

Pherona

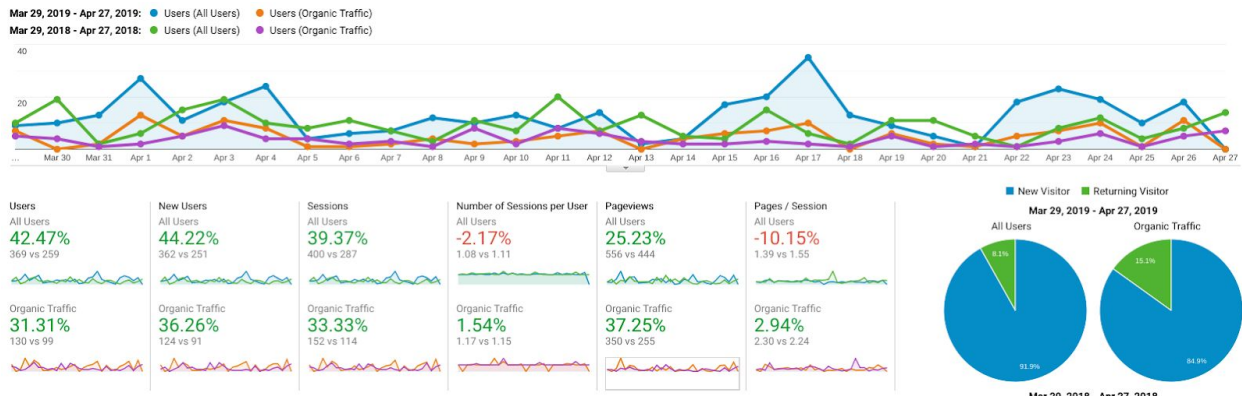
advancedhva.com

Monthly Online Marketing Report - April, 2019

Highlights: Organic search traffic improved by 36% over this same period last year. We had 68 unique conversions this period. We had 62 unique phone calls with 6 first time form leads. We now have 61 key terms on page one of Google. 48 key terms are in the top 3 search results.

Traffic

Total traffic improved by 44% over this same period last year.. Organic search traffic improved 36% 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 61 key terms on page one of Google. 48 key terms are in the first 3 search positions.



Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
venous insufficient treatment new port richey, fl	14	+87
vein treatment doctor brooksville, fl	14	+87
heart specialist brooksville, fl	1	+17
interventional radiology land o' lakes, fl	20	+9
peripheral vascular doctor new port richey, fl	15	+8
vascular surgeons brooksville, fl	29	+7
cardiologist brooksville, fl	27	+7
cardiologist new port richey, fl	24	+5
artery blockage treatment new port richey, fl	10	+4
vascular disease treatment land o' lakes, fl	5	+3

Keyword	Google +/-	Yahoo +/-	Bing +/-
vein treatment doctor new port richy, fl	1 +100	0	0
vein treatment doctor hudson, fl	1 +100	8 +93	8 +93
vein specialist new port richy, fl	1 +100	10 +91	10 +91
vein specialist land o' lakes, fl	1 +100	5 +96	5 +96
vein specialist hudson, fl	1 +100	2 +99	2 +99
vein specialist brooksville, fl	1 +100	11 +90	11 +90
vein doctor new port richy, fl	1 +78	8 +93	8 +93
vein doctor land o' lakes, fl	1 +100	10 +91	10 +91
vein doctor brooksville, fl	1 +100	6 +95	6 +95
vascular surgeons hudson, fl	1 +100	1 +100	1 +100
vascular md new port richy, fl	1 +23	4 +97	4 +97
vascular md land o' lakes, fl	1 +100	3 +27	3 +20
vascular md hudson, fl	1 +32	2 +99	2 +99
vascular md new port richy, fl	1 +23	4 +97	4 +97
vascular md land o' lakes, fl	1 +100	3 +27	3 +20
vascular md hudson, fl	1 +32	2 +99	2 +99
vascular md brooksville, fl	1 +100	4 +97	4 +97
varicose veins treatment hudson, fl	1 +100	6 +95	6 +95
varicose veins new port richy, fl	1 +100	30 +71	30 +71
varicose veins hudson, fl	1 +100	5 +96	5 +96
varicose veins doctor new port richy, fl	1 +100	0	0
varicose veins doctor land o' lakes, fl	1 +100	18 +83	18 +83
varicose veins doctor hudson, fl	1 +100	3 +98	3 +98
peripheral vascular doctor hudson, fl	1 +100	3 +98	3 +98
heart surgeons new port richy, fl	1 +100	3 +98	3 +98
heart surgeons hudson, fl	1 +100	4 +97	4 +97
heart surgeons brooksville, fl	1 +100	3 +98	3 +98

	<input type="checkbox"/> heart surgeons brooksville, fl	+	1 +100	3 +98	3 +98
	<input type="checkbox"/> heart specialist new port richiey, fl	+	1 +100	7 +94	7 +94
	<input type="checkbox"/> heart specialist brooksville, fl	+	1 +100	56 +45	56 +45
	<input type="checkbox"/> endovascular specialist new port richiey, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> endovascular specialist hudson, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> endovascular specialist brooksville, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> endovascular doctor new port richiey, 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 hudson, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> dr chadda hudson, fl		1 +14	1 +24	1 +12
	<input type="checkbox"/> dr chadda brooksville, fl	+	1 +5	1 +9	1 +9
	<input type="checkbox"/> cardiology land o' lakes, fl	+	1 +100	- 0	- 0
	<input type="checkbox"/> cardiologist surgeon new port richiey, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> cardiologist surgeon hudson, fl	+	1 +100	1 +100	1 +100

	<input type="checkbox"/> cardiologist surgeon brooksville, fl	+	1 +100	4 +97	4 +97
	<input type="checkbox"/> cardiologist specialist new port richiey, fl	+	1 +100	11 +90	11 +90
	<input type="checkbox"/> artery blockage treatment land o' lakes, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> aneurysm treatment new port richiey, fl	+	1 +100	2 +99	2 +99
	<input type="checkbox"/> aneurysm treatment land o' lakes, fl		1 +100	1 +100	1 +100
	<input type="checkbox"/> aneurysm treatment hudson, fl		1 +100	1 +100	1 +100
	<input type="checkbox"/> aneurysm doctor land o' lakes, fl	+	1 +100	1 +100	1 +100
	<input type="checkbox"/> aneurysm doctor brooksville, fl	+	1 +100	4 +97	4 +97
	<input type="checkbox"/> artery blockage treatment hudson, fl	+	2 +99	2 +99	2 +99
	<input type="checkbox"/> varicose veins treatment land o' lakes, fl	+	3 +98	8 +93	8 +93
	<input type="checkbox"/> dr chadda new port richiey, fl	+	3 +15	4 +97	4 +18
	<input type="checkbox"/> varicose veins land o' lakes, fl		4 +97	14 +87	14 +87
	<input type="checkbox"/> aneurysm doctor new port richiey, fl		4 +44	5 +96	5 +96
	<input type="checkbox"/> aneurysm doctor hudson, fl	+	4 +97	3 +98	3 +98

	<input type="checkbox"/> vascular disease treatment land o' lakes, fl		5 +96	20 +81	20 +81
	<input type="checkbox"/> vascular disease treatment hudson, fl	+	5 +96	9 +92	9 +92
	<input type="checkbox"/> varicose veins brooksville, fl		5 +96	9 +92	9 +92
	<input type="checkbox"/> endovascular specialist land o' lakes, fl	+	6 +95	1 +100	1 +100
	<input type="checkbox"/> corroded artery blockage treatment land o' lakes, fl	+	6 +95	1 +100	1 +100
	<input type="checkbox"/> vein treatment doctor land o' lakes, fl	+	8 +93	11 +90	11 +90
	<input type="checkbox"/> varicose veins treatment new port richiey, fl	+	8 +93	18 +83	18 +83
	<input type="checkbox"/> varicose veins doctor brooksville, fl		8 +93	- 0	- 0
	<input type="checkbox"/> peripheral vascular doctor land o' lakes, fl	+	8 +93	7 +79	7 +94
	<input type="checkbox"/> artery blockage treatment new port richiey, fl		10 +91	1 +100	1 +100
	<input type="checkbox"/> venous insufficient treatment land o' lakes, fl	+	11 +90	2 +99	2 +99
	<input type="checkbox"/> heart specialist hudson, fl	+	11 +90	7 +94	7 +94
	<input type="checkbox"/> cardiologist specialist hudson, fl		12 +89	7 +94	7 +94
	<input type="checkbox"/> venous insufficient treatment new port richiey, fl	+	14 +87	5 +96	5 +96

	<input type="checkbox"/> vein treatment doctor brooksville, fl		14 +87	19 +82	19 +82
	<input type="checkbox"/> peripheral vascular doctor new port richiey, fl		15 +86	6 +95	6 +95
	<input type="checkbox"/> heart doctors hudson, fl	+	15 +29	5 +96	5 +96
	<input type="checkbox"/> vein doctor hudson, fl	+	16 +85	2 +99	2 +99
	<input type="checkbox"/> cardiologist hudson, fl	+	16 +85	3 +98	3 +98
	<input type="checkbox"/> cardiologist specialist brooksville, fl		17 +84	- 0	- 0
	<input type="checkbox"/> cardiologist doctor hudson, fl	+	17 +84	5 +96	5 +96
	<input type="checkbox"/> cardiology hudson, fl	+	18 +83	4 +97	4 +97
	<input type="checkbox"/> endovascular doctor brooksville, fl		19 +82	1 +100	1 +100
	<input type="checkbox"/> vascular surgeons new port richiey, fl		20 +81	10 +91	10 +91
	<input type="checkbox"/> interventional radiology land o' lakes, fl	+	20 +81	5 +96	5 +96
	<input type="checkbox"/> cardiology new port richiey, fl	+	21 +57	11 +90	11 +90
	<input type="checkbox"/> heart doctors brooksville, fl		22 +79	6 +95	6 +95
	<input type="checkbox"/> interventional cardiology land o' lakes, fl	+	23 +78	21 +80	21 +80

	vascular disease treatment new port richey, fl	24 +77	20 +81	20 +81
	heart doctors new port richey, fl	24 +77	11 +90	11 +90
	cardiologist new port richey, fl	24 +77	11 +90	11 +90
	peripheral vascular doctor brooksville, fl	25 +76	20 +81	20 +81
	interventional cardiology new port richey, fl	26 +75	11 +90	11 +90
	cardiologist brooksville, fl	27 +74	94 +7	94 +7
	cardiology brooksville, fl	28 +73	20 +81	20 +81
	vascular surgeons brooksville, fl	29 +72	5 +96	5 +96
	interventional cardiology hudson, fl	30 +71	11 +90	11 +90
	interventional cardiology brooksville, fl	31 +70	– 0	– 0
	cardiologist doctor brooksville, fl	31 +70	10 +91	10 +91
	cardiologist doctor new port richey, fl	32 +69	– 0	– 0
	interventional radiology hudson, fl	39 +62	5 +96	5 +96

Total Conversions

We had 68 unique conversions this period. We had 62 unique phone calls and 6 unique form leads. Our paid campaign yielded 7 conversions this period.

Mar 29, 2019 to Apr 28, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	112 (100%)	62 (100%)	1m 38s
Maps [New Port Richey]	47 (42.0%)	24 (38.7%)	1m 36s
Google Paid	17 (15.2%)	6 (9.7%)	1m 25s
Google Organic	16 (14.3%)	9 (14.5%)	2m 52s
Maps [Brooksville]	14 (12.5%)	12 (19.4%)	1m 12s
Maps [Land O Lakes]	13 (11.6%)	7 (11.3%)	1m 32s
Maps [Hudson]	5 (4.5%)	4 (6.5%)	16s

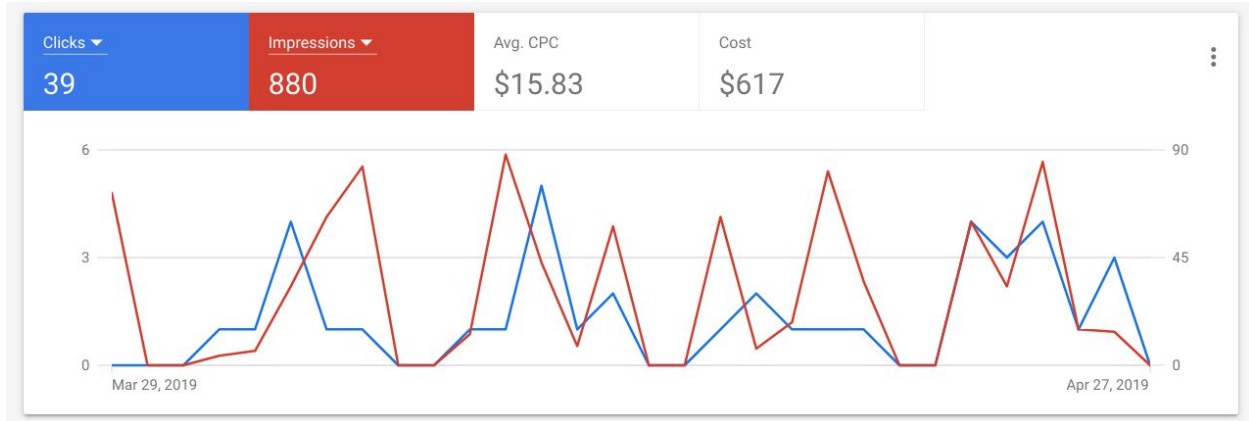
Mar 29, 2019 to Apr 28, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	6 (100%)	6 (100%)
Google Organic	5 (83.3%)	5 (83.3%)
Google Paid	1 (16.7%)	1 (16.7%)

Paid Search Campaign

Our paid campaign yielded 39 clicks, 880 impressions, and a total ad spend of \$617 this period. Our average cost per click is at \$15.83.



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	\$240.48	15	3.75%
+vascular +doctors	\$138.66	7	8.86%
"heart doctors in"	\$88.99	6	11.76%
+cardiologist +brooksville +fl	\$64.64	5	5.15%
+cardiologist +specialist	\$52.87	2	6.90%

Searches	WORDS
vascular surgeon	cardiologist brooksville fl
cardiologist hudson fl	dr rao cardiologist brooksville fl
dr akel cardiologist hudson fl	heart doctors in wesley chapel
vascular dementia treatment	vascular surgeon in my area
brad johnson vascular surgeon tampa	
cardiologist pacemaker specialist tampa fl	

