

Pherona

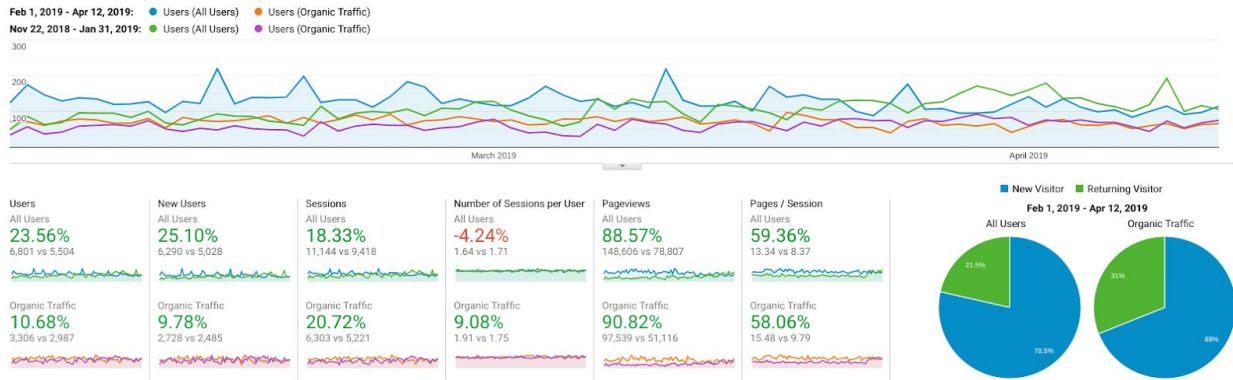
trophyfordofforsyth.com

Monthly Online Marketing Report - April, 2019

Highlights: Total traffic improved 25% over the previous period. Organic search traffic improved by 10% this period. We now have 18 key terms on page one of Google. 12 Key Terms our in the first 3 positions in Google.

Traffic

Total traffic is up 25% over the previous period. Organic search traffic improved 10% over last period.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **trophyfordofforsyth.com** we'll continue to see gains in ranks and traffic in the coming months. We have 18 key terms on page one of Google. 12 key terms are in the first 3 positions in Google.

trophyfordofforsyth.com				
UNITED STATES - ENGLISH		TROPHY FORD	FORSYTH, GA	ADDED NOVEMBER 8, 2018
BUSINESS		FORSYTH, GA	ADD TAGS	
Ranks Report for Apr 12, 2019		+/- Since First Added	Filter keywords	Filter tags
Keyword	Google +/-	Yahoo +/-	Bing +/-	
car dealerships forsyth ga	1 0	2 0	2 0	
cars for sale forsyth ga	1 0	18 +2	18 +6	
commercial truck sales in ga	1 0	- 0	- 0	
ford dealership forsyth ga	1 0	1 0	1 0	
ford parts forsyth ga	1 0	1 0	1 0	
ford service forsyth ga	1 0	1 0	1 0	
trophy ford bad credit	1 0	1 0	1 +1	
trophy ford forsyth ga	1 0	1 0	1 0	
used trucks for sale in georgia	1 +100	- 0	- 0	
used trucks for sale in middle georgia	1 +32	- 0	- -59	
ford dealers in central georgia	2 +5	6 +5	6 +11	
ford dealership barnesville ga	3 +3	1 0	1 0	
ford dealerships in middle ga	4 0	3 +3	3 +1	
fleet sales forsyth ga	5 -1	4 -1	4 -2	
ford dealership macon ga	6 +4	5 +2	5 0	
ford jackson ga	7 +16	7 -3	7 -4	
ford service macon ga	7 +16	- -92	- -88	
trucks for sale forsyth ga	10 +1	6 +95	6 +15	
fleet sales macon ga	36 +25	- -99	- -100	
used car dealerships in macon ga	37 -36	59 +42	59 +10	
truck sales macon ga	47 +34	91 -40	91 +10	
car dealerships in macon ga	52 +4	- 0	- 0	
truck sales in jackson ga	52 +4	51 +50	51 +50	
used cars macon ga	70 +31	- 0	- 0	

Total Conversions

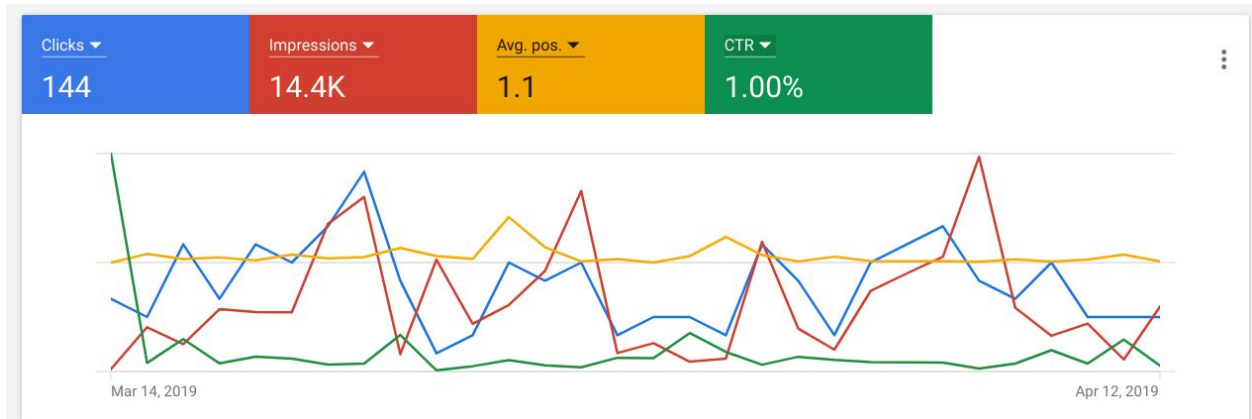
Tracking code has been removed this period. Conversions are not total or accurate.

Mar 14, 2019 to Apr 13, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	14 (100%)	10 (100%)	3m 48s
Ad Extension	12 (85.7%)	9 (90.0%)	4m 21s
Remarketing Banners	1 (7.1%)	1 (10.0%)	26s
Direct	1 (7.1%)	0	36s

Paid Search Campaign

Our paid campaign yielded 144 clicks, 14,400 impressions, with an average CTR of 1.00%.
Our average ad position is 1.1.



Best Performing Campaign

Our "new" campaign yielded 77 clicks, 10,513 impressions, with a CTR of .073%.

Biggest changes

Last 30 days compared to the prior 30 days ?

	Impressions	Change
Dealerships	+1,060	+38.96%
New > Cars	+769	+15.39%
New > Vehicles	+416	+32.58%
Used > Cars	-314	-79.29%
New > Trucks	+259	+10.09%

[ALL CAMPAIGNS >](#) Page 1 of 2 ^ v

Campaigns

	Impressio...	Clicks	CTR
New	10,513	77	0.73%
Dealerships	3,781	58	1.53%
Used	148	9	6.08%

[ALL CAMPAIGNS >](#)

Keywords and Search Term Report

We'll continue to monitor our search queries to ensure we eliminate irrelevant searches and wasted spend.

Keywords

	Impressio...	Clicks	CTR
+ford +dealerships	185	16	8.65%
"ford dealerships"	161	16	9.94%
+new +cars	139	1	0.72%
+new +trucks	120	7	5.83%
[ford dealerships]	105	6	5.71%

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Searches ?

Sort by: Impressions v

SEARCHES

ford dealership
ford dealership near me
new ford ranger
ford dealer
new ford bronco
ford dealership forsyth georgia
ford dealership macon ga
ford dealership forsyth ga
used cars griffin ga
ford dealerships near me
ford dealer in forsyth ga
ford dealership in forsyth ga
ford dealership in macon
ford dealership in mcdonough

WORDS

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Most Shown Ad

Our most shown ad this period received 5,767 impressions, with 36 clicks.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Most-shown ads', shows an ad for 'Shop New Cars for Sale Online | Trophy Ford of Forsyth | Customer Satisfaction Awards'. The ad is enabled and has received 5,767 impressions and 36 clicks, resulting in a 0.62% CTR. The right panel, titled 'Landing pages', shows the landing page for the ad, which is 'https://www.trophyfordofforsyth.com/'. The landing page has received 117 clicks, 0 mobile impressions, and a 0.00% conversion rate.

Ad	Impressions	Clicks	CTR
Enabled	5,767	36	0.62%

Clicks	Mobile sp...	Conv. rate	Clicks
117	—	0.00%	117

Auction Insights/Competitor Analysis and Devices

Our impression share this period is at 43%. Our top of page rate is at 90%. Impression share is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. We improve impression share by increasing our budget. Most of our clicks come from mobile devices this period.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Auction insights', shows a scatter plot of impression share for various competitors. The y-axis represents 'Impression share' from <10% to 100.00%. The x-axis represents 'Impression share' from <10% to 100.00%. The legend includes 'You' (blue), 'riversidemacon.c...' (red), 'fivestarfordga.com' (yellow), 'carmax.com' (green), 'cargurus.com' (purple), 'jeffsmithford.com' (cyan), and 'Others' (grey). The right panel, titled 'Devices', shows a stacked bar chart of device usage for 'Cost', 'Impressions', and 'Clicks'. The legend includes 'Mobile phones' (blue), 'Tablets' (red), and 'Computers' (yellow).

Competitor	Impression share
You	43%
riversidemacon.c...	~30%
fivestarfordga.com	~25%
carmax.com	~15%
cargurus.com	~10%
jeffsmithford.com	~10%
Others	~10%