



Pherona

visionofficeinteriors.com

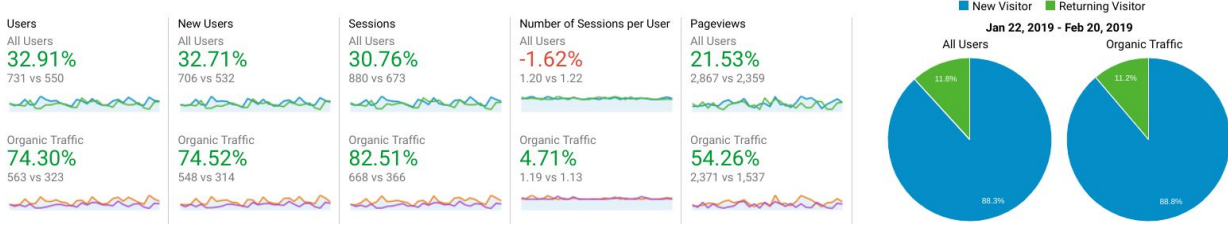
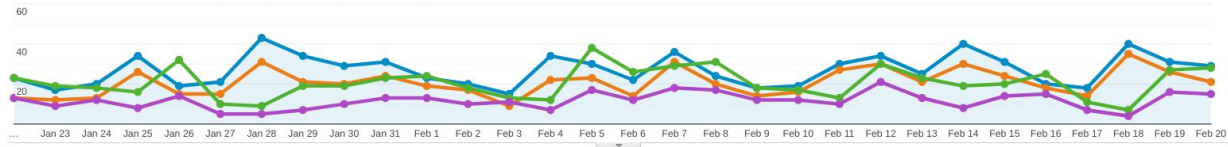
Monthly Online Marketing Report - February, 2019

Highlights: Total traffic improved by 32% over this same period last year. Organic search traffic improved 74% over this same time last year. We had an 58% increase in conversions over last period. We had 19 unique phone calls with 15 form leads. Our paid campaign yielded 2 calls.

Traffic

We had 706 new users to the site this period. This is an 32% increase over this same period last year. Organic search traffic improved 74% over this same time last year.

Jan 22, 2019 - Feb 20, 2019: ● Users (All Users) ● Users (Organic Traffic)
 Jan 22, 2018 - Feb 20, 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 14 key terms on page one of Google.

visionofficeinteriors.com		Google	
UNITED STATES - ENGLISH VISION OFFICE INTERIORS LONGWOOD, FL ADDED MAY 15, 2018 BUSINESS LONGWOOD, FL ADD TAGS			
Ranks Report for Feb 20, 2019		+/- Since Previous 90 days	
Keyword		Rank	Change
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 sanford fl		1	0
cubicles longwood		2	-1
reception desk orlando		5	-1
used cubicles orlando		5	+3
used desk orlando		5	+5
used office furniture orlando		5	+1
modern office furniture orlando		6	-1
office design orlando		7	-2
office furniture orlando		8	0
office furniture outlet orlando		9	0
office cubicles orlando		11	-1
orlando office furniture orlando fl		12	-11
office movers longwood		18	+23
office furniture installers orlando		32	+22
business moving companies longwood		43	+38

Total Conversions

We had 34 conversion for the period. This is a 59% increase over last month. We had 19 unique phone calls this period with 15 form leads. Our paid campaign yielded 2 calls.

Phone Calls

Jan 22, 2019 to Feb 21, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	25 (100%)	19 (100%)	2m 10s
Google Organic	22 (88.0%)	17 (89.5%)	2m 27s
Ad Extension	3 (12.0%)	2 (10.5%)	13s

Form Leads

Jan 22, 2019 to Feb 21, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	19 (100%)	15 (100%)
Google Organic	14 (73.7%)	11 (73.3%)
Direct	2 (10.5%)	2 (13.3%)
visionofficeinteriors.com	2 (10.5%)	1 (6.7%)
spoke.com	1 (5.3%)	1 (6.7%)

Paid Search Campaign

Our paid campaign yielded 28 clicks, 512 impressions, with a total ad cost of \$300. Our average CPC [cost per click] is at \$10.73.



Keywords & Search Term Report

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

Keywords

	Cost	Clicks	CTR
● "office cubicles"	\$149.64	14	5.30%
● [office cubicles]	\$69.76	6	3.80%
● +used +cubicles	\$60.19	6	8.70%
● +used +office +cubicles	\$20.82	2	9.52%

[ALL KEYWORDS >](#)

Searches

Sort by: Impressions

SEARCHES

- office cubicles
- office cubicles orlando
- 4x4 office cubicles
- comapnies that sell office cuioculos
- home office cubicle
- office cubicle decor amazon

WORDS

- cubicles
- used cubicals
- used cubicles near orlando fl
- dividers office cubicles used
- I shaped office cubicles for \$100
- office cubicles with doors

[ALL SEARCHES >](#) Page 1 of 2

Ads & Devices

Our best performing ad yielded 304 impressions, 24 clicks, with a CTR [Click Through Rate] of 7.89%.

Most-shown ads

Ad group: Cubicles

Used Office Cubicles for Sale | Vision Office Interiors
visionofficeinteriors.com/used/cubicles
 Vision Office Interiors is dedicated to helping every company, industry, and business. We create the perfect work environment by providing them with quality office cubicles.
 Financing Available · Hablamos Español · New & Used · 100% Satisfaction
[Financing](#) [Services](#)
[About Us](#) [Get a Quote](#)

Ad	Impressions	Clicks	CTR
● Enabled	304	24	7.89%

[ALL ADS >](#) < 1 of 2 >

Landing pages

Sort by: Clicks

Clicks	Mobile spe...	Conv. rate	Avg. CPC
28	—	0.00%	\$10.73

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