



Pherona

Dririte.net

Monthly Online Marketing Report - April, 2019

Highlights: Organic search traffic improved by 34% over this same period last year. We had 43 total conversions this period. We had 28 first time callers. Our paid campaign yielded 11 conversions this period. We have 32 key terms on page one of Google.

Traffic

Organic search traffic improved 34% over this same period last year.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **dririte.net** we'll continue to see gains in ranks and traffic in the coming months. We have 32 key terms on page one of Google. 25 key terms are in the top 3 search results.

Google Rankings			
#1-3	25	#4-10	7
#11-20	7	#21-50	6
#51-100	6	101+	3

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
microbial growth removal	59	+13
mold testing orlando	66	+8
mold damage cleanup orlando	25	+8
water damage repair orlando	46	+4
water extraction orlando	13	+3
infrared thermography services orlando	13	+2
mold inspection orlando	70	+2
water restoration glendale south carolina	1	+1
moisture detection orlando	24	+1
water removal orlando	20	+1

Ranks Report for <input type="text" value="Apr 16, 2019"/>		+/- Since <input type="text" value="First Added"/>	<input type="text" value="Filter keywords"/>	<input type="text" value="Filter"/>
Keyword	Google +/-	Yahoo +/-	Bing +/-	
<input type="checkbox"/> desiccant drying orlando	1 +2	1 0	1 0	
<input type="checkbox"/> desiccant drying winter garden	1 0	1 0	1 0	
<input type="checkbox"/> dririte greenwood sc	1 +100	1 +1	1 +26	
<input type="checkbox"/> moisture detection winter garden	1 0	1 +8	1 +3	
<input type="checkbox"/> mold remediation glendale sc	1 +100	6 +95	6 +95	
<input type="checkbox"/> mold remediation rosewood south carolina	1 +100	1 +100	1 +100	
<input type="checkbox"/> mold remediation spartanburg south carolina	1 +100	23 +78	23 +78	
<input type="checkbox"/> mold remediation whitney heights sc	1 +100	1 +100	1 +100	
<input type="checkbox"/> mold restoration spartanburg sc	1 +100	52 +49	52 +49	
<input type="checkbox"/> restoration companies in winter garden, fl	1 0	- 0	- 0	
<input type="checkbox"/> water damage remediation spartanburg sc	1 +100	19 +82	19 +82	
<input type="checkbox"/> water damage repair winter garden, fl	1 0	20 +1	20 +81	
<input type="checkbox"/> water damage restoration glendale sc	1 +100	6 +95	6 +95	
<input type="checkbox"/> water damage restoration rosewood sc	1 +100	1 +100	1 +100	
<input type="checkbox"/> water damage restoration whitney heights sc	1 +100	1 +100	1 +100	
<input type="checkbox"/> water damage winter garden	1 0	18 +2	18 +1	
<input type="checkbox"/> water extraction services glendale sc	1 +100	2 +99	2 +99	
<input type="checkbox"/> water remediation rosewood sc	1 +100	1 +100	1 +100	
<input type="checkbox"/> water remediation whitney heights south carolina	1 +100	1 +100	1 +100	
<input type="checkbox"/> water removal glendale sc	1 +100	2 +99	2 +99	
<input type="checkbox"/> water removal services rosewood sc	1 +100	3 +98	3 +98	

	<input type="checkbox"/> water removal spartanburg sc		1 +100	22 +79	22 +79
	<input type="checkbox"/> water removal whitney heights sc		1 +100	1 +100	1 +100
	<input type="checkbox"/> water restoration glendale south carolina		1 +100	1 +100	1 +100
	<input type="checkbox"/> truss cleaning services orlando		2 0	1 0	1 0
	<input type="checkbox"/> dehumidification services orlando, fl		4 +7	1 +38	1 +61
	<input type="checkbox"/> water extraction spartanburg sc		5 +96	28 +73	28 +73
	<input type="checkbox"/> water extraction greenwood south carolina		8 +93	5 +96	5 +96
	<input type="checkbox"/> soda blasting orlando		9 +31	17 +84	17 +84
	<input type="checkbox"/> water damage remediation greenwood sc		9 +92	2 +99	2 +99
	<input type="checkbox"/> water removal greenwood sc		9 +92	3 +98	3 +98
	<input type="checkbox"/> mold restoration greenwood sc		10 +91	14 +87	14 +87

	<input type="checkbox"/> mold remediation greenwood sc		11 +90	23 +78	23 +78
	<input type="checkbox"/> infrared thermography services orlando		13 +6	4 +97	4 +18
	<input type="checkbox"/> water extraction orlando		13 +2	33 +68	33 -6
	<input type="checkbox"/> water damage restoration winter garden, fl		15 -11	12 +54	12 +10
	<input type="checkbox"/> mold remediation windermere		16 -15	24 +77	24 +77
	<input type="checkbox"/> mold remediation orlando		18 +69	10 +59	10 +91
	<input type="checkbox"/> water removal orlando		20 +13	71 +30	71 +30
	<input type="checkbox"/> mold remediation apopka		22 +20	41 +60	41 +60
	<input type="checkbox"/> moisture detection orlando		24 -14	14 +20	14 0
	<input type="checkbox"/> mold damage cleanup orlando		25 +76	58 +37	58 +43
	<input type="checkbox"/> mold remediation altamonte springs		37 +64	37 +64	37 +64

	<input type="checkbox"/> duct cleaning orlando		45 +56	- 0	- 0
	<input type="checkbox"/> water damage repair orlando		46 +17	- -20	- 0
	<input type="checkbox"/> restoration companies in orlando		54 +32	- 0	- 0
	<input type="checkbox"/> microbial growth removal		59 +42	- 0	- 0
	<input type="checkbox"/> orlando water damage		64 +16	- 0	- 0
	<input type="checkbox"/> mold testing orlando		66 +35	- 0	- 0
	<input type="checkbox"/> mold inspection orlando		70 +31	- 0	- 0

Total Conversions

We had 42 total conversions this period. We had 28 first time callers Our paid campaign yielded 11 conversions for the period.

Mar 18, 2019 to Apr 17, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	43 (100%)	28 (100%)	1m 39s
 DriRite [Adwords Ad Extension]	11 (25.6%)	8 (28.6%)	1m 51s
 DriRite Orl [Maps]	9 (20.9%)	5 (17.9%)	1m 10s
 Google Organic	7 (16.3%)	4 (14.3%)	2m 50s
 Google Paid	7 (16.3%)	3 (10.7%)	2m 17s
 Spartanburg [Maps]	4 (9.3%)	3 (10.7%)	22s
 DriRite Jax AdWords	3 (7.0%)	3 (10.7%)	12s
 www.sogou.com	1 (2.3%)	1 (3.6%)	2m 29s
 South Carolina [Adwords]	1 (2.3%)	1 (3.6%)	11s

Paid Search Campaign

Our paid campaign yielded 94 clicks, 2,890 impressions, with an average pos. of \$1.9. Our total ad spend for the month was \$6,190.

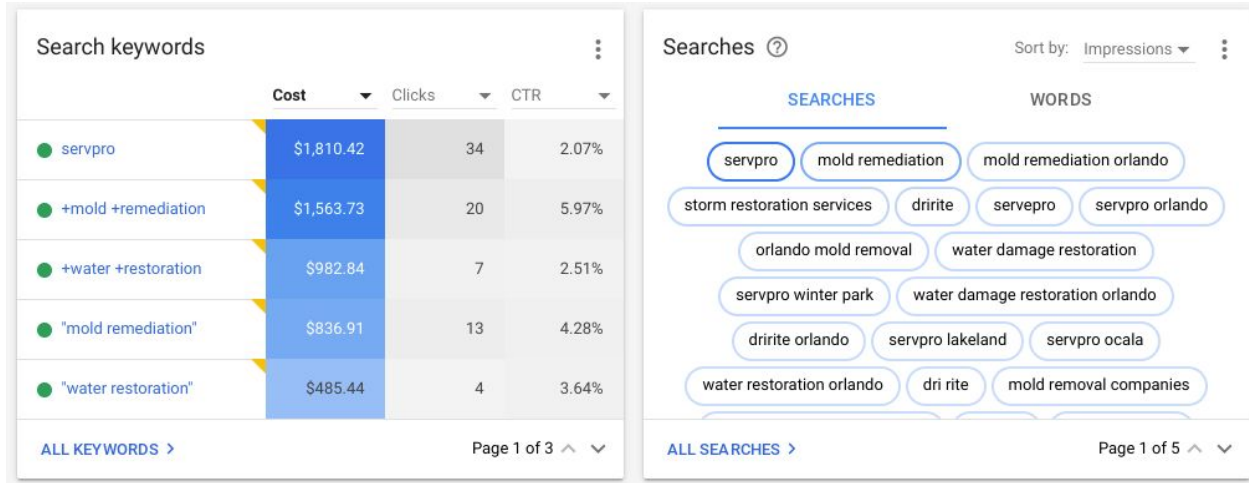


Campaign Performance

Biggest changes				Campaigns		
Last 30 days compared to the prior 30 days				Cost	Clicks	CTR
[Water] › Restoration			+\$999.12 +212.96%	\$2,400.64	33	5.16%
[Mold]			+\$722.86 +43.08%	\$2,021.50	46	2.66%
[Water] › Damage			-\$672.89 -100.00%	\$1,769.87	15	2.89%
[Branded] › Servpro			-\$668.58 -26.97%			
[Branded] › DriRite			-\$230.69 -52.22%			

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 & Competitor Analysis

Our most shown ad this period received 1,643 impressions, with 34 clicks, and CTR of 2.07%. Our impression share is at 63%. 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.

