces Mechanical	Vision Office Interiors	Organic	Google Organic	Jan 11 9:36am	1	2m 40s	2m 40s
407-704-1743	Votum Llc	Vision Office Interiors	Organic	Google Organic	Jan 10 3:04pm	1	2m 5s	2m 5s
407-864-9873	Yesc	Vision Office Interiors	Organic	Google Organic	Jan 8 3:43pm	1	1m 14s	1m 14s
407-665-4330	Civil Courthous	Vision Office Interiors	Organic	Google Organic	Jan 4 11:16am	1	1m 54s	1m 54s
407-590-3257	Orlando, FL	Vision Office Interiors	Organic	Google Organic	Jan 3 10:38am	1	1m 5s	1m 5s

8 Form Submissions from Dec 24, 2018 to Jan 23, 2019 Search... Table Settings Export

Source	Submission Time	Name	Number	Referrer Page	Landing Page	
Google Organic	Jan 21 10:39pm	Anonymous	(Not Available)	www.google.com	visionofficeinteriors.com/	
Google Organic	Jan 21 10:39pm	Anonymous	(Not Available)	www.google.com	visionofficeinteriors.com/	
Google Organic	Jan 17 9:12am	plalexandre@ipneos.com	(Not Available)	www.google.com	visionofficeinteriors.com/shop/used-office-furniture-orlando/herm...	
Direct	Jan 16 10:22am	jen@vision-oi.com	(Not Available)	direct	visionofficeinteriors.com/	
Direct	Jan 5 10:08am	Anonymous	(Not Available)	direct	visionofficeinteriors.com/	
Google Organic	Jan 4 9:56am	Anonymous	(Not Available)	www.google.com	visionofficeinteriors.com/	
Google Organic	Jan 3 10:28am	Anonymous	(Not Available)	www.google.com	visionofficeinteriors.com/	
Google Organic	Jan 2 11:17am	Anonymous	(Not Available)	www.google.com	visionofficeinteriors.com/shop/used-office-furniture-orlando/herm...	

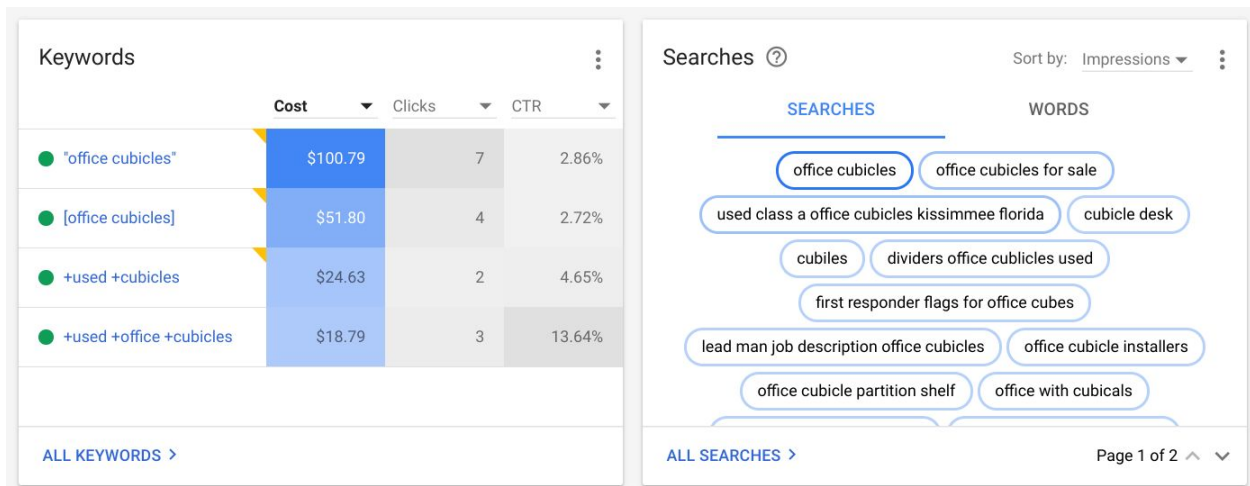
# Paid Search Campaign

Our paid campaign yielded 16 clicks, 457 impressions, with a total ad cost of \$196. Our average CPC [cost per click] is at \$12.25.



# Keywords & Search Term Report

We'll continue to monitor our search term report to ensure we eliminate unwanted clicks the result in wasted spend.



# Ads & Devices

Our best performing ad yielded 246 impressions, 7 clicks, with a CTR [Click Through Rate] of 2.85%. Most of our traffic is coming from desktop computers.

