

Pherona

Dririte.net

Monthly Online Marketing Report - May, 2019

Highlights: Organic search traffic improved by 8% over this same period last year. We had 27 total conversions this period. We had 25 first time callers. Our paid campaign yielded 10 conversions this period. We have 31 key terms on page one of Google and 26 are in the top 3 search results

Traffic

Organic search traffic improved 8% 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 31 key terms on page one of Google. 26 key terms are in the top 3 search results.

Google Rankings

#1-3	26	#4-10	5
#11-20	8	#21-50	6
#51-100	7	101+	2

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
mold testing orlando	76	+10
mold remediation apopka	17	+3
infrared thermography services orlando	11	+3
mold remediation orlando	17	+2
soda blasting orlando	9	+1
duct cleaning orlando	48	+1
water damage repair orlando	46	+1

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UNITED STATES - ENGLISH DRIRITE ORLANDO, FL ADDED JANUARY 17, 2018 BUSINESS ORLANDO, FL ADD TAGS

Ranks Report for +/- Since Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
desiccant drying orlando	1 +2	1 0	1 0
desiccant drying winter garden	1 0	2 -1	2 -1
dririte greenwood sc	1 +100	1 +1	1 +26
moisture detection winter garden	1 0	2 +7	2 +2
mold remediation glendale sc	1 +100	1 +100	1 +100
mold remediation rosewood south carolina	1 +100	1 +100	1 +100
mold remediation spartanburg south carolina	1 +100	24 +77	24 +77
mold remediation whitney heights sc	1 +100	1 +100	1 +100
mold restoration spartanburg sc	1 +100	34 +67	34 +67
restoration companies in winter garden, fl	1 0	50 +51	50 +51
truss cleaning services orlando	1 +1	1 0	1 0
water damage remediation spartanburg sc	1 +100	23 +78	23 +78
water damage repair winter garden, fl	1 0	57 -36	57 +44
water damage restoration glendale sc	1 +100	1 +100	1 +100

	water damage restoration rosewood sc	+	1 +100	1 +100	1 +100
	water damage restoration whitney heights sc	+	1 +100	1 +100	1 +100
	water damage winter garden	+	1 0	20 0	20 -1
	water extraction services glendale sc	+	1 +100	2 +99	2 +99
	water extraction spartanburg sc	+	1 +100	27 +74	27 +74
	water remediation rosewood sc	+	1 +100	1 +100	1 +100
	water remediation whitney heights south carolina	+	1 +100	1 +100	1 +100
	water removal glendale sc	+	1 +100	2 +99	2 +99
	water removal services rosewood sc	+	1 +100	2 +99	2 +99
	water removal spartanburg sc	+	1 +100	22 +79	22 +79
	water removal whitney heights sc	+	1 +100	2 +99	2 +99
	water restoration glendale south carolina	+	1 +100	2 +99	2 +99
	dehumidification services orlando, fl	+	5 +6	2 +37	2 +60
	water removal greenwood sc		7 +94	4 +97	4 +97
	water extraction greenwood south carolina	+	8 +93	10 +91	10 +91

	soda blasting orlando	+	9 +31	13 +88	13 +88
	water damage remediation greenwood sc	+	10 +91	2 +99	2 +99
	infrared thermography services orlando	+	11 +8	4 +97	4 +18
	mold remediation greenwood sc	+	12 +89	27 +74	27 +74
	mold restoration greenwood sc		12 +89	34 +67	34 +67
	water damage restoration winter garden, fl	+	12 -8	11 +55	11 +11
	moisture detection orlando	+	14 -4	18 +16	18 -4
	water extraction orlando		14 +1	23 +78	23 +4
	mold remediation apopka		17 +25	45 +56	45 +56
	mold remediation orlando		17 +70	14 +55	14 +87
	mold damage cleanup orlando		21 +80	74 +21	74 +27
	mold remediation windermere	+	25 -24	23 +78	23 +78
	water removal orlando		25 +8	- 0	- 0
	mold remediation altamonte springs	+	32 +69	64 +37	64 +37
	water damage repair orlando		46 +17	- -20	- 0

	duct cleaning orlando	48 +53	- 0	- 0
	restoration companies in orlando	51 +35	- 0	- 0
	microbial growth removal	59 +42	- 0	- 0
	orlando water damage	66 +14	- 0	- 0
	water damage orlando, fl	66 +2	- 0	- 0
	water damage restoration orlando	66 +15	- 0	- 0
	mold testing orlando	76 +25	- 0	- 0
	mold inspection orlando	78 +23	- 0	- 0

Total Conversions

We had 27 total conversions this period. We had 25 first time callers and 2 first time forms. Our paid campaign yielded 10 conversions for the period.




Apr 16, 2019 to May 16, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	36 (100%)	25 (100%)	1m 54s
 DriRite Orl [Maps]	10 (27.8%)	4 (16.0%)	2m 39s
 DriRite [Adwords Ad Extension]	8 (22.2%)	5 (20.0%)	1m 23s
 Google Paid	6 (16.7%)	5 (20.0%)	2m 40s
 South Carolina [Adwords]	3 (8.3%)	3 (12.0%)	14s
 Spartanburg [Maps]	3 (8.3%)	2 (8.0%)	44s
 South Carolina [Organic]	2 (5.6%)	2 (8.0%)	1m 31s
 Google Organic	2 (5.6%)	2 (8.0%)	3m 18s
 Direct	1 (2.8%)	1 (4.0%)	2m 7s
 Bing Organic	1 (2.8%)	1 (4.0%)	39s

Apr 16, 2019 to May 16, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	4 (100%)	2 (100%)
 Google Organic	2 (50.0%)	1 (50.0%)
 Direct	1 (25.0%)	1 (50.0%)
 www.10bestseo.com	1 (25.0%)	0

Paid Search Campaign - Branded

Our paid campaign yielded 37 clicks, 1,690 impressions, with an average pos. of 2.2. Our total ad spend for the month was \$2,350.

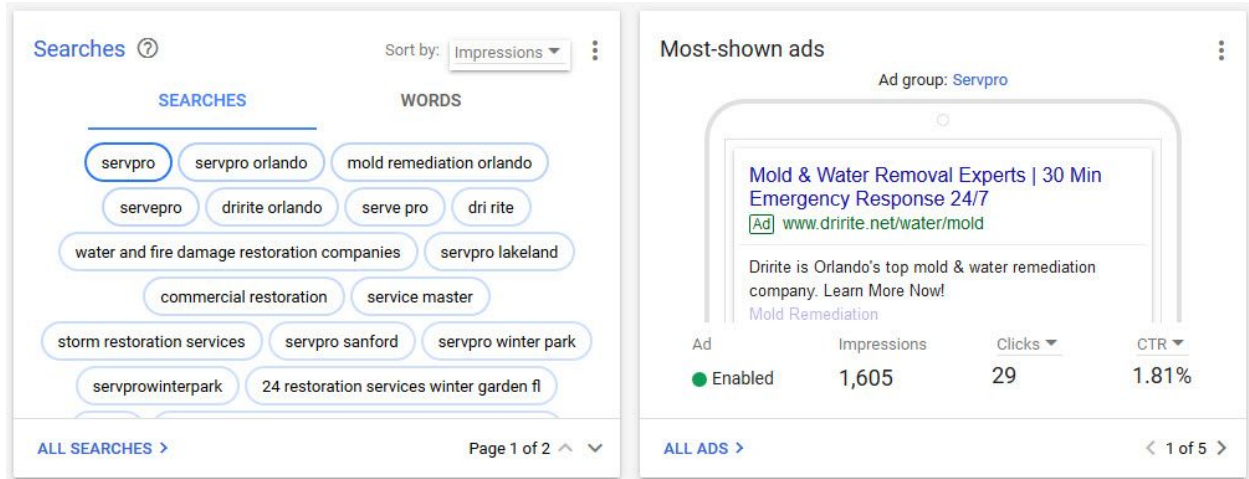


Ad Groups & Keywords

Ad groups				Keywords			
	Cost	Clicks	CTR		Cost	Clicks	CTR
Servpro	\$2,113.96	29	1.81%	servpro	\$2,113.96	29	1.81%
DriRite	\$238.70	8	9.41%	"dririte"	\$177.00	4	18.18%
				+dririte	\$52.85	2	6.67%
				[dririte]	\$8.85	2	6.06%

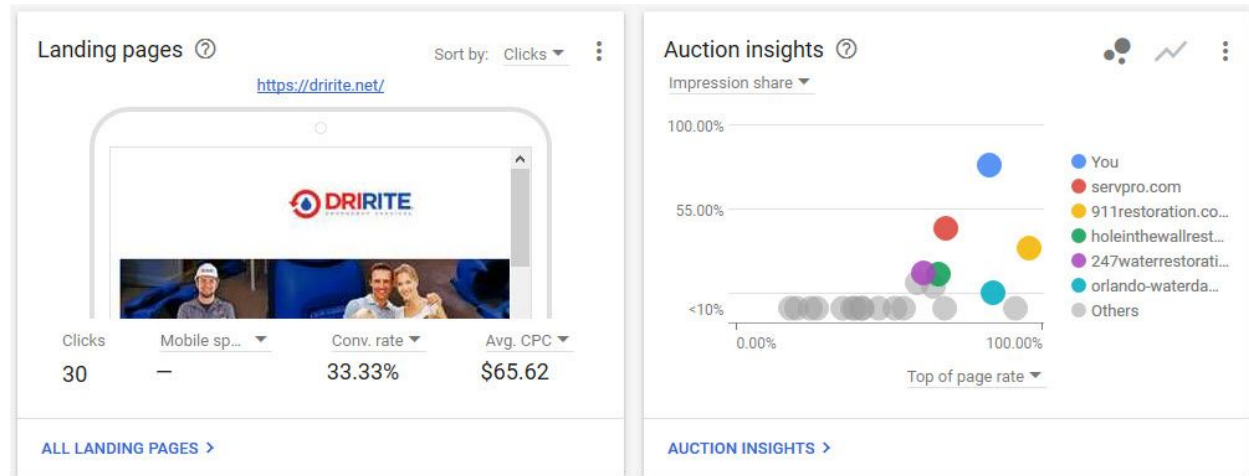
Search Term & Most-shown ads

Our most shown ad this period received 1,605 impressions, with 29 clicks, and CTR of 1.81%. We'll continue to monitor our search queries to ensure we eliminate irrelevant searches and wasted spend.



Landing pages & Competitor Analysis

Our impression share is 79.03%. This means our ads are showing up 79.03% of the time they are eligible for. We can improve our impression share by increasing our budget.



Paid Search Campaign - Water

Our paid campaign yielded 15 clicks, 887 impressions, with an average pos. of 1.6. Our total ad spend for the month was \$1,770.



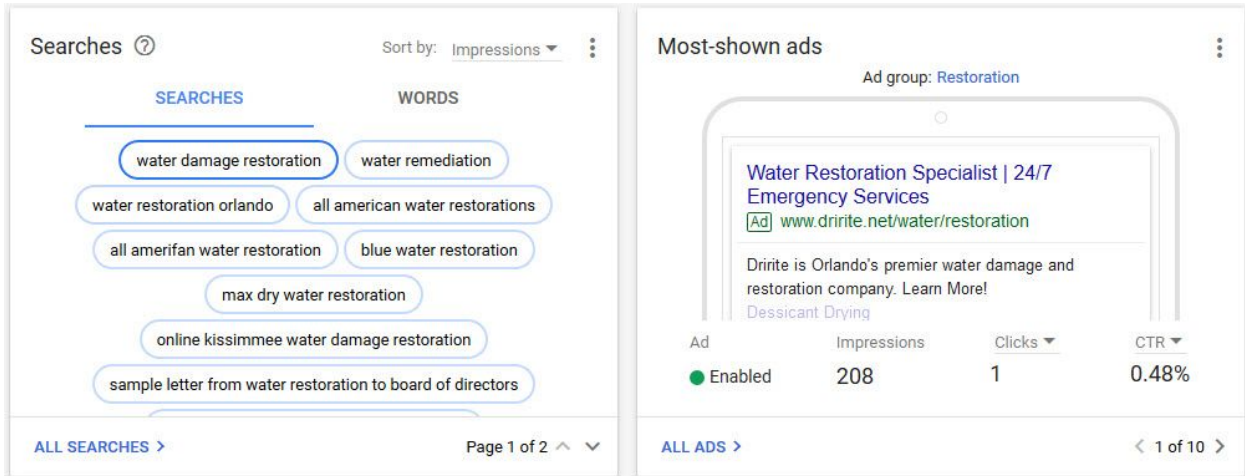
Ad Groups & Keywords

Ad groups				Keywords			
	Cost	Clicks	CTR		Cost	Clicks	CTR
● Restoration	\$1,185.80	11	1.77%	● +water +restoration	\$786.86	8	1.79%
● Damage	\$395.53	2	0.94%	● "water restoration"	\$398.94	3	1.72%
● Remediation	\$188.20	2	3.85%	● +water +damage +restoration	\$395.53	2	1.55%
				● "water remediation"	\$167.73	1	4.76%
				● +water +remediation	\$20.47	1	3.23%

ALL AD GROUPS > Page 1 of 2 ^ v

Search Term & Most-shown ads

Our most shown ad this period received 208 impressions and CTR of .48%. We'll continue to monitor our search queries to ensure we eliminate irrelevant searches and wasted spend.



Landing pages & Competitor Analysis

Our impression share is 69.22%. This means are ads are showing up 69.22% of the time they are eligible for. We can improve our impression share by increasing our budget.

