



Pherona

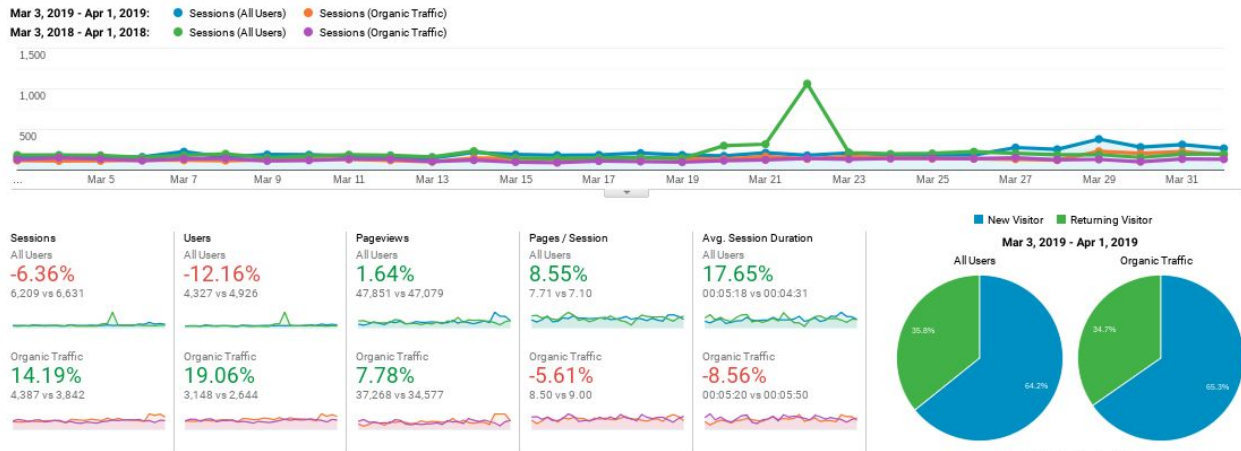
skykingfireworks.com

Monthly Online Marketing Report - March, 2019

Highlights: Organic search traffic is up 19% over this same period last year. We have 39 key terms on page one of Google. 31 are in the top 3 search results. We had 66 total conversions this period.

Traffic

Total traffic remained steady this period. Organic search traffic is up 19% 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 **skykingfireworks.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 39 key terms on page one of Google. 31 key terms are in the first 3 search positions.

Google Rankings			
#1-3	31	#4-10	8
#11-20	4	#21-50	7
#51-100	2	101+	5

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
aerial fireworks for sale	82	+8
big fireworks for sale	13	+4
bottle rockets fireworks for sale	24	+3
wholesale fireworks florida	8	+1
sparkler fireworks florida	11	+1
dirt cheap fireworks	21	+1

skykingfireworks.com								
UNited States - ENGLISH		SKY KING FIREWORKS	ORLANDO, FL	ADDED OCTOBER 24, 2018	BUSINESS	ORLANDO, FL	ADD TAGS	CSV
Ranks Report for		Apr 01, 2019	+/- Since	First Added	Filter keywords		Filter	
Keyword	Google	Yahoo	Bing					
200 gram repeaters fireworks florida	1 0	1 +1	1 +1					
artillery shells fireworks florida	1 +2	1 +9	1 +8					
emoji wink fireworks florida	1 0	1 0	1 0					
finales fireworks florida	1 +3	1 +2	1 +2					
fireworks daytona beach	1 0	10 0	10 +6					
fireworks for sale bradenton fl	1 0	1 0	1 +1					
fireworks for sale cocoa beach	1 0	2 -1	2 0					
fireworks for sale daytona beach	1 0	1 +1	1 +2					
fireworks for sale melbourne fl	1 0	1 +3	1 +5					
fireworks for sale port charlotte fl	1 0	1 0	1 0					

	<input type="checkbox"/> fireworks for sale port st lucie	+	1 0	1 +9	1 +10
	<input type="checkbox"/> fireworks for sale sarasota fl	+	1 0	1 0	1 +1
	<input type="checkbox"/> fireworks for sale stuart	+	1 0	1 0	1 +1
	<input type="checkbox"/> fireworks for sale west palm beach	+	1 0	1 +1	1 +2
	<input type="checkbox"/> fireworks store atlanta ga	+	1 0	8 -1	8 0
	<input type="checkbox"/> fireworks store daytona beach	+	1 0	2 0	2 0
	<input type="checkbox"/> fireworks store easton pa	+	1 0	2 0	2 0
	<input type="checkbox"/> fireworks store ft myers	+	1 0	2 0	2 0
	<input type="checkbox"/> fireworks store hillsville pa	+	1 0	2 0	2 0
	<input type="checkbox"/> fireworks store lawrenceville ga	+	1 0	1 +1	1 +1
	<input type="checkbox"/> fireworks store morrisville pa	+	1 0	1 0	1 0

	<input type="checkbox"/> fireworks store port st lucie	+	1 0	2 0	2 0
	<input type="checkbox"/> fireworks store tioga pa	+	1 0	2 0	2 +1
	<input type="checkbox"/> fireworks stores south bend indiana	+	1 0	3 +3	3 +2
	<input type="checkbox"/> missile fireworks florida	+	1 +7	1 +6	1 +4
	<input type="checkbox"/> sky king fireworks	+	1 0	1 0	1 0
	<input type="checkbox"/> fireworks store erie pa		2 +1	2 0	2 +1
	<input type="checkbox"/> fireworks for sale	+	3 +1	16 +7	16 +9
	<input type="checkbox"/> fireworks for sale ft meyers	+	3 -2	1 +1	1 +2
	<input type="checkbox"/> sky lanterns fireworks	+	3 +2	3 +27	3 +98
	<input type="checkbox"/> tube fireworks florida	+	3 +32	3 0	3 0
	<input type="checkbox"/> 500 gram repeater firworks	+	5 +2	8 0	8 +19

	<input type="checkbox"/> fountains fireworks florida		6 +23	2 +26	2 +31
	<input type="checkbox"/> fireworks store orlando		8 -3	20 -14	20 -10
	<input type="checkbox"/> parachutes fireworks		8 +9	7 +25	7 +48
	<input type="checkbox"/> wholesale fireworks florida		8 +20	20 -3	20 -5
	<input type="checkbox"/> fireworks for sale near me today		9 0	6 +13	6 +8
	<input type="checkbox"/> cheapest fireworks near me		10 +3	8 +31	8 +39
	<input type="checkbox"/> firecrackers for sale florida		10 -8	4 +5	4 0
	<input type="checkbox"/> bottle rocket fireworks florida		11 +19	2 +30	2 +14
	<input type="checkbox"/> roman candle fireworks florida		11 +15	2 +22	2 +99
	<input type="checkbox"/> sparkler fireworks florida		11 +60	27 -10	27 +5
	<input type="checkbox"/> big fireworks for sale		13 -10	68 -52	68 -43
	<input type="checkbox"/> dirt cheap fireworks		21 +80	27 +64	27 +32
	<input type="checkbox"/> wheel fireworks		21 -8	6 +24	6 +95
	<input type="checkbox"/> firecrackers fireworks		23 +13	19 +82	19 +47
	<input type="checkbox"/> bottle rockets fireworks for sale		24 +5	17 +46	17 +37
	<input type="checkbox"/> super cheap fireworks		35 +2	– 0	– 0
	<input type="checkbox"/> fireworks near me		38 +63	15 +86	15 +86
	<input type="checkbox"/> 1000 gram fireworks for sale		46 +17	– 0	– -23
	<input type="checkbox"/> aerial fireworks for sale		82 +19	– -27	– -70
	<input type="checkbox"/> wholesale fireworks for sale		94 +7	– 0	– 0

Conversions

We had 66 total conversions this period. We had 52 first time callers this period with 14 unique form leads.

Mar 3, 2019 to Apr 2, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	63 (100%)	52 (100%)	1m 30s
Organic Search	63 (100.0%)	52 (100.0%)	1m 30s

Form Submissions

71% of our form submissions came from organic search.

Mar 3, 2019 to Apr 2, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	31 (100%)	14 (100%)
Google Organic	23 (74.2%)	10 (71.4%)
Direct	6 (19.4%)	3 (21.4%)
skykingfireworks.com	2 (6.3%)	1 (7.1%)

Most Visited Pages

Naturally, the home page receives most of the traffic. Other top performing pages include the /finales page, the artillery shells page, and the 500 gram repeater page.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	47,851 % of Total: 100.00% (47,851)	30,498 % of Total: 100.00% (30,498)	00:00:47 Avg for View: 00:00:47 (0.00%)	6,209 % of Total: 100.00% (6,209)	37.16% Avg for View: 37.16% (0.00%)	12.98% Avg for View: 12.98% (0.00%)
1. /	5,606 (11.72%)	3,371 (11.05%)	00:01:04	3,066 (49.38%)	22.73%	23.05%
2. /shop/	3,570 (7.46%)	1,382 (4.53%)	00:00:25	431 (6.94%)	17.87%	8.43%
3. /product-category/artillery-shells/	1,703 (3.56%)	872 (2.86%)	00:00:41	69 (1.11%)	68.12%	11.69%
4. /product-category/500-gram-repeater-s/	1,646 (3.44%)	863 (2.83%)	00:00:42	51 (0.82%)	41.18%	6.87%
5. /product-category/finales/	1,400 (2.93%)	603 (1.98%)	00:00:32	44 (0.71%)	34.09%	5.86%
6. /specials/	1,301 (2.72%)	857 (2.81%)	00:01:08	104 (1.67%)	47.12%	21.37%
7. /product-category/best-sellers/	963 (2.01%)	560 (1.84%)	00:00:36	24 (0.39%)	58.33%	8.10%
8. /product-category/200-gram-repeater-s/	903 (1.89%)	501 (1.64%)	00:00:56	39 (0.63%)	43.59%	8.42%
9. /product-category/assortments/	855 (1.79%)	396 (1.30%)	00:00:40	34 (0.55%)	32.35%	6.55%
10. /product-category/new-products/	801 (1.67%)	456 (1.50%)	00:00:41	14 (0.23%)	42.86%	9.11%