

Pherona

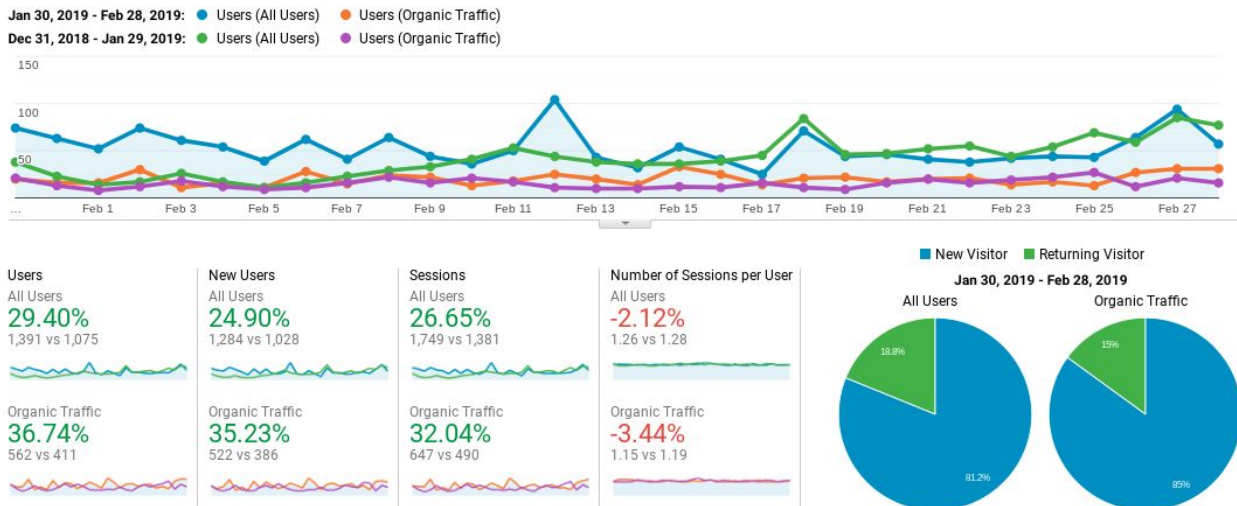
# vanspawnmart.com

## Monthly Online Marketing Report - February, 2019

**Highlights:** Total traffic improved by 25% over the previous period. Organic search traffic increased by 35% over last period. We now have 25 key terms on page one of Google. 15 key terms are in the top 3 search results. We had 31 first time callers this period.

### Traffic

Total traffic is up 24% over the previous period. Organic search traffic improved 35% over last period.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **vanspawnmart.com** we'll continue to see gains in ranks and traffic in the coming months. We have 25 key terms on page one of Google. 15 key terms are in the first 3 search results.

**Google Rankings**

#1-3	15	#4-10	10
#11-20	3	#21-50	2
#51-100	3	101+	9

vanspawnmart.com

UNITED STATES - ENGLISH VAN'S PAWN MART MACON, GA ADDED FEBRUARY 2, 2019 BUSINESS MACON, GA ADD TAGS CSV

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

Keyword	Google +/-	Yahoo +/-	Bing +/-
buy & sell electronics warner robins	1 +2	1 +100	1 +100
buy & sell tools warner robins	1 0	2 +18	2 +99
pawn shop warner robins	1 +2	2 0	2 0
pawn shop werner robings	1 +2	2 -1	2 0
pawnbroker warner robins	1 0	2 0	2 0
van's pawn mart warner robins ga	1 0	1 0	1 0
vans pawn mart	1 0	1 0	1 0
vans pawn mart macon ga	1 0	1 +1	1 0
vans pawn mart warner robins ga	1 0	1 0	1 0
vans pawn shop	1 0	1 0	1 0
buy & sell sporting goods warner robins	2 +2	1 0	1 +5
buy & sell electronics macon ga	3 0	2 +3	2 +3

	jewelry pawn shops in warner robins ga		3 +2	3 +1	3 +1
	pawn broker macon ga		3 +2	3 +5	3 0
	pawn shop macon		4 0	9 -2	9 +1
	pawn shop macon ga		4 0	5 +1	5 0
	buy & sell guns warner robins		5 +4	3 +7	3 +98
	buy & sell jewelry macon ga		5 -1	2 +12	2 +8
	buy & sell jewelry warner robins		5 +4	4 +6	4 +3
	jewelry pawn shops in macon georgia		5 +1	7 +4	7 +1
	buy & sell tools macon ga		6 +1	1 +7	1 +35
	we buy gold macon ga		7 +3	11 +66	11 +90
	we buy gold warner robins ga		9 +1	11 +90	11 -4
	middle georgia pawn shop macon ga		10 +2	5 +5	5 +2
	buy & sell guns macon ga		11 +3	12 +24	12 +14

	firearms for sale warner robins		12 -1	- 0	- 0
	pawn shop pionono macon ga		20 +11	10 +91	10 -4
	guns for sale macon ga		26 +39	- 0	- 0
	no credit check loans warner robins ga		31 +70	16 +85	16 +85
	pawn max macon ga		56 +2	- 0	- -91
	coin dealers warner robins ga		88 +4	- -59	- 0
	bad credit loans warner robins ga		90 +11	71 +30	71 +30

# Total Conversions

We had 31 first time callers this period from organic search.

Feb 2, 2019 to Mar 1, 2019 <span style="float: right;">Export</span>			
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	36 (100%)	31 (100%)	53s
Organic Search	36 (100.0%)	31 (100.0%)	53s

# Most Visited Pages

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	<b>5,330</b> % of Total: 100.00% (5,330)	<b>2,592</b> % of Total: 100.00% (2,592)	<b>00:00:23</b> Avg for View: 00:00:23 (0.00%)	<b>1,713</b> % of Total: 100.00% (1,713)	<b>6.92%</b> Avg for View: 6.92% (0.00%)	<b>32.14%</b> Avg for View: 32.14% (0.00%)
1. /	<b>3,480</b> (65.29%)	<b>1,486</b> (57.33%)	<b>00:00:18</b>	<b>1,470</b> (85.81%)	<b>4.78%</b>	<b>34.31%</b>
2. /merchandise	<b>583</b> (10.94%)	<b>334</b> (12.89%)	<b>00:00:20</b>	<b>52</b> (3.04%)	<b>1.92%</b>	<b>17.84%</b>
3. /electronics	<b>299</b> (5.61%)	<b>185</b> (7.14%)	<b>00:00:29</b>	<b>21</b> (1.23%)	<b>4.76%</b>	<b>28.09%</b>
4. /jewelry	<b>211</b> (3.96%)	<b>112</b> (4.32%)	<b>00:00:18</b>	<b>19</b> (1.11%)	<b>5.26%</b>	<b>27.49%</b>
5. /contact	<b>159</b> (2.98%)	<b>108</b> (4.17%)	<b>00:01:06</b>	<b>24</b> (1.40%)	<b>4.17%</b>	<b>45.28%</b>
6. /tools	<b>129</b> (2.42%)	<b>72</b> (2.78%)	<b>00:00:37</b>	<b>10</b> (0.58%)	<b>0.00%</b>	<b>27.13%</b>
7. /macon	<b>124</b> (2.33%)	<b>80</b> (3.09%)	<b>00:00:38</b>	<b>23</b> (1.34%)	<b>0.00%</b>	<b>30.65%</b>
8. /sporting-goods	<b>94</b> (1.76%)	<b>54</b> (2.08%)	<b>00:00:39</b>	<b>10</b> (0.58%)	<b>0.00%</b>	<b>24.47%</b>
9. /music	<b>81</b> (1.52%)	<b>46</b> (1.77%)	<b>00:00:30</b>	<b>10</b> (0.58%)	<b>0.00%</b>	<b>23.46%</b>
10. /firearms	<b>58</b> (1.09%)	<b>35</b> (1.35%)	<b>00:00:21</b>	<b>5</b> (0.29%)	<b>0.00%</b>	<b>25.86%</b>