



Pherona

# insteadofflowers.com

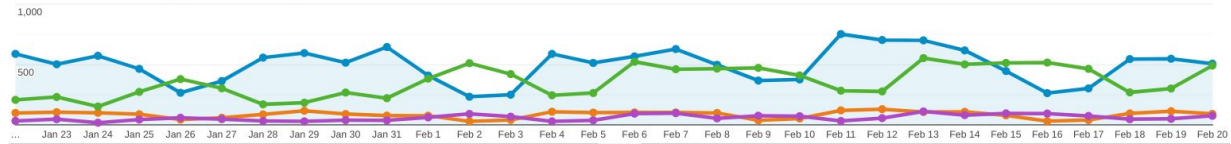
## Monthly Online Marketing Report - February, 2019

**Highlights:** Total traffic is up by 38% over the previous period. Organic search improved by nearly 40% over last period. **We had an 135% increase in transactions and a 135% improvement in revenue from our [/fl page] this period over last.** Total site transactions and revenue improve over last period as well.

### Traffic

Total traffic is up 38% over the previous period. Organic search traffic improved nearly 40% over last period.

Jan 22, 2019 - Feb 20, 2019: ● Users (All Users) ● Users (Organic Traffic)  
 Dec 23, 2018 - Jan 21, 2019: ● 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 **insteadofflowers.com** we'll continue to see gains in ranks and traffic in the coming months. We are now in the top search results for multiple "tampa" key terms.

## St. Petersburg/ Tampa

insteadofflowers.com			
<small>UNITED STATES - ENGLISH INSTEAD OF FLOWERS SAINT PETERSBURG, FL ADDED APRIL 13, 2018 BUSINESS SAINT PETERSBURG, FL ADD TAGS</small>			
Ranks Report for Feb 20, 2019		+/- Since First Added	
Filter keywords		Filter tags	
Keyword	Google +/-	Yahoo +/-	Bing +/-
send a meal tampa	1 +7	4 -1	4 -1
gift meal delivery tampa	2 +1	1 +9	1 +9
gift meals delivered tampa	2 +3	2 +7	2 +99
gift meal delivery st petersburg	4 +2	1 +8	1 +9
send a dinner tampa	4 -3	3 +98	3 +98
send a meal st petersburg	5 -2	1 +3	1 +9
send a dinner st petersburg	13 -7	4 +20	4 +97
meal delivery tampa, fl	27 +74	31 +70	31 +70
best meal delivery service st petersburg	29 +72	48 +53	48 +53
vegan food delivery st petersburg	29 +72	- 0	- 0
vegan meal delivery tampa	32 +44	- 0	- 0
meals to go tampa	36 +65	38 +63	38 +44
healthy meal delivery tampa	45 +56	- 0	- 0

# Total Conversions/ St. Pete/ Tampa- /fl page

Total transactions and revenue improved this period over last. We had a 135% increase in transactions and a 135% improvement in revenue. Revenue from organic search increased by 140% this period over last. Conversion rate improved by 55%.

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	24.50% <span style="color: green;">▲</span> 1,484 vs 1,192	6.20% <span style="color: red;">▼</span> 61.93% vs 66.02%	16.77% <span style="color: green;">▲</span> 919 vs 787	3.98% <span style="color: green;">▲</span> 56.06% vs 58.39%	4.00% <span style="color: green;">▲</span> 3.02 vs 2.90	19.73% <span style="color: green;">▲</span> 00:02:57 vs 00:02:28	115.00% <span style="color: green;">▲</span> 86 vs 40	135.09% <span style="color: green;">▲</span> \$9,312.64 vs \$3,961.30
Organic Traffic	50.00% <span style="color: green;">▲</span> 69 vs 46	20.00% <span style="color: red;">▼</span> 8.70% vs 10.87%	20.00% <span style="color: green;">▲</span> 6 vs 5	0.00% <span style="color: green;">▲</span> 47.83% vs 47.83%	3.52% <span style="color: red;">▼</span> 4.17 vs 4.33	50.85% <span style="color: green;">▲</span> 00:04:02 vs 00:02:41	133.33% <span style="color: green;">▲</span> 7 vs 3	140.26% <span style="color: green;">▲</span> \$977.70 vs \$406.93	55.56% <span style="color: green;">▲</span> 10.14% vs 6.52%

# Total Site Conversions

Total transactions and revenue improved over this same period last year. We had a 44% increase in transactions and revenue improved by 46%. Transactions from organic search increased by 46%, while revenue improved by 47%. Conversion rates improved as well.

All Users	41.57% <span style="color: green;">▲</span> 18,097 vs 12,783	2.26% <span style="color: red;">▼</span> 61.84% vs 63.27%	38.38% <span style="color: green;">▲</span> 11,192 vs 8,088	2.19% <span style="color: red;">▼</span> 46.62% vs 45.62%	2.97% <span style="color: red;">▼</span> 4.09 vs 4.22	1.46% <span style="color: green;">▲</span> 00:03:52 vs 00:03:49	44.23% <span style="color: green;">▲</span> 2,051 vs 1,422	46.59% <span style="color: green;">▲</span> \$193,476.23 vs \$131,985.67	1.88% <span style="color: green;">▲</span> 11.33% vs 11.12%
Organic Traffic	43.63% <span style="color: green;">▲</span> 2,854 vs 1,987	2.60% <span style="color: red;">▼</span> 61.42% vs 63.06%	39.90% <span style="color: green;">▲</span> 1,753 vs 1,253	0.44% <span style="color: green;">▲</span> 34.02% vs 34.17%	2.50% <span style="color: red;">▼</span> 5.43 vs 5.56	8.02% <span style="color: green;">▲</span> 00:05:09 vs 00:04:46	46.77% <span style="color: green;">▲</span> 477 vs 325	47.62% <span style="color: green;">▲</span> \$48,206.52 vs \$52,654.86	2.18% <span style="color: green;">▲</span> 16.71% vs 16.36%