



Pherona

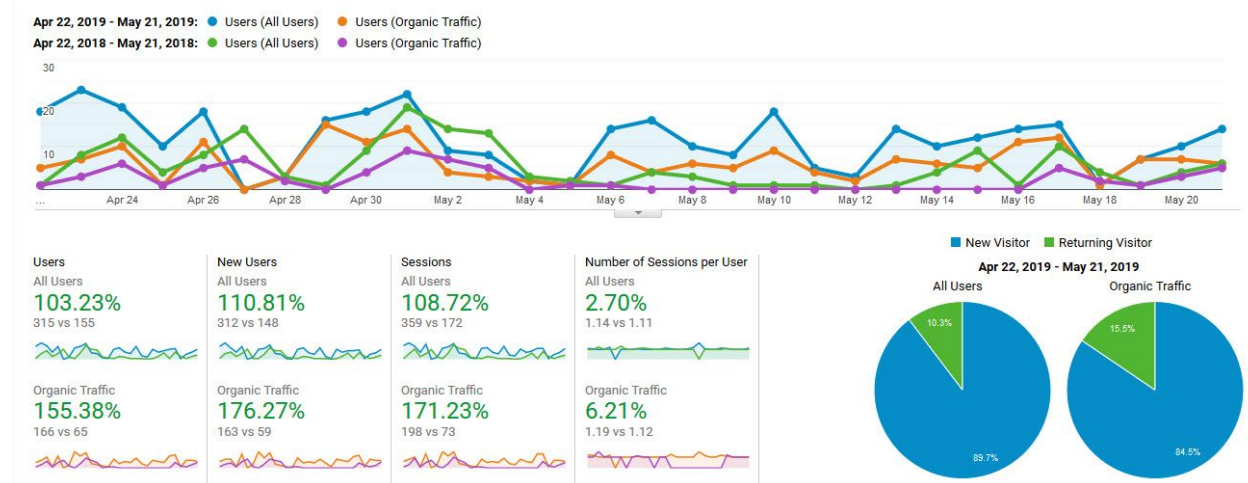
advancedhva.com

Monthly Online Marketing Report - May, 2019

Highlights: Organic search traffic improved by 176% over this same period last year. We had 57 unique conversions this period. We had 53 unique phone calls. We now have 63 key terms on page one of Google. 49 key terms are in the top 3 search results.

Traffic

Total traffic improved by 110% over this same period last year. Organic search traffic improved 176% 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 **advancedhva.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 63 key terms on page one of Google. 49 key terms are in the first 3 search positions.



A chart titled "Google Rankings" showing the distribution of 63 key terms across different search positions. The data is as follows:

Rank Range	Count	Rank Range	Count
#1-3	49	#4-10	14
#11-20	14	#21-50	12
#51-100	0	101+	6

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
heart doctors new port richey, fl	16	+6
peripheral vascular doctor brooksville, fl	14	+5
interventional cardiology land o' lakes, fl	15	+2
cardiology land o' lakes, fl	18	+2
endovascular specialist brooksville, fl	9	+1
interventional cardiology hudson, fl	22	+1
cardiologist doctor brooksville, fl	27	+1
vascular surgeons brooksville, fl	41	+1
cardiologist brooksville, fl	22	+1



Ranks Report for **May 21, 2019**

+/- Since **First Added**

Filter keywords

Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
aneurysm doctor brooksville, fl	1 +100	4 +97	4 +97
aneurysm doctor land o' lakes, fl	1 +100	3 +98	3 +98
aneurysm treatment hudson, fl	1 +100	1 +100	1 +100
aneurysm treatment land o' lakes, fl	1 +100	1 +100	1 +100
aneurysm treatment new port richey, fl	1 +100	1 +100	1 +100
cardiologist specialist new port richey, fl	1 +100	11 +90	11 +90
cardiologist surgeon brooksville, fl	1 +100	4 +97	4 +97
cardiologist surgeon hudson, fl	1 +100	1 +100	1 +100
cardiologist surgeon new port richey, fl	1 +100	2 +99	2 +99
dr chadda brooksville, fl	1 +5	1 +9	1 +9
endovascular doctor hudson, fl	1 +100	1 +100	1 +100
endovascular doctor land o' lakes, fl	1 +100	1 +100	1 +100
endovascular doctor new port richey, fl	1 +100	1 +100	1 +100
endovascular specialist land o' lakes, fl	1 +100	3 +98	3 +98
endovascular specialist new port richey, fl	1 +100	1 +100	1 +100
heart doctors hudson, fl	1 +43	6 +95	6 +95
heart specialist new port richey, fl	1 +100	9 +92	9 +92
heart surgeons brooksville, fl	1 +100	7 +94	7 +94
heart surgeons hudson, fl	1 +100	4 +97	4 +97
heart surgeons new port richey, fl	1 +100	6 +95	6 +95
varicose veins doctor hudson, fl	1 +100	4 +97	4 +97
varicose veins doctor land o' lakes, fl	1 +100	5 +96	5 +96
varicose veins doctor new port richey, fl	1 +100	10 +91	10 +91
varicose veins hudson, fl	1 +100	5 +96	5 +96
varicose veins new port richey, fl	1 +100	10 +91	10 +91
vascular md brooksville, fl	1 +100	10 +91	10 +91
vascular md hudson, fl	1 +32	4 +97	4 +97
vascular md land o' lakes, fl	1 +100	4 +26	4 +19
vascular md new port richey, fl	1 +23	9 +92	9 +92

	vascular surgeons hudson, fl	+	1 +100	1 +100	1 +100
	vascular surgeons new port richey, fl	+	1 +100	9 +92	9 +92
	vein doctor brooksville, fl	+	1 +100	7 +94	7 +94
	vein doctor hudson, fl	+	1 +100	5 +96	5 +96
	vein doctor land o' lakes, fl	+	1 +100	9 +92	9 +92
	vein doctor new port richey, fl	+	1 +78	9 +92	9 +92
	vein specialist brooksville, fl	+	1 +100	8 +93	8 +93
	vein specialist hudson, fl	+	1 +100	2 +99	2 +99
	vein specialist land o' lakes, fl	+	1 +100	5 +96	5 +96
	vein specialist new port richey, fl	+	1 +100	9 +92	9 +92
	vein treatment doctor hudson, fl	+	1 +100	4 +97	4 +97
	vein treatment doctor new port richey, fl	+	1 +100	15 +86	15 +86
	aneurysm doctor hudson, fl	+	2 +99	2 +99	2 +99
	artery blockage treatment hudson, fl	+	2 +99	3 +98	3 +98
	dr chadda hudson, fl		2 +13	2 +23	2 +11

	endovascular specialist hudson, fl	+	2 +99	1 +100	1 +100
	artery blockage treatment land o' lakes, fl	+	3 +98	1 +100	1 +100
	artery blockage treatment new port richey, fl		3 +98	2 +99	2 +99
	dr chadda new port richey, fl	+	3 +15	3 +98	3 +19
	varicose veins treatment hudson, fl		3 +98	3 +98	3 +98
	vascular disease treatment hudson, fl		5 +96	29 +72	29 +72
	heart specialist hudson, fl	+	6 +95	6 +95	6 +95
	varicose veins land o' lakes, fl		6 +95	9 +92	9 +92
	varicose veins treatment land o' lakes, fl	+	6 +95	6 +95	6 +95
	vein treatment doctor land o' lakes, fl	+	6 +95	6 +95	6 +95
	peripheral vascular doctor land o' lakes, fl		7 +94	9 +77	9 +92
	vascular disease treatment land o' lakes, fl		7 +94	16 +85	16 +85
	varicose veins treatment new port richey, fl	+	8 +93	6 +95	6 +95
	cardiologist specialist hudson, fl		9 +92	10 +91	10 +91
	endovascular specialist brooksville, fl	+	9 +92	1 +100	1 +100

	<input type="checkbox"/> venous insufficient treatment land o' lakes, fl	+	9 +92	1 +100	1 +100
	<input type="checkbox"/> venous insufficient treatment new port richy, fl	+	9 +92	1 +100	1 +100
	<input type="checkbox"/> peripheral vascular doctor hudson, fl	+	10 +91	8 +93	8 +93
	<input type="checkbox"/> varicose veins brooksville, fl		10 +91	7 +94	7 +94
	<input type="checkbox"/> venous disease treatment land o' lakes, fl		11 +90	- 0	- 0
	<input type="checkbox"/> varicose veins doctor brooksville, fl	+	13 +88	6 +95	6 +95
	<input type="checkbox"/> peripheral vascular doctor brooksville, fl		14 +87	- 0	- 0
	<input type="checkbox"/> interventional cardiology land o' lakes, fl	+	15 +86	11 +90	11 +90
	<input type="checkbox"/> vein treatment doctor brooksville, fl	+	15 +86	7 +94	7 +94
	<input type="checkbox"/> cardiologist doctor hudson, fl	+	16 +85	11 +90	11 +90
	<input type="checkbox"/> heart doctors new port richy, fl		16 +85	11 +90	11 +90
	<input type="checkbox"/> vascular disease treatment new port richy, fl		16 +85	20 +81	20 +81
	<input type="checkbox"/> cardiologist hudson, fl	+	17 +84	5 +96	5 +96
	<input type="checkbox"/> cardiology hudson, fl	+	17 +84	5 +96	5 +96
	<input type="checkbox"/> cardiology land o' lakes, fl		18 +83	- 0	- 0
	<input type="checkbox"/> cardiologist specialist brooksville, fl		19 +82	- 0	- 0
	<input type="checkbox"/> heart doctors brooksville, fl		20 +81	7 +94	7 +94
	<input type="checkbox"/> heart specialist brooksville, fl	+	20 +81	11 +90	11 +90
	<input type="checkbox"/> cardiologist brooksville, fl	+	22 +79	91 +10	91 +10
	<input type="checkbox"/> cardiologist doctor new port richy, fl		22 +79	- 0	- 0
	<input type="checkbox"/> cardiologist new port richy, fl		22 +79	11 +90	11 +90
	<input type="checkbox"/> endovascular doctor brooksville, fl		22 +79	1 +100	1 +100
	<input type="checkbox"/> interventional cardiology hudson, fl		22 +79	10 +91	10 +91
	<input type="checkbox"/> cardiology new port richy, fl	+	23 +55	11 +90	11 +90
	<input type="checkbox"/> interventional cardiology new port richy, fl		23 +78	11 +90	11 +90
	<input type="checkbox"/> interventional cardiology brooksville, fl		25 +76	11 +90	11 +90
	<input type="checkbox"/> peripheral vascular doctor new port richy, fl		25 +76	4 +97	4 +97
	<input type="checkbox"/> cardiology brooksville, fl		26 +75	20 +81	20 +81
	<input type="checkbox"/> cardiologist doctor brooksville, fl		27 +74	11 +90	11 +90
	<input type="checkbox"/> vascular surgeons brooksville, fl		41 +60	10 +91	10 +91

Total Conversions

We had 57 unique conversions this period. We had 53 unique phone calls and 4 unique form leads. Our paid campaign yielded 4 conversions this period.

Apr 22, 2019 to May 21, 2019

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Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	110 (100%)	53 (100%)	2m 37s
 Maps [New Port Richey]	42 (38.2%)	23 (43.4%)	3m 3s
 Google Organic	31 (28.2%)	16 (30.2%)	3m 1s
 Maps [Brooksville]	23 (20.9%)	9 (17.0%)	2m 7s
 Google Paid	8 (7.3%)	3 (5.7%)	1m 22s
 Maps [Land O Lakes]	4 (3.6%)	0	1m 35s
 Maps [Hudson]	2 (1.8%)	2 (3.8%)	17s

Apr 22, 2019 to May 21, 2019

[Export](#) ▾

Source (First Interaction)	Total Forms	First Time Forms
	4 (100%)	4 (100%)
 Google Organic	3 (75.0%)	3 (75.0%)
 Google Paid	1 (25.0%)	1 (25.0%)

Paid Search Campaign

Our paid campaign yielded 53 clicks, 1,120 impressions, and a total ad spend of \$657 this period. Our average cost per click is at \$12.39.



Search Term Report

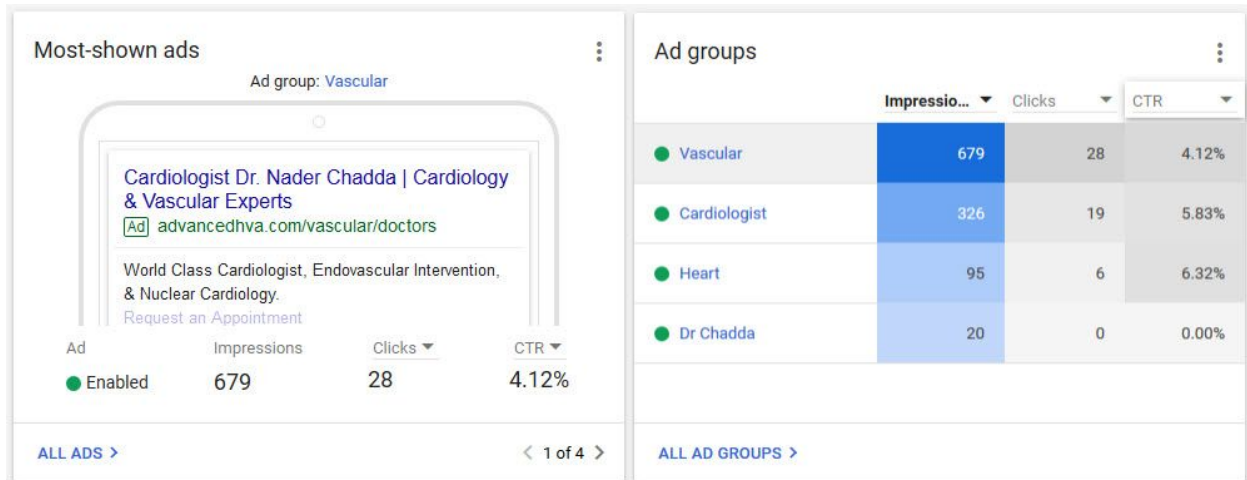
Our best performing key terms this period were “vascular surgeons”. We’ll continue to monitor our search term report to ensure we eliminate unwanted clicks and wasted spend.

Keywords			
	Cost	Clicks	CTR
+vascular +surgeons	\$277.74	15	2.98%
+vascular +doctors	\$137.79	11	9.48%
+cardiologist +brooksville +fl	\$67.98	10	8.55%
+cardiologist +hudson +fl	\$54.28	5	4.42%
+vascular +consultant	\$38.77	2	14.29%

Searches	
SEARCHES	WORDS
vascular surgeon	cardiologist brooksville fl
cardiologist hudson fl	florida cardiology group brooksville fl
kenneth wright vein vascular surgeon in tampa	
vascular surgeons in tampa	veterinary cardiology specialists
cardiac and vascular consultants lecanto	
cardiologist pacemaker specialist tampa fl	

Campaign Ads

Our best performing ad this period yielded 679 impressions, 28 clicks, and a CTR of 4.12%.



Auction Insights [Competitor Analysis]

Our impression share is at 68% this period. This means our ads are showing up 68% of the time they are eligible for.

