



Pherona

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Monthly Online Marketing Report - April, 2019

Highlights: Total traffic this period improved by 24% over this same time last year. Organic search traffic improved by 34%. We had 978 first time callers this period through organic search. We have 32 key terms on page one of Google. 22 Key terms are in the first 3 search results.

Traffic

Total traffic improved 24% over this same period last year. Organic search traffic increased by 34% over this same time last year.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **orthoga.org** we'll continue to see gains in ranks and traffic in the coming months. We have 32 key terms on page one of Google. 22 Key terms are in the first 3 search results.

Google Rankings

#1-3	22	#4-10	10
#11-20	5	#21-50	0
#51-100	0	101+	0

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
physical therapy macon ga	13	+88
orthopaedic griffen ga	5	+1

orthoga.org

UNITED STATES - ENGLISH ORTHO GEORGIA ORTHOPAEDIC SPECIALIST MACON, GA ADDED MARCH 7, 2019 BUSINESS MACON, GA ADD TAGS CSV

Ranks Report for Apr 24, 2019 +/- Since First Added Filter keywords Filter

Keyword	Google +/-	Yahoo +/-	Bing +/-
best orthopedic surgeons in macon ga	1 0	8 +93	8 +12
dme casting warner robins ga	1 +1	3 +1	3 +1
hand surgeons forsyth ga	1 0	7 +3	7 +3
hand surgeons warner robins	1 0	8 +2	8 +93
joint surgeons warner robins ga	1 0	1 +100	1 +100
macon orthopedic and hand center	1 0	1 0	1 0
northside orthopedic surgeons	1 0	38 +2	38 -3
ortho ga northside	1 0	1 0	1 0
ortho ga urgent care	1 0	1 0	1 0
ortho ga urgent care warner robins ga	1 0	1 0	1 0

	<input type="checkbox"/> ortho georgia northside drive macon georgia		1 0	1 0	1 0
	<input type="checkbox"/> orthogeorgia macon ga		1 0	1 0	1 0
	<input type="checkbox"/> orthogeorgia warner robins ga		1 0	1 0	1 0
	<input type="checkbox"/> orthopaedic doctors in warner robins ga		1 0	- 0	- -65
	<input type="checkbox"/> orthopaedic macon ga		1 0	2 0	2 0
	<input type="checkbox"/> orthopaedic milledgeville ga		1 0	3 +98	3 0
	<input type="checkbox"/> orthopaedic warner robins ga		1 0	3 +7	3 +6
	<input type="checkbox"/> orthopedic warner robins		1 0	3 0	3 +1
	<input type="checkbox"/> orthopedic warner robins ga		1 0	3 +7	3 +7
	<input type="checkbox"/> spine surgeons warner robins ga		1 0	2 +99	2 +28
	<input type="checkbox"/> joint surgeons macon ga		2 0	1 +39	1 +20

	<input type="checkbox"/> middle georgia orthopedics macon ga		3 0	3 +1	3 -1
	<input type="checkbox"/> middle georgia orthopedic surgery center		4 +1	4 +4	4 +6
	<input type="checkbox"/> ortho in warner robins ga		4 0	3 0	3 0
	<input type="checkbox"/> back doctors in macon ga		5 +6	22 +79	22 +79
	<input type="checkbox"/> middle georgia orthopedic surgery and sports medicine		5 +3	9 +1	9 +7
	<input type="checkbox"/> orthopaedic griffen ga		5 -2	4 +87	4 +7
	<input type="checkbox"/> orthopedic surgeon macon ga		5 +5	27 -16	27 -16
	<input type="checkbox"/> workers compansation orthopedic warner robins		5 +1	2 +99	2 +99
	<input type="checkbox"/> foot and ankle orthopedics warner robins ga		7 +8	3 +6	3 +6
	<input type="checkbox"/> middle ga orthopedics perry ga		9 -5	11 +8	11 +27
	<input type="checkbox"/> middle ga orthopedic warner robins ga		10 0	11 0	11 +8

Display More Ranks

Total Conversions

We've had 978 first time callers this period all from organic search.

Mar 26, 2019 to Apr 25, 2019 Export			
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
Organic Search	1443 (100.0%)	978 (100.0%)	3m 29s