



Pherona

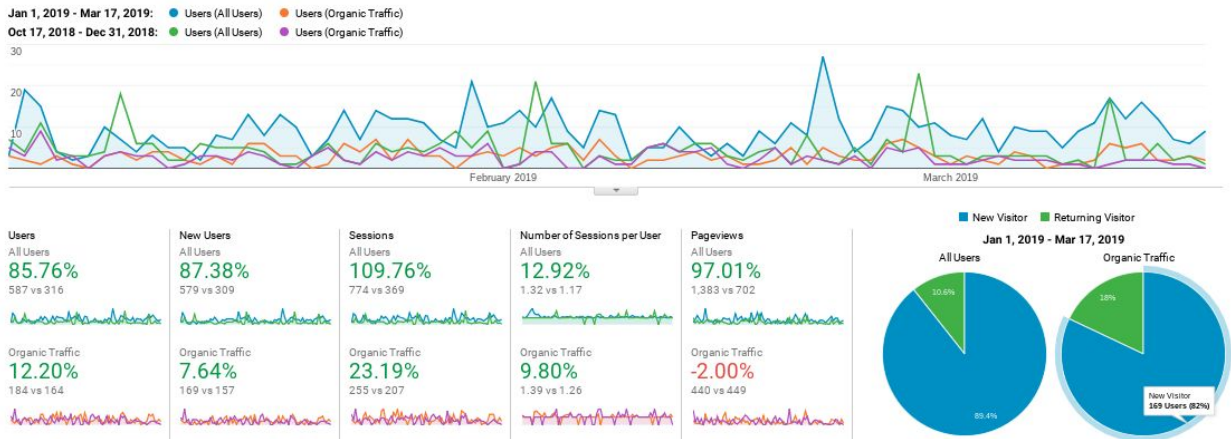
www.kingsmoving.com

Monthly Online Marketing Report - March, 2019

Highlights: Total traffic improved 87% over the previous period. Organic search traffic improved by 8% this period over last period. We had 21 unique conversions this period. Our paid campaign yielded 13 conversions this period.

Traffic

Total traffic is up 80% over the previous period. Organic search traffic improved 8% 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
commercial movers tampa	16	+85
same day movers tampa	21	+80
local movers tampa	26	+75
commercial movers st.petersburg	30	+71
long distance movers clearwater fl	30	+71
moving companies tampa	39	+62
office movers st pete	43	+58
movers tampa	44	+57
local movers clearwater	54	+47
local movers st pete	62	+39

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

Ranks Report for **Mar 17, 2019** +/- Since **First Added** Filter keywords

Keyword	Google	+/-
commercial movers tampa	16	0
reliable movers clearwater fl	19	+82
tampa bay moving and storage	20	+21
same day movers tampa	21	+2
local movers tampa	26	+9
commercial movers st petersburg	30	+71
long distance movers clearwater fl	30	+71
condo movers tampa	33	+68
commercial movers clearwater	34	+67
moving companies tampa	39	+6
office movers st pete	43	+11
movers tampa	44	+18

	<input type="checkbox"/> office movers clearwater	46 +16
	<input type="checkbox"/> office movers tampa	46 +14
	<input type="checkbox"/> tampa professional movers	52 +7
	<input type="checkbox"/> local movers clearwater	54 +47
	<input type="checkbox"/> small movers st petersburg fl	55 +46
	<input type="checkbox"/> local movers st pete	62 +39
	<input type="checkbox"/> moving companies clearwater	75 +26
	<input type="checkbox"/> residential movers st pete	76 +25
	<input type="checkbox"/> residential movers clearwater, fl	84 +11
	<input type="checkbox"/> apartment movers tampa	88 +13
	<input type="checkbox"/> residential movers tampa	91 +10
	<input type="checkbox"/> apartment movers st pete	92 +9



Total Conversions

We had 21 unique conversions this period. We had 14 first time callers and 7 form submissions. Our paid campaign yielded 13 conversions for the period.

Feb 16, 2019 to Mar 18, 2019 Export 			
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	20 (100%)	14 (100%)	1m 31s
Organic Search	10 (50.0%)	6 (42.9%)	1m 22s
Google Paid	9 (45.0%)	7 (50.0%)	1m 41s
Ad Extension	1 (5.0%)	1 (7.1%)	1m 40s

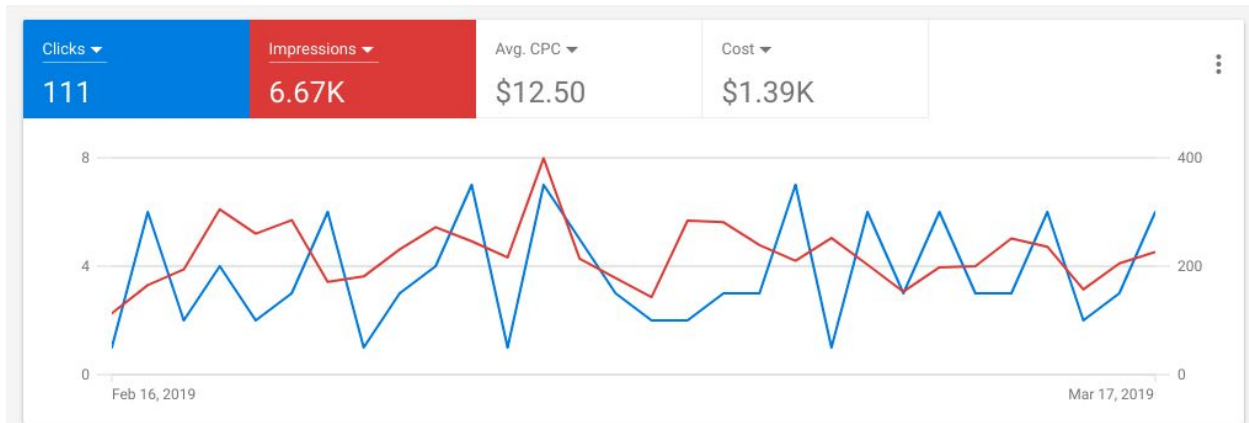
Feb 16, 2019 to Mar 18, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	8 (100%)	7 (100%)
 Google Paid	7 (87.5%)	6 (85.7%)
 Google Organic	1 (12.5%)	1 (14.3%)

Paid Search Campaign

Our paid campaign yielded 111 clicks, 6,670 impressions, with an average cpc of \$12.50. Our total ad spend for the month was \$1,390.

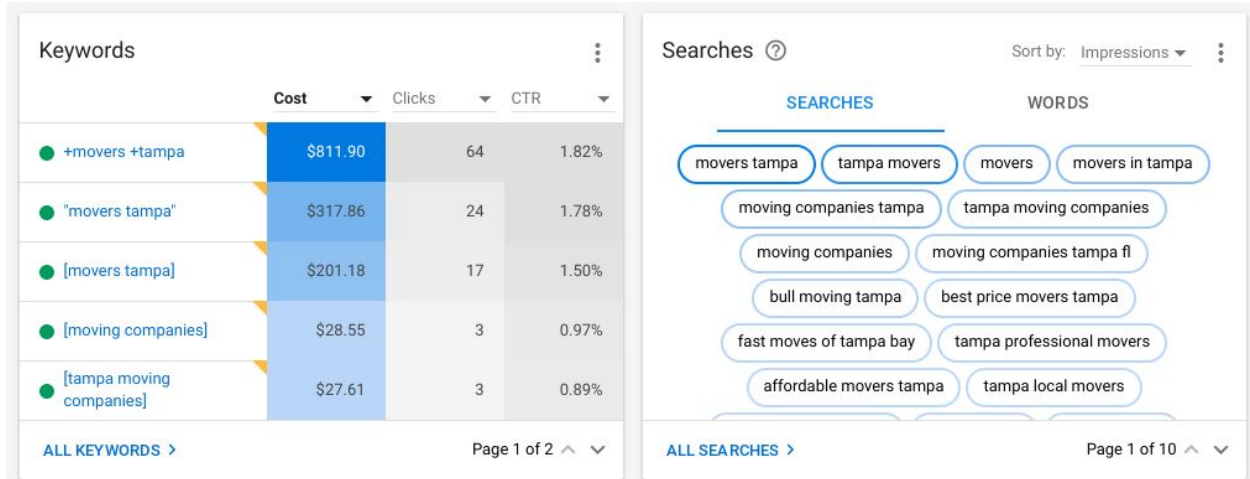


Campaign Performance

Our “Movers- Tampa” campaign yielded 105 clicks, \$1,330 ad spend,, with a CTR of 1.75%.

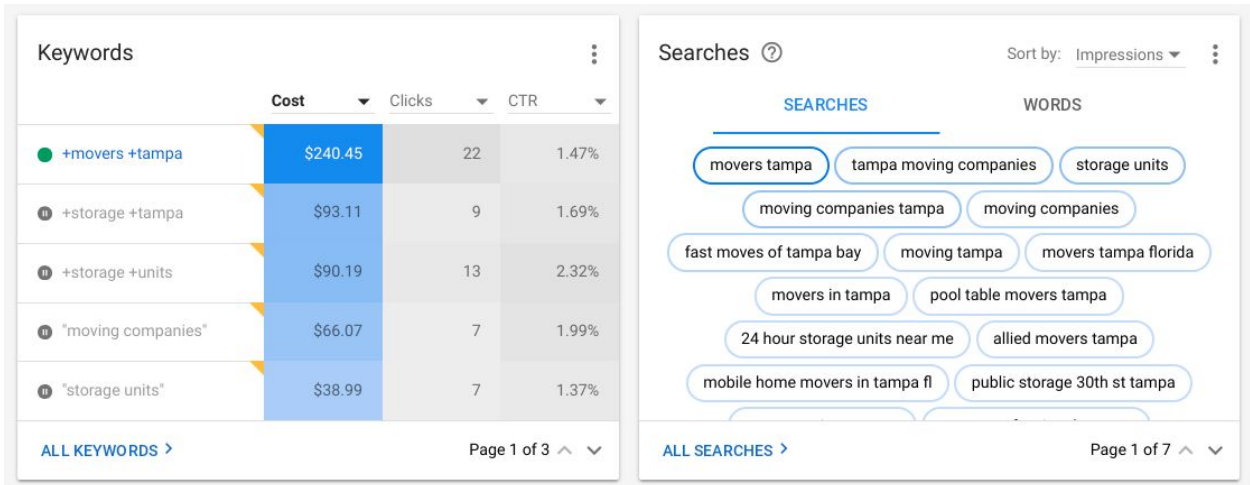
Biggest changes			
Last 30 days compared to the prior 30 days			
			Cost
[Movers - Tampa]			+\$1,043.40 +362.87%
Units			-\$135.18 -100.00%
[Storage - Tampa]			-\$110.43 -100.00%
Companies			-\$95.97 -63.08%
ALL CAMPAIGNS >			

Campaigns			
	Cost	Clicks	CTR
[Movers - Tampa]	\$1,330.94	105	1.75%
Companies	\$56.16	6	0.93%
Units	\$0.00	0	0.00%
ALL CAMPAIGNS >			



Keywords and Search Term Report

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



Most Shown Ad

Our most shown ad this period received 6,002 impressions, with 105 clicks, and CTR of 1.75%.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Most-shown ads', shows an ad for 'Professional Movers Tampa | Free Estimates Available | Residential & Commercial'. The ad text includes 'www.kingsmoving.com/movers/tampa' and a description of their services. Below the ad, a table shows performance metrics: Ad: Enabled, Impressions: 6,002, Clicks: 105, and CTR: 1.75%. The right panel, titled 'Landing pages', shows a landing page for 'Kings Pro Movers' with a phone number '813-551-1189 / 727-219-1719'. Below the landing page, a table shows performance metrics: Clicks: 99, Mobile sp...: -, Conv. rate: 3.03%, and Avg. CPC: \$12.36.

Competition Analysis [Auction Insights]

Our impression share this period is at 42%. This means are ads are showing up 42% of the time they are eligible for. We can improve our impression share by increasing our budget.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Auction insights', shows a scatter plot of 'Impression share' (Y-axis, 0.00% to 100.00%) versus 'Top of page rate' (X-axis, 0.00% to 100.00%). The plot compares 'You' (blue dot) with other competitors: collegehunkshaul..., themoverstampa..., allmysons.com, twomenandatruc..., mr-mover.com, and Others (grey dots). The right panel, titled 'Devices', shows a stacked bar chart for 'Mobile phones' (blue), 'Tablets' (red), and 'Computers' (orange). The chart is broken down by 'Cost', 'Impressions', and 'Clicks'.