



Pherona

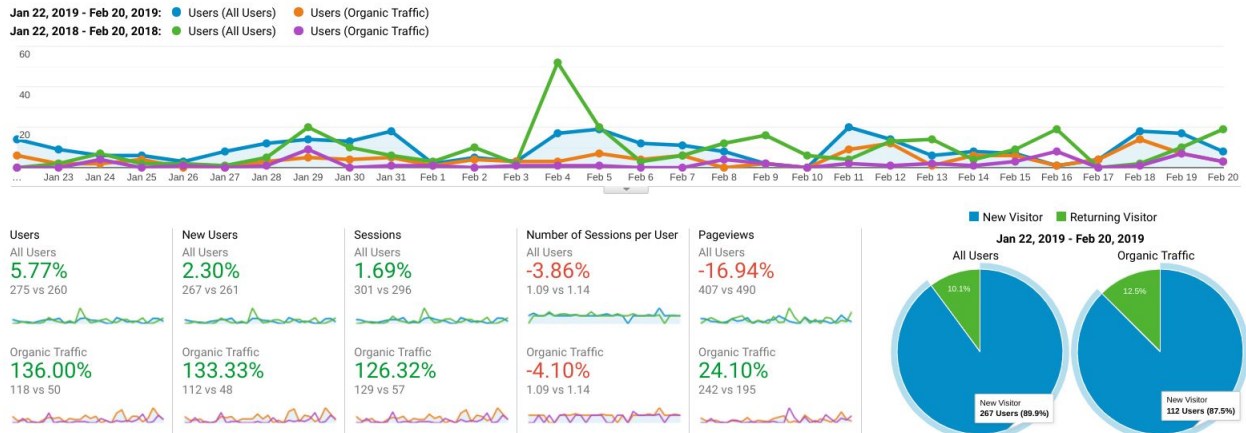
# advancedhva.com

## Monthly Online Marketing Report - February, 2019

**Highlights:** We had 49 unique conversions this period. This is a 34% increase over last period. We had 45 unique phone calls with 4 first time form leads. Our paid campaign yielded 9 conversion this period. We now have 51 key terms on page one of Google. 34 key terms are in the top 3 search results.

### Traffic

Total traffic remained consistent over the previous period. However, organic search traffic improved 133% over the this same time last year.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **advancedhva.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 51 key terms on page one of Google. 34 key terms are in the first 3 search positions.

Google Rankings			
#1-3	<b>34</b>	#4-10	<b>17</b>
#11-20	<b>15</b>	#21-50	<b>13</b>
#51-100	<b>0</b>	101+	<b>16</b>

## Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
vascular disease treatment hudson, fl	5	+96
endovascular specialist land o' lakes, fl	5	+4
cardiologist new port richy, fl	37	+1
heart surgeons hudson, fl	12	+1

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UNITED STATES - ENGLISH    ADVANCED VASCULAR AND HEART ASSOCIATES    HUDSON, FL    ADDED JANUARY 17, 2018    BUSINESS    HUDSON, FL    ADD TAGS    CSV			
Ranks Report for Feb 20, 2019		+/- Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
aneurysm treatment hudson, fl	1 +100	2 +99	2 +99
aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100
aneurysm treatment new port richy, fl	1 +100	1 +100	1 +100
artery blockage treatment hudson, fl	1 +100	1 +100	1 +100
artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100
cardiologist specialist hudson, fl	1 +100	6 +95	6 +95
cardiologist specialist new port richy, fl	1 +100	11 +90	11 +90
cardiologist surgeon new port richy, fl	1 +100	2 +99	2 +99
cardiology land o' lakes, fl	1 +100	- 0	- 0
dr chadda brooksville, fl	1 +5	1 +9	1 +9
dr chadda new port richy, fl	1 +17	3 +98	3 +19
endovascular doctor hudson, fl	1 +100	1 +100	1 +100
endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100

	endovascular doctor new port richiey, fl	+	1 +100	1 +100	1 +100
	endovascular specialist hudson, fl	+	1 +100	1 +100	1 +100
	endovascular specialist new port richiey, fl	+	1 +100	1 +100	1 +100
	heart surgeons brooksville, fl		1 +100	2 +99	2 +99
	heart surgeons new port richiey, fl	+	1 +100	9 +92	9 +92
	interventional cardiology land o' lakes, fl	+	1 +100	72 +29	72 +29
	peripheral vascular doctor hudson, fl	+	1 +100	6 +95	6 +95
	varicose veins doctor hudson, fl	+	1 +100	3 +98	3 +98
	varicose veins hudson, fl	+	1 +100	7 +94	7 +94
	vascular md brooksville, fl	+	1 +100	9 +92	9 +92
	vascular md hudson, fl	+	1 +32	4 +97	4 +97
	vascular md land o' lakes, fl	+	1 +100	9 +21	9 +14
	vascular md new port richiey, fl	+	1 +23	9 +92	9 +92
	vein doctor land o' lakes, fl	+	1 +100	8 +93	8 +93

	vein doctor new port richiey, fl	+	1 +78	5 +96	5 +96
	vein specialist hudson, fl	+	1 +100	3 +98	3 +98
	vein specialist land o' lakes, fl	+	1 +100	9 +92	9 +92
	vein specialist new port richiey, fl	+	1 +100	9 +92	9 +92
	vein treatment doctor new port richiey, fl	+	1 +100	39 +62	39 +62
	aneurysm doctor hudson, fl	+	3 +98	1 +100	1 +100
	varicose veins treatment hudson, fl	+	3 +98	24 +77	24 +77
	dr chadda hudson, fl	+	4 +11	2 +23	2 +11
	varicose veins land o' lakes, fl	+	4 +97	20 +81	20 +81
	endovascular specialist land o' lakes, fl	+	5 +96	1 +100	1 +100
	varicose veins treatment land o' lakes, fl		5 +96	19 +82	19 +82
	vascular disease treatment hudson, fl		5 +96	7 +94	7 +94
	aneurysm doctor new port richiey, fl		6 +42	3 +98	3 +98
	peripheral vascular doctor land o' lakes, fl		7 +94	2 +84	2 +99

	varicose veins brooksville, fl		7 +94	28 +73	28 +73
	varicose veins new port richey, fl		8 +93	28 +73	28 +73
	endovascular specialist brooksville, fl	+	9 +92	1 +100	1 +100
	varicose veins doctor land o' lakes, fl	+	9 +92	9 +92	9 +92
	varicose veins doctor new port richey, fl		9 +92	9 +92	9 +92
	vascular disease treatment land o' lakes, fl		9 +92	- 0	- 0
	vein doctor hudson, fl	+	9 +92	2 +99	2 +99
	heart specialist hudson, fl		10 +91	9 +92	9 +92
	vascular surgeons hudson, fl	+	10 +91	1 +100	1 +100
	vein specialist brooksville, fl		10 +91	11 +90	11 +90
	artery blockage treatment new port richey, fl		11 +90	5 +96	5 +96
	cardiologist surgeon hudson, fl	+	12 +89	1 +100	1 +100
	heart doctors brooksville, fl		12 +89	6 +95	6 +95
	heart surgeons hudson, fl	+	12 +89	3 +98	3 +98

	peripheral vascular doctor new port richey, fl	+	12 +89	7 +94	7 +94
	varicose veins doctor brooksville, fl	+	13 +88	5 +96	5 +96
	cardiologist specialist brooksville, fl		14 +87	- 0	- 0
	cardiology hudson, fl	+	14 +87	4 +97	4 +97
	heart doctors hudson, fl	+	15 +29	7 +94	7 +94
	heart doctors new port richey, fl		16 +85	11 +90	11 +90
	heart specialist brooksville, fl	+	16 +85	10 +91	10 +91
	heart specialist new port richey, fl	+	18 +83	9 +92	9 +92
	interventional cardiology hudson, fl		18 +83	11 +90	11 +90
	interventional radiology land o' lakes, fl		18 +83	7 +94	7 +94
	interventional cardiology brooksville, fl		20 +81	9 +92	9 +92
	vascular surgeons new port richey, fl	+	21 +80	11 +90	11 +90
	cardiologist doctor hudson, fl	+	22 +79	6 +95	6 +95
	endovascular doctor brooksville, fl		22 +79	1 +100	1 +100

# Total Conversions

We had 49 unique conversions this period. We had 45 unique phone calls and 4 unique form leads. Our paid campaign yielded 9 conversions this period.

Jan 22, 2019 to Feb 21, 2019 Export

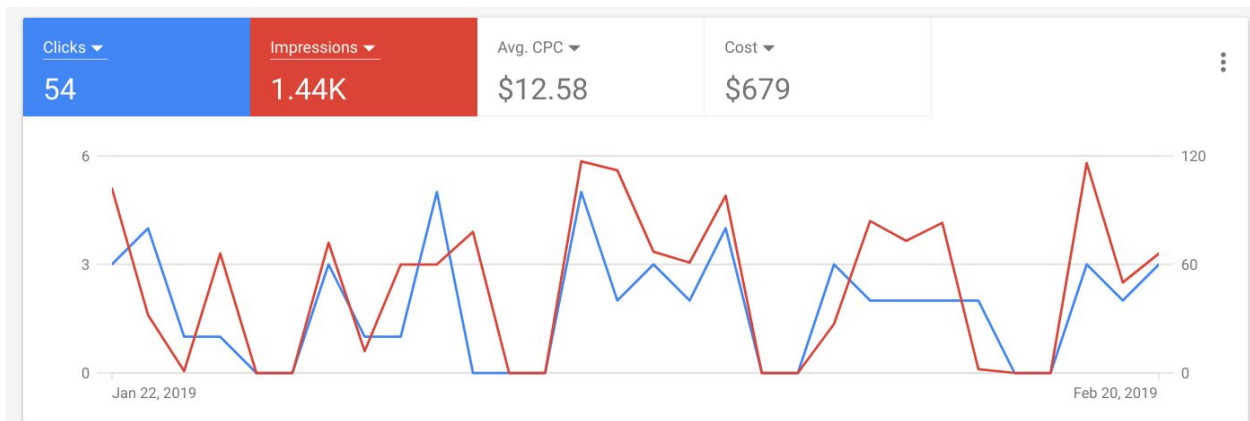
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
Maps (New Port Richey)	96 (100%)	45 (100%)	2m 24s
Google Organic	47 (49.0%)	15 (33.3%)	2m 6s
Google Paid	15 (15.6%)	9 (20.0%)	2m 4s
Maps (Brooksville)	10 (10.4%)	4 (8.9%)	2m 34s
Maps (Land O Lakes)	5 (5.2%)	4 (8.9%)	1m 58s
Maps (Hudson)	2 (2.1%)	2 (4.4%)	8s

Jan 22, 2019 to Feb 21, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
Google Organic	6 (100%)	4 (100%)
Google Paid	6 (100.0%)	4 (100.0%)

# Paid Search Campaign

Our paid campaign yielded 54 clicks, 1,440 impressions, and a total ad spend of \$679 this period. Our average cost per click is at \$12.58.



# Search Term Report

Our best performing key terms this period were “vascular surgeons”. We’ll continue to monitor our search term report to ensure we eliminate unwanted clicks and wasted spend.

### Search keywords

	Cost	Clicks	CTR
+vascular +surgeons	\$386.20	20	3.13%
+vascular +doctors	\$82.74	7	4.90%
+cardiologist +brooksville +fl	\$70.73	7	4.05%
"heart doctors in"	\$66.26	8	8.99%
+cardiologist +hudson +fl	\$28.08	4	2.67%

[ALL KEYWORDS >](#) Page 1 of 5

### Searches

Sort by: Impressions

SEARCHES

- vascular surgeon
- vascular surgeon tampa
- cardiologist in brooksville florida
- dr michael moore cardiologist brooksville fl
- vascular dementia treatment

WORDS

- cardiologist brooksville fl
- dr nader chadda
- florida cardiology group brooksville fl
- dr goldbach vascular surgeon
- florida cardiology group brooksville fl 34613
- vascular doctors in wesley chapel

[ALL SEARCHES >](#) Page 1 of 5

# Campaign Ads

Our best performing ad this period yielded 872 impressions, 29 clicks, and a CTR of 3.33%.

### Most-shown search ads

Ad group: Vascular

**Cardiologist Dr. Nader Chadda | Cardiology & Vascular Experts**

[advancedhva.com/vascular/doctors](http://advancedhva.com/vascular/doctors)

World Class Cardiologist, Endovascular Intervention, & Nuclear Cardiology. Care Services


Ad	Impressions	Clicks	CTR
Enabled	872	29	3.33%

[ALL SEARCH ADS >](#) < 1 of 4 >

### Display ads

Sort by: Impressions

All Visitors



Ad	Impressions	Clicks	CTR
Enabled	0	0	0.00%

[ALL DISPLAY ADS >](#) < 1 of 5 >

# Auction Insights [Competitor Analysis]

Our impression share is at 69% this period. This means our ads are showing up 69% of the time they are eligible for. Our competitor vein911.com is under 30%.

