



Pherona

trophyfordofforsyth.com

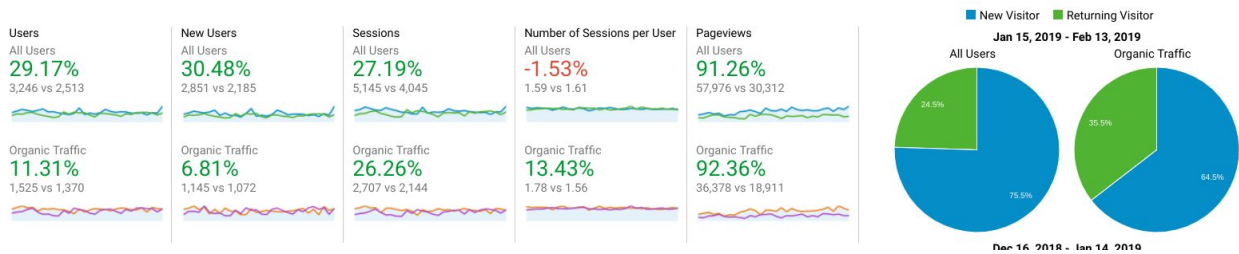
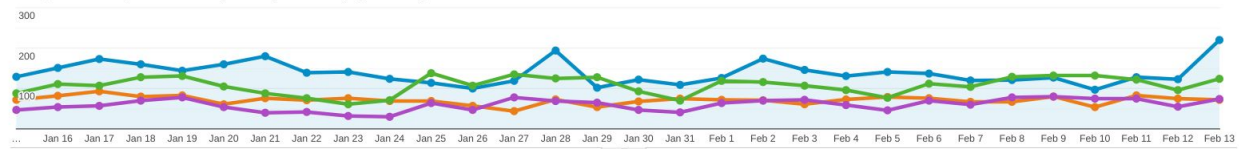
Monthly Online Marketing Report - February, 2019

Highlights: Total traffic improved 30% over the previous period. Organic search traffic improved by 7% this period. We had 181 unique conversions this period. Our paid campaign yielded 14 conversions. We now have 16 key terms on page one of Google. 12 Key Terms our in the first 3 positions in Google.

Traffic

Total traffic is up 30% over the previous period. Organic search traffic improved 7% over last period.

Jan 15, 2019 - Feb 13, 2019: ● Users (All Users) ● Users (Organic Traffic)
 Dec 16, 2018 - Jan 14, 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 **trophyfordofforsyth.com** we'll continue to see gains in ranks and traffic in the coming months. We have 16 key terms on page one of Google. 12 key terms are in the first 3 positions in Google.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
fleet sales macon ga	24	+11
truck sales in jackson ga	51	+8
used trucks for sale in georgia	82	+5
ford dealership barnesville ga	1	+2
ford dealership macon ga	8	+1
used car dealerships in macon ga	31	+1

trophyfordofforsyth.com				
UNITED STATES - ENGLISH TROPHY FORD FORSYTH, GA ADDED NOVEMBER 8, 2018 BUSINESS FORSYTH, GA ADD TAGS				
Ranks Report for Feb 13, 2019		+/- Since First Added	Filter keywords	Filter tags
Keyword	Google +/-	Yahoo +/-	Bing +/-	
car dealerships forsyth ga	1 0	2 0	2 0	
cars for sale forsyth ga	1 0	9 +11	9 +15	
commercial truck sales in ga	1 0	- 0	- 0	
fleet sales forsyth ga	1 +3	25 -22	25 -23	
ford dealers in central georgia	1 +6	16 -5	11 +6	
ford dealership barnesville ga	1 +5	1 0	1 0	
ford dealership forsyth ga	1 0	1 0	1 0	
ford parts forsyth ga	1 0	1 0	1 0	
ford service forsyth ga	1 0	1 0	1 0	
trophy ford bad credit	1 0	1 0	1 +1	
trophy ford forsyth ga	1 0	1 0	1 0	
used trucks for sale in middle georgia	1 +32	- 0	- -59	
ford dealerships in middle ga	5 -1	3 +3	4 0	

		ford dealership macon ga	8 +2	9 -2	9 -4
		ford service macon ga	10 +13	7 +2	7 +6
		trucks for sale forsyth ga	10 +1	6 +95	6 +15
		ford jackson ga	12 +11	2 +2	2 +1
		fleet sales macon ga	24 +37	- -99	- -100
		used car dealerships in macon ga	31 -30	60 +41	57 +12
		car dealerships in macon ga	43 +13	- 0	- 0
		truck sales macon ga	45 +36	81 -30	81 +20
		used chevy trucks for sale in macon ga	45 +12	- 0	- 0
		truck sales in jackson ga	51 +5	- 0	- 0
		used cars macon ga	55 +46	- 0	- 0
		used trucks for sale in georgia	82 +19	- 0	- 0

Total Conversions

We had 181 unique conversions this period. We had 98 first time callers and 83 form submissions. Our paid campaign yielded 14 conversions for the period.

Jan 15, 2019 to Feb 14, 2019

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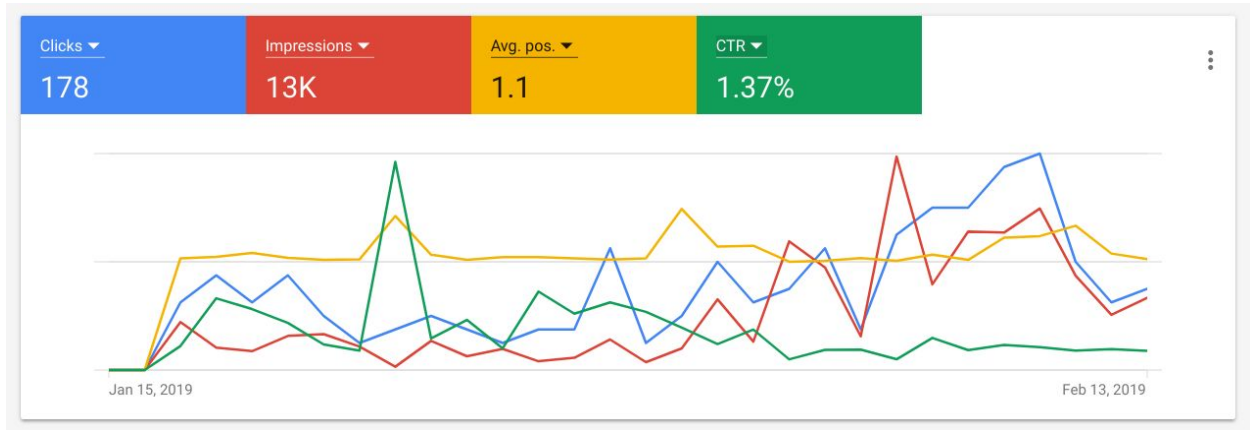
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	161 (100%)	98 (100%)	1m 55s
	85 (52.8%)	49 (50.0%)	1m 55s
	53 (32.9%)	33 (33.7%)	1m 59s
	8 (5.0%)	7 (7.1%)	1m 43s
	6 (3.7%)	2 (2.0%)	2m 34s
	4 (2.5%)	2 (2.0%)	24s
	2 (1.2%)	2 (2.0%)	3m 6s
	1 (0.6%)	1 (1.0%)	1m 52s
	1 (0.6%)	1 (1.0%)	54s
	1 (0.6%)	1 (1.0%)	1m 52s

Jan 15, 2019 to Feb 14, 2019

[Export](#)

Source (First Interaction)	Total Forms	First Time Forms
	170 (100%)	83 (100%)
	109 (64.1%)	51 (61.4%)
	24 (14.1%)	13 (15.7%)
	9 (5.3%)	5 (6.0%)
	9 (5.3%)	2 (2.4%)
	6 (3.5%)	2 (2.4%)
	6 (3.5%)	3 (3.6%)
	6 (3.5%)	6 (7.2%)
	1 (0.6%)	1 (1.2%)

Paid Search Campaign



Best Performing Campaign

Our “used” campaign yielded 77 clicks, 1,933 impressions, with a CTR of 3.98%.

Biggest changes				Campaigns			
Last 30 days compared to the prior 30 days				Impressio... Clicks CTR			
New > Cars		+5,411	+∞	New	8,913	58	0.65%
New > Trucks		+2,606	+∞	Dealerships	2,138	43	2.01%
Dealerships		+2,138	+∞	Used	1,933	77	3.98%
Used > Cars		+1,162	+∞				
New > Vehicles		+570	+∞				

ALL CAMPAIGNS > Page 1 of 2 ^ v

Keywords and Search Term Report

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

Keywords

	Impressio...	Clicks	CTR
+used +cars	424	24	5.66%
"used cars"	314	13	4.14%
+used +trucks	169	18	10.65%
+ford +dealerships	142	14	9.86%
+new +trucks	121	4	3.31%

[ALL KEYWORDS >](#) Page 1 of 6 ^ v

Searches

Sort by: Impressions v

SEARCHES
WORDS

[ALL SEARCHES >](#) Page 1 of 8 ^ v

Most Shown Ad

Our most shown ad this period received 5,411 impressions, with 32 clicks.

Most-shown ads

Ad group: Cars

Shop New Cars for Sale Online | Trophy Ford of Forsyth
trophyfordofforsyth.com/new/cars
 Shop for your new car and secure your financing today. Get Pre-Approved. Easy online application. At Trophy Ford of Forsyth, we do things differently. Learn More.
 Satisfaction Awards · Sales Event · Se Espanol · Expert Service Department
[New Vehicles](#) [Parts & Service](#)
[Get Financing](#) [Used Vehicles](#)

Ad	Impressions	Clicks	CTR
Enabled	5,411	32	0.59%

[ALL ADS >](#) < 1 of 9 >

Landing pages

Sort by: Clicks v

Clicks	Mobile sp...	Conv. rate	Clicks
139	—	0.00%	139

[ALL LANDING PAGES >](#)

Auction Insights/Competitor Analysis and Devices

Our impression share this period is at 36%. Our top of page rate is at 86%. Impression share is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. We improve impression share by increasing our budget. Most of our clicks come from mobile devices this period.

