

Pherona

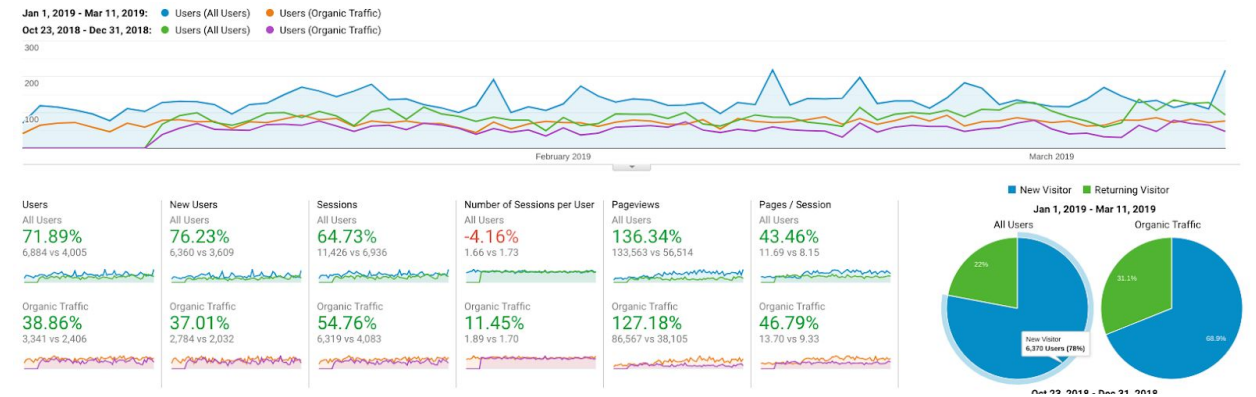
# trophyfordofforsyth.com

## Monthly Online Marketing Report - March, 2019

**Highlights:** Total traffic improved 76% over the previous period. Organic search traffic improved by 37% this period. We now have 17 key terms on page one of Google. 12 Key Terms our in the first 3 positions in Google.

### Traffic

Total traffic is up 76% over the previous period. Organic search traffic improved 37% over last period.



# 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 17 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	32	+4
truck sales macon ga	46	+4
ford parts forsyth ga	1	+2
ford dealership barnesville ga	1	+1
ford dealers in central georgia	4	+1
ford dealerships in middle ga	4	+1
ford dealership macon ga	7	+1
used car dealerships in macon ga	31	+1
car dealerships in macon ga	45	+1

trophyfordofforsyth.com			
UNITED STATES - ENGLISH   TROPHY FORD   FORSYTH, GA   ADDED NOVEMBER 8, 2018   BUSINESS   FORSYTH, GA   ADD TAGS   CSV			
Ranks Report for Mar 11, 2019		+/- Since First Added	Filter keywords
Keyword	Google +/-	Yahoo +/-	Bing +/-
car dealerships forsyth ga	1 0	2 0	2 0
cars for sale forsyth ga	1 0	10 +10	10 +14
commercial truck sales in ga	1 0	- 0	- 0
fleet sales forsyth ga	1 +3	3 0	3 -1
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 dealers in central georgia	4 +3	6 +5	6 +11
ford dealerships in middle ga	4 0	3 +3	3 +1
ford dealership macon ga	7 +3	6 +1	6 -1
ford service macon ga	7 +16	11 -2	11 +2

ford jackson ga	11	+12	2	+2	2	+1
trucks for sale forsyth ga	11	0	7	+94	7	+14
used car dealerships in macon ga	31	-30	0	0	0	-32
fleet sales macon ga	32	+29	0	-99	0	-100
car dealerships in macon ga	45	+11	0	0	0	0
used chevy trucks for sale in macon ga	45	+12	0	0	0	0
truck sales macon ga	46	+35	78	-27	78	+23
truck sales in jackson ga	58	-2	68	+33	68	+33
used cars macon ga	61	+40	0	0	0	0
used trucks for sale in georgia	93	+8	0	0	0	0

## Total Conversions

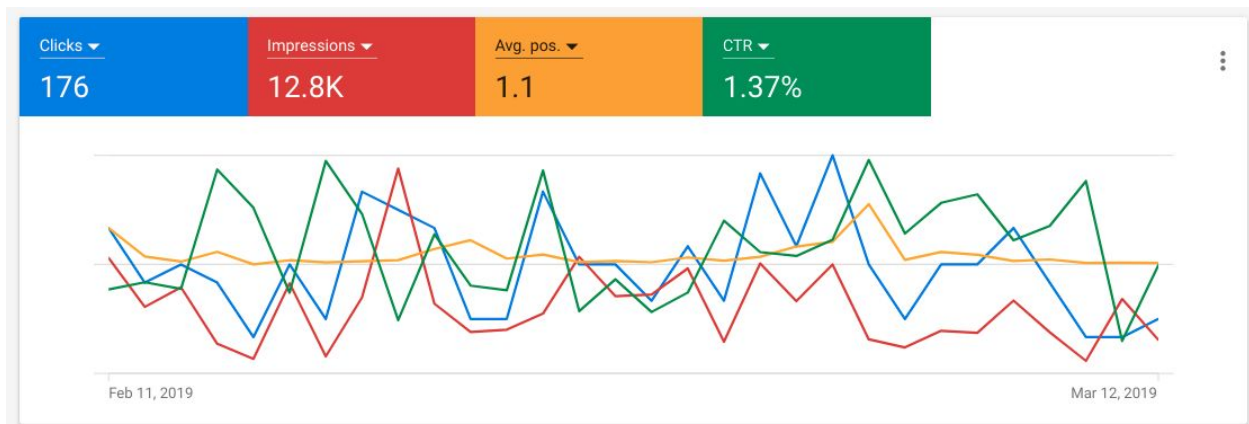
Tracking code has been removed this period. Conversions are not total or accurate.

Feb 10, 2019 to Mar 12, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	9 (100%)	7 (100%)	1m 12s
Ad Extension	5 (55.6%)	5 (71.4%)	1m 46s
Remarketing Banners	2 (22.2%)	2 (28.6%)	13s
Google Organic	1 (11.1%)	0	57s
Direct	1 (11.1%)	0	37s

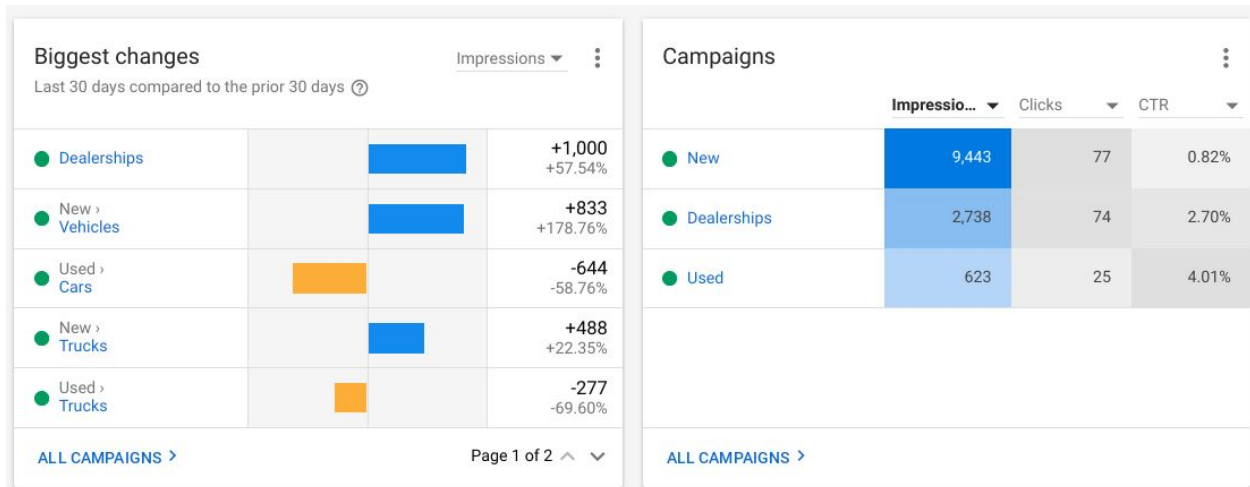
## Paid Search Campaign

Our paid campaign yielded 176 clicks, 12,800 impressions, with an average CTR of 1.37%.  
Our average ad position is 1.1.



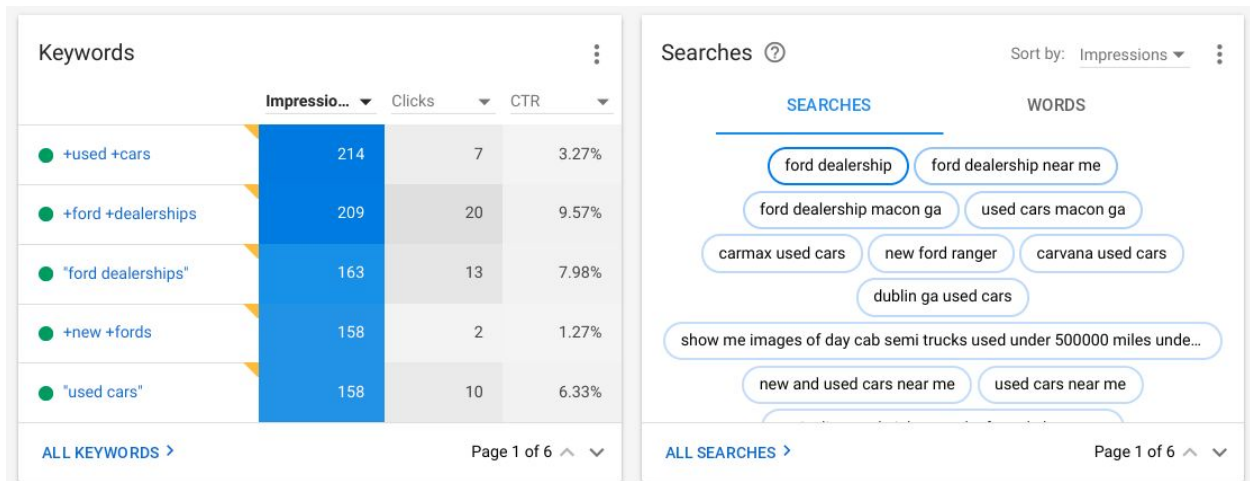
# Best Performing Campaign

Our "new" campaign yielded 77 clicks, 9,933 impressions, with a CTR of .082%.



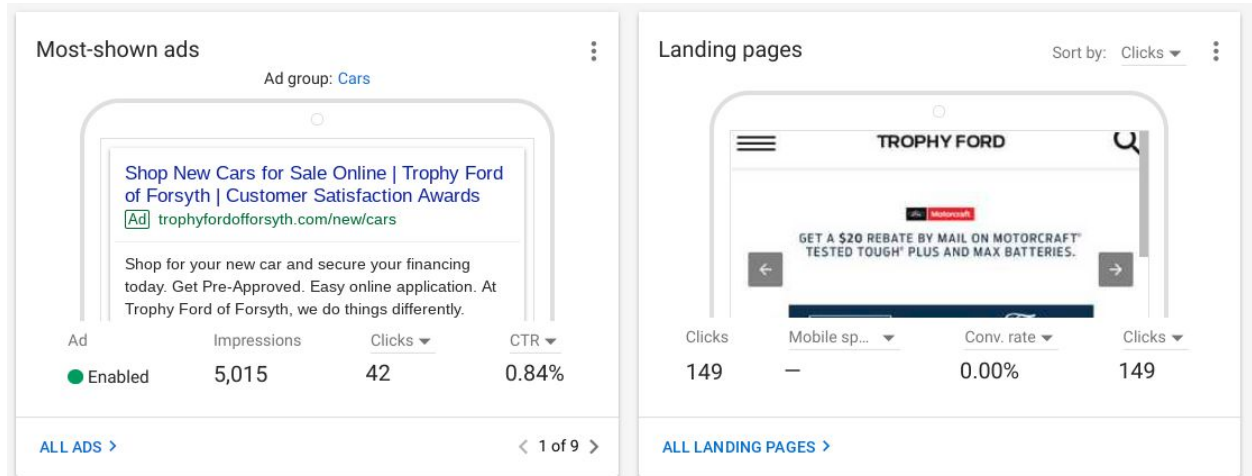
# Keywords and Search Term Report

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 5,015 impressions, with 42 clicks.



# Auction Insights/Competitor Analysis and Devices

Our impression share this period is at 35%. 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.

