

Pherona

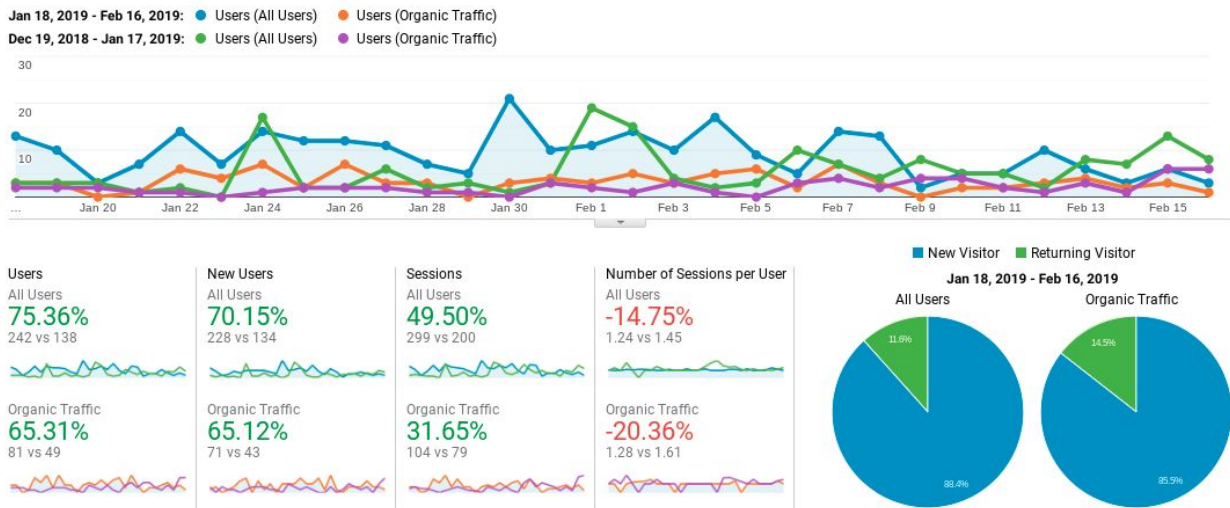
www.kingsmoving.com

Monthly Online Marketing Report - February, 2019

Highlights: Total traffic improved 70% over the previous period. Organic search traffic improved by 65% this period. We had 20 unique conversions this period. Our paid campaign yielded 3 conversions.

Traffic

Total traffic is up 70% over the previous period. Organic search traffic improved 65% over last period.



Important Keyword Ranks

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

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
local movers st pete	66	+10
local movers clearwater	58	+8
tampa professional movers	68	+3
local movers tampa	41	+1
commercial movers clearwater	25	+1
moving companies tampa	55	+1

[kingsmoving.com](#)
 UNITED STATES - ENGLISH KING PRO MOVERS TAMPA, FL ADDED FEBRUARY 2, 2019 BUSINESS TAMPA, FL ADD TAGS

Ranks Report for **Feb 16, 2019** +/- Since **First Added** Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-	GMS
commercial movers tampa	13 +3	15 +19	15 0	10
tampa bay moving and storage	21 +20	20 -1	20 +81	30
commercial movers clearwater	25 +76	41 +60	41 +60	Low Volume
same day movers tampa	26 -3	- 0	- 0	Low Volume
long distance movers clearwater fl	32 +69	46 +55	46 +55	Low Volume
local movers tampa	41 -6	80 +21	80 +21	210
commercial movers st petersburg	45 +56	- 0	- 0	Low Volume
moving companies tampa	55 -10	- 0	- -47	1,900
local movers clearwater	58 +43	- 0	- 0	Low Volume
reliable movers clearwater fl	65 +36	- 0	- 0	20

Total Conversions

We had 20 unique conversions this period. We had 9 first time callers and 11 form submissions. Our paid campaign yielded 3 conversions for the period.

Jan 18, 2019 to Feb 17, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	14 (100%)	9 (100%)	2m 34s
Organic Search	13 (92.9%)	8 (88.9%)	2m 41s
Google Paid	1 (7.1%)	1 (11.1%)	1m 6s

Jan 18, 2019 to Feb 17, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	13 (100%)	11 (100%)
Google Organic	4 (30.8%)	2 (18.2%)
Direct	3 (23.1%)	3 (27.3%)
Google Paid	2 (15.4%)	2 (18.2%)
Bing Organic	1 (7.7%)	1 (9.1%)
brownbook.net	1 (7.7%)	1 (9.1%)
hotfrog.com	1 (7.7%)	1 (9.1%)
kingsmoving.com	1 (7.7%)	1 (9.1%)

Paid Search Campaign

Our paid campaign yielded 73 clicks, 6,530 impressions, with an average cpc of \$9.49. Our total ad spend for the month was \$692.



Campaign Performance

Our "Movers- Tampa" campaign yielded 28 clicks, \$293 ad spend,, with a CTR of .99%.

Biggest changes			
Jan 24 – Feb 16, 2019 compared to Dec 31, 2018 – Jan 23, 2019			
[Movers - Tampa]			+\$294.74 +00
Companies			+\$152.13 +00
Units			+\$135.18 +00
[Storage - Tampa]			+\$110.43 +00

Campaigns			
	Cost	Clicks	CTR
[Movers - Tampa]	\$294.74	28	0.99%
Companies	\$152.13	14	0.78%
Units	\$135.18	21	1.72%
[Storage - Tampa]	\$110.43	10	1.46%

Keywords and Search Term Report

We'll continue to monitor our search queries to ensure we eliminate irrelevant searches and wasted spend.

Keywords			
	Cost	Clicks	CTR
+movers +tampa	\$240.45	22	1.47%
+storage +tampa	\$93.11	9	1.69%
+storage +units	\$90.19	13	2.32%
"moving companies"	\$66.07	7	1.99%
"storage units"	\$38.99	7	1.37%

Searches	
SEARCHES	WORDS
movers tampa	tampa moving companies
	storage units
	moving companies tampa
	moving companies
fast moves of tampa bay	moving tampa
	movers tampa florida
	movers in tampa
	pool table movers tampa
	24 hour storage units near me
	allied movers tampa
	mobile home movers in tampa fl
	public storage 30th st tampa

Most Shown Ad

Our most shown ad this period received 2,833 impressions, with 28 clicks.

Most-shown ads

Ad group: [Movers](#)


Professional Movers Tampa | Free Estimates Available
[www.kingsmoving.com/movers/tampa](#)
Since 1984 we have helped people like you relocate safely and affordably. King Movers provides Tampa with fast and professional moving services for nearly 30 years.
100% Satisfaction · Local & Long Distance · Up Front Pricing · Residential & ...
[Free Estimates](#) [Storage Units](#)
[Local Moving](#)

Ad	Impressions	Clicks	CTR
● Enabled	2,833	28	0.99%

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

Landing pages

Sort by: [Clicks](#)



Clicks	Mobile sp...	Conv. rate	Avg. CPC
40	—	2.50%	\$10.67

[ALL LANDING PAGES >](#) < 1 of 2 >