



Pherona

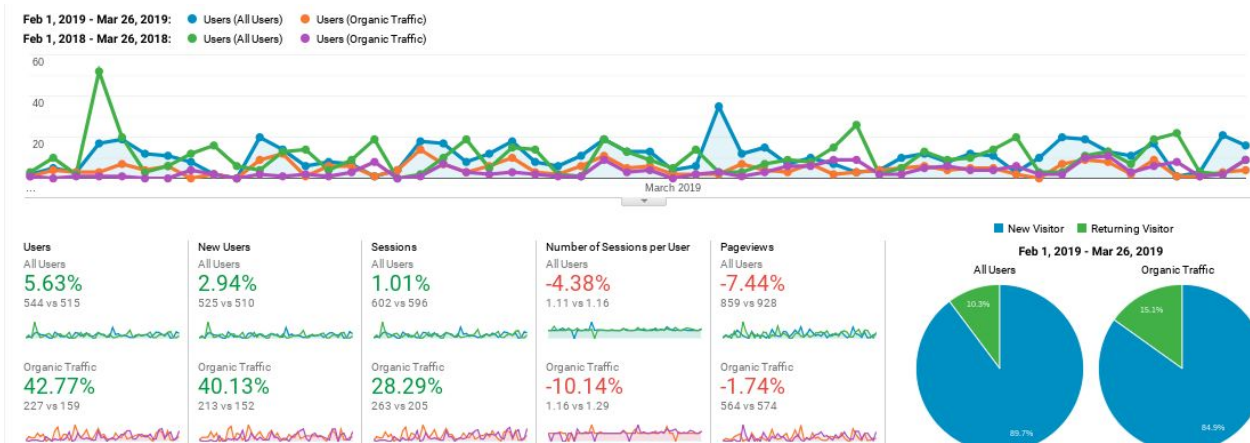
advancedhva.com

Monthly Online Marketing Report - March, 2019

Highlights: Organic search traffic improved by 40% over this same period last year. We had 42 unique conversions this period. We had 39 unique phone calls with 3 first time form leads. We now have 57 key terms on page one of Google. 40 key terms are in the top 3 search results.

Traffic

Total traffic remained consistent over the previous period. However, organic search traffic improved 40% 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 57 key terms on page one of Google. 40 key terms are in the first 3 search positions.



Google Rankings			
#1-3	40	#4-10	17
#11-20	11	#21-50	19
#51-100	0	101+	8

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
aneurysm doctor land o' lakes, fl	1	+100
vascular surgeons hudson, fl	1	+17
vein treatment doctor land o' lakes, fl	8	+7
vein doctor hudson, fl	1	+6
heart doctors new port richy, fl	25	+3
cardiologist brooksville, fl	30	+3
venous insufficient treatment land o' lakes, fl	7	+2
varicose veins doctor brooksville, fl	7	+2
heart specialist brooksville, fl	18	+2
interventional cardiology new port richy, fl	26	+1

Ranks Report for <input type="text" value="Mar 26, 2019"/>		+/- Since <input type="text" value="First Added"/>	Filter keywords <input type="text"/>	Filter
Keyword	Google	Yahoo	Bing	
<input type="checkbox"/> aneurysm doctor brooksville, fl	1 +100	5 +96	5 +96	
<input type="checkbox"/> aneurysm doctor land o' lakes, fl	1 +100	6 +95	6 +95	
<input type="checkbox"/> aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> aneurysm treatment new port richy, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> artery blockage treatment land o' lakes, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> cardiologist specialist new port richy, fl	1 +100	11 +90	11 +90	
<input type="checkbox"/> cardiologist surgeon hudson, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> cardiology land o' lakes, fl	1 +100	- 0	- 0	
<input type="checkbox"/> dr chadda brooksville, fl	1 +5	1 +9	1 +9	
<input type="checkbox"/> endovascular doctor hudson, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> endovascular doctor new port richy, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> endovascular specialist new port richy, fl	1 +100	1 +100	1 +100	
<input type="checkbox"/> heart doctors hudson, fl	1 +43	4 +97	4 +97	
<input type="checkbox"/> heart surgeons brooksville, fl	1 +100	3 +98	3 +98	
<input type="checkbox"/> heart surgeons new port richy, fl	1 +100	7 +94	7 +94	
<input type="checkbox"/> varicose veins doctor hudson, fl	1 +100	3 +98	3 +98	
<input type="checkbox"/> varicose veins hudson, fl	1 +100	7 +94	7 +94	
<input type="checkbox"/> vascular md brooksville, fl	1 +100	7 +94	7 +94	
<input type="checkbox"/> vascular md new port richy, fl	1 +23	9 +92	9 +92	
<input type="checkbox"/> vascular surgeons hudson, fl	1 +100	1 +100	1 +100	

	<input type="checkbox"/> vein doctor brooksville, fl		1 +100	6 +95	6 +95
	<input type="checkbox"/> vein doctor hudson, fl		1 +100	3 +98	3 +98
	<input type="checkbox"/> vein doctor land o' lakes, fl		1 +100	10 +91	10 +91
	<input type="checkbox"/> vein doctor new port richy, fl		1 +78	9 +92	9 +92
	<input type="checkbox"/> vein specialist brooksville, fl		1 +100	11 +90	11 +90
	<input type="checkbox"/> vein specialist hudson, fl		1 +100	1 +100	1 +100
	<input type="checkbox"/> vein specialist land o' lakes, fl		1 +100	9 +92	9 +92
	<input type="checkbox"/> vein specialist new port richy, fl		1 +100	10 +91	10 +91
	<input type="checkbox"/> vein treatment doctor hudson, fl		1 +100	24 +77	24 +77
	<input type="checkbox"/> vein treatment doctor new port richy, fl		1 +100	30 +71	30 +71
	<input type="checkbox"/> aneurysm treatment hudson, fl		2 +99	2 +99	2 +99

	<input type="checkbox"/> artery blockage treatment hudson, fl		2 +99	1 +100	1 +100
	<input type="checkbox"/> dr chadda hudson, fl		2 +13	1 +24	1 +12
	<input type="checkbox"/> endovascular specialist hudson, fl		2 +99	1 +100	1 +100
	<input type="checkbox"/> varicose veins treatment hudson, fl		2 +99	9 +92	9 +92
	<input type="checkbox"/> aneurysm doctor hudson, fl		3 +98	2 +99	2 +99
	<input type="checkbox"/> aneurysm doctor new port richy, fl		3 +45	4 +97	4 +97
	<input type="checkbox"/> dr chadda new port richy, fl		3 +15	4 +97	4 +18
	<input type="checkbox"/> varicose veins land o' lakes, fl		3 +98	18 +83	18 +83
	<input type="checkbox"/> varicose veins treatment land o' lakes, fl		4 +97	10 +91	10 +91
	<input type="checkbox"/> endovascular specialist brooksville, fl		5 +96	1 +100	1 +100
	<input type="checkbox"/> varicose veins brooksville, fl		5 +96	10 +91	10 +91

	<input type="checkbox"/> vascular disease treatment hudson, fl	+	5 +96	7 +94	7 +94
	<input type="checkbox"/> peripheral vascular doctor hudson, fl	+	6 +95	6 +95	6 +95
	<input type="checkbox"/> vascular disease treatment land o' lakes, fl		6 +95	24 +77	24 +77
	<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl		7 +94	9 +77	9 +92
	<input type="checkbox"/> varicose veins doctor brooksville, fl		7 +94	4 +97	4 +97
	<input type="checkbox"/> venous insufficient treatment land o' lakes, fl	+	7 +94	2 +99	2 +99
	<input type="checkbox"/> endovascular specialist land o' lakes, fl	+	8 +93	1 +100	1 +100
	<input type="checkbox"/> varicose veins doctor new port richy, fl		8 +93	28 +73	28 +73
	<input type="checkbox"/> vein treatment doctor land o' lakes, fl	+	8 +93	15 +86	15 +86
	<input type="checkbox"/> vascular md land o' lakes, fl		9 +92	10 +20	10 +13
	<input type="checkbox"/> venous disease treatment land o' lakes, fl		9 +92	15 +86	15 +86

	<input type="checkbox"/> cardiologist surgeon brooksville, fl	+	18 +83	3 +98	3 +98
	<input type="checkbox"/> heart specialist brooksville, fl	+	18 +83	10 +91	10 +91
	<input type="checkbox"/> endovascular doctor brooksville, fl		19 +82	1 +100	1 +100
	<input type="checkbox"/> cardiologist hudson, fl	+	20 +81	5 +96	5 +96
	<input type="checkbox"/> vascular surgeons new port richy, fl		21 +80	9 +92	9 +92
	<input type="checkbox"/> cardiologist doctor hudson, fl	+	22 +79	9 +92	9 +92
	<input type="checkbox"/> cardiologist surgeon new port richy, fl		22 +79	2 +99	2 +99
	<input type="checkbox"/> heart doctors brooksville, fl		22 +79	7 +94	7 +94
	<input type="checkbox"/> interventional cardiology land o' lakes, fl		23 +78	89 +12	89 +12
	<input type="checkbox"/> cardiologist specialist hudson, fl		24 +77	6 +95	6 +95
	<input type="checkbox"/> cardiology new port richy, fl		24 +54	11 +90	11 +90

Total Conversions

We had 42 unique conversions this period. We had 39 unique phone calls and 3 unique form leads.

Feb 25, 2019 to Mar 27, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	100 (100%)	39 (100%)	2m 38s
Maps [New Port Richy]	52 (52.0%)	17 (43.6%)	3m 16s
Google Organic	15 (15.0%)	8 (20.5%)	1m 20s
Maps [Brooksville]	10 (10.0%)	7 (17.9%)	1m 11s
Google Paid	9 (9.0%)	0	1m 8s
Maps [Hudson]	7 (7.0%)	5 (12.8%)	2m 6s
Maps [Land O Lakes]	7 (7.0%)	2 (5.1%)	5m 17s

Feb 25, 2019 to Mar 27, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	3 (100%)	3 (100%)
Google Organic	2 (66.7%)	2 (66.7%)
Direct	1 (33.3%)	1 (33.3%)

Paid Search Campaign

Our paid campaign yielded 53 clicks, 1,229 impressions, and a total ad spend of \$666 this period. Our average cost per click is at \$12.57.



Search Term Report

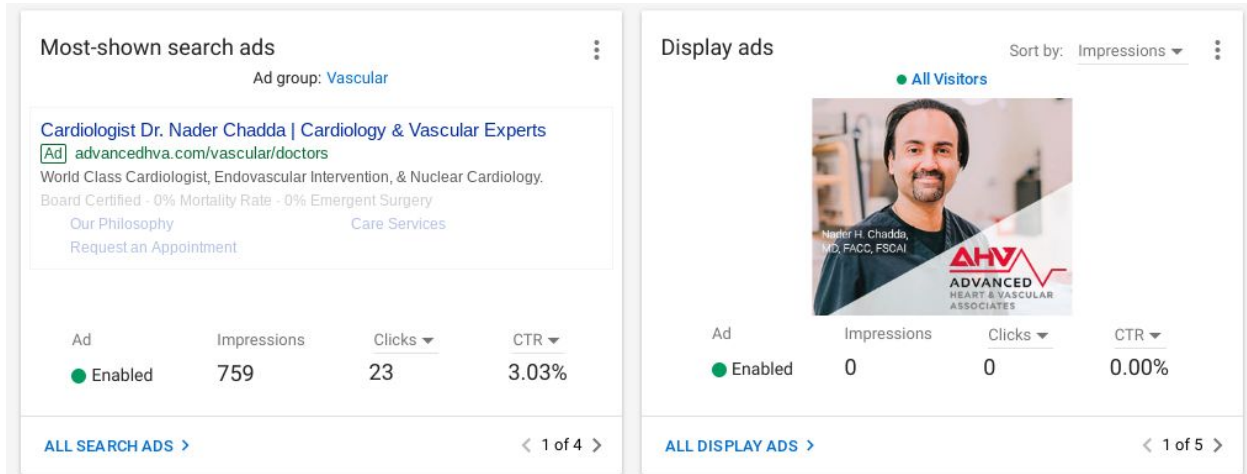
Our best performing key terms this period were “vascular surgeons”. We’ll continue to monitor our search term report to ensure we eliminate unwanted clicks and wasted spend.

Search keywords	Cost	Clicks	CTR
+vascular +surgeons	\$297.83	18	3.25%
+cardiologist +brooksville +fl	\$107.81	9	5.06%
+vascular +doctors	\$61.84	3	2.27%
+vascular +treatment	\$46.32	2	8.33%
"heart doctors near"	\$38.40	2	28.57%

Searches	Words
vascular surgeon	dr nader chadda
dr akel cardiologist hudson fl	
florida cardiology group brooksville fl 34613	
cardiologist brooksville fl	cardiologist new port richy fl
florida cardiology group brooksville fl	
name ofcardiologist in hudson fl	vascular surgeon tampa
cardiologist in brooksville florida	vascular doctor tampa

Campaign Ads

Our best performing ad this period yielded 759 impressions, 23 clicks, and a CTR of 3.03%.



Auction Insights [Competitor Analysis]

Our impression share is at 68% this period. This means our ads are showing up 68% of the time they are eligible for. Our competitor vein911.com is under 20%.

