

Pherona

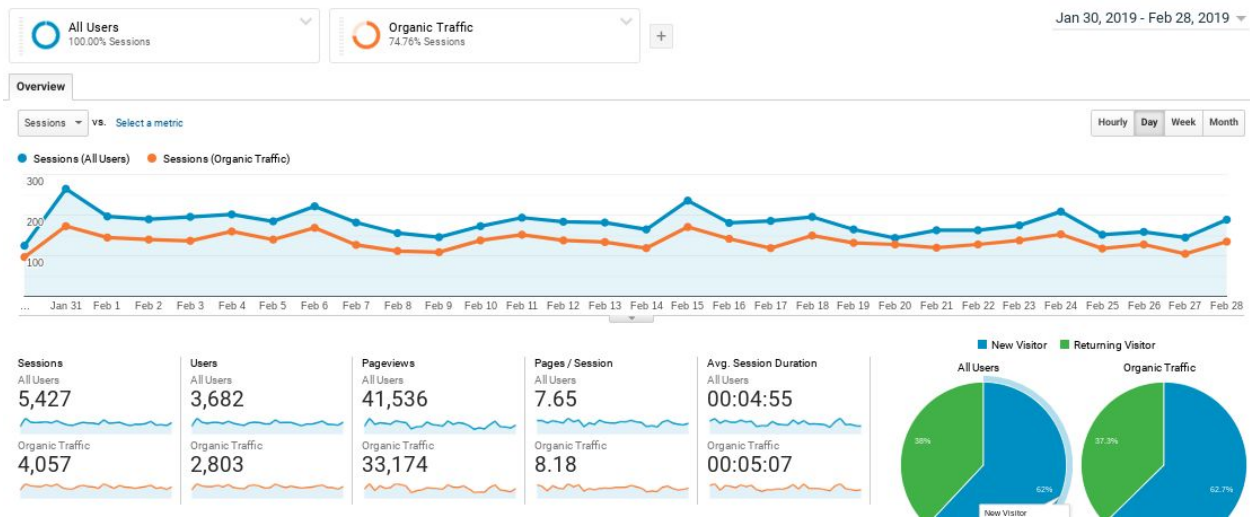
skykingfireworks.com

Monthly Online Marketing Report - February, 2019

Highlights: We now have 41 key terms on page one of Google. 32 key terms are in the first 3 search results. We had 48 first time callers this period.

Traffic

We had 3,682 new users this period. 2,803 came from organic search.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **skykingfireworks.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 41 key terms on page one of Google. 32 key terms are in the first 3 search positions.

Google Rankings

#1-3	32	#4-10	9
#11-20	5	#21-50	4
#51-100	2	101+	5

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
aerial fireworks for sale	45	+28
big fireworks for sale	13	+4
missile fireworks florida	1	+2

skykingfireworks.com

UNITED STATES - ENGLISH SKY KING FIREWORKS ORLANDO, FL ADDED OCTOBER 24, 2018 BUSINESS ORLANDO, FL ADD TAGS

Ranks Report for Feb 28, 2019 +/- Since First Added Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
200 gram repeaters fireworks florida	1 0	1 +1	1 +1
artillery shells fireworks florida	1 +2	1 +9	1 +8
emoji wink fireworks florida	1 0	1 0	1 0
finales fireworks florida	1 +3	1 +2	1 +2
fireworks daytona beach	1 0	7 +3	7 +9
fireworks for sale bradenton fl	1 0	1 0	1 +1
fireworks for sale cocoa beach	1 0	3 -2	3 -1
fireworks for sale daytona beach	1 0	1 +1	1 +2
fireworks for sale melbourne fl	1 0	2 +2	2 +4
fireworks for sale port charlotte fl	1 0	1 0	1 0
fireworks for sale port st lucie	1 0	1 +9	1 +10
fireworks for sale sarasota fl	1 0	1 0	1 +1

	fireworks for sale stuart		1 0	1 0	1 +1
	fireworks for sale west palm beach		1 0	1 +1	1 +2
	fireworks store atlanta ga		1 0	8 -1	8 0
	fireworks store daytona beach		1 0	2 0	2 0
	fireworks store easton pa		1 0	2 0	2 0
	fireworks store ft myers		1 0	2 0	2 0
	fireworks store hillsville pa		1 0	2 0	2 0
	fireworks store lawrenceville ga		1 0	1 +1	1 +1
	fireworks store morrisville pa		1 0	1 0	1 0
	fireworks store port st lucie		1 0	2 0	2 0
	fireworks store tioga pa		1 0	2 0	2 +1
	fireworks stores south bend indiana		1 0	3 +3	3 +2
	missile fireworks florida		1 +7	1 +6	1 +4

	sky king fireworks		1 0	1 0	1 0
	super cheap fireworks		1 +36	- 0	- 0
	tube fireworks florida		1 +34	4 -1	4 -1
	fireworks store erie pa		2 +1	2 0	2 +1
	fireworks for sale		3 +1	23 0	23 +2
	fireworks for sale ft meyers		3 -2	2 0	2 +1
	sky lanterns fireworks		3 +2	4 +26	4 +97
	500 gram repeater fireworks		5 +2	5 +3	5 +22
	bottle rocket fireworks florida		7 +23	1 +31	1 +15
	firecrackers for sale florida		7 -5	5 +4	5 -1
	wholesale fireworks florida		7 +21	5 +12	5 +10
	fireworks for sale near me today		8 +1	10 +9	10 +4
	fireworks store orlando		8 -3	15 -9	15 -5

	fountains fireworks florida		8 +21	3 +25	3 +30
	roman candle fireworks florida		8 +18	7 +17	7 +94
	cheapest fireworks near me		9 +4	9 +30	9 +38
	parachutes fireworks		12 +5	14 +18	14 +41
	sparkler fireworks florida		12 +59	9 +8	9 +23
	big fireworks for sale		13 -10	15 +1	15 +10
	firecrackers fireworks		13 +23	39 +62	39 +27
	fireworks near me		17 +84	18 +83	18 +83
	wheel fireworks		22 -9	10 +20	10 +91
	dirt cheap fireworks		24 +77	5 +86	5 +54
	bottle rockets fireworks for sale		27 +2	18 +45	18 +36
	aerial fireworks for sale		45 +56	94 -20	94 -63
	1000 gram fireworks for sale		62 +1	93 +8	93 -15

Conversions

We had 48 first time callers this period.

Jan 30, 2019 to Mar 1, 2019		Export		
Source (First Interaction)	Total Calls	First Time Callers	Average Duration	
	62 (100%)	48 (100%)	1m 39s	
Organic Search	62 (100.0%)	48 (100.0%)	1m 39s	

Form Submissions


70% of our form submissions came from organic search.

Jan 30, 2019 to Mar 1, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	359 (100%)	143 (100%)
Google Organic	239 (66.6%)	101 (70.6%)
Direct	96 (26.7%)	27 (18.9%)
Bing Organic	12 (3.3%)	6 (4.2%)
Facebook	4 (1.1%)	2 (1.4%)
Yahoo Organic	3 (0.8%)	3 (2.1%)
skykingfireworks.com	2 (0.6%)	1 (0.7%)
duckduckgo.com	1 (0.3%)	1 (0.7%)
list-manage.com	1 (0.3%)	1 (0.7%)
yelp.com	1 (0.3%)	1 (0.7%)


Example Form lead

Timeline > Campanelli A

 **Campanelli A**
718-673-1280
antonio.campanelli21@gmail.com
Queens Nyc, NY

Total Calls: 0

Feb 25, '19 4:59 PM **Form Submission**

Completed: 12 of 12
Source: Google Organic
Keywords:
Referrer: https://www.google.com/
Landing: https://skykingfireworks.com/
Form URL: https://skykingfireworks.com/contact-us/
Qualified: 

Form Contents

your_name	antonio campanelli	<input checked="" type="checkbox"/>
your_phone	7186731280	<input checked="" type="checkbox"/>
your_location	pa	<input checked="" type="checkbox"/>
your_email	antonio.campanelli21@gmail.com	<input checked="" type="checkbox"/>
confirm_email_683	antonio.campanelli21@gmail.com	<input checked="" type="checkbox"/>
Comments	Hello I was interested in purchasing fireworks at the location in PA. I see on the website it says buy 1 get one free on everything, so anything i buy will i get the same one free ? also will you sell to residents of ny?	<input checked="" type="checkbox"/>
_wpcf7	1562	<input checked="" type="checkbox"/>

Most Visited Pages

Naturally, the home page receives most of the traffic. Other top performing pages include the /finales page, the artillery shells page, and the 500 gram repeater page.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	41,536 % of Total: 100.00% (41,536)	26,382 % of Total: 100.00% (26,382)	00:00:44 Avg for View: 00:00:44 (0.00%)	5,427 % of Total: 100.00% (5,427)	38.01% Avg for View: 38.01% (0.00%)	13.07% Avg for View: 13.07% (0.00%)
1. /	4,833 (11.64%)	2,861 (10.84%)	00:00:50	2,618 (48.24%)	20.05%	21.23%
2. /shop/	2,894 (6.97%)	1,204 (4.56%)	00:00:22	328 (6.04%)	28.35%	8.43%
3. /product-category/artillery-shells/	1,464 (3.52%)	745 (2.82%)	00:00:38	67 (1.23%)	49.25%	10.59%
4. /product-category/finales/	1,222 (2.94%)	534 (2.02%)	00:00:30	23 (0.42%)	30.43%	5.32%
5. /product-category/500-gram-repeaters/	1,213 (2.92%)	709 (2.69%)	00:00:44	34 (0.63%)	41.18%	8.74%
6. /specials/	1,002 (2.41%)	674 (2.55%)	00:00:53	72 (1.33%)	43.06%	18.86%
7. /product-category/best-sellers/	850 (2.05%)	489 (1.85%)	00:00:39	50 (0.92%)	66.00%	12.71%
8. /product-category/200-gram-repeaters/	819 (1.97%)	441 (1.67%)	00:00:38	15 (0.28%)	60.00%	6.23%
9. /product-category/assortments/	809 (1.95%)	367 (1.39%)	00:00:33	54 (1.00%)	24.07%	7.17%
10. /product-category/firecrackers/	633 (1.52%)	318 (1.21%)	00:00:44	28 (0.52%)	42.86%	11.69%