

Pherona

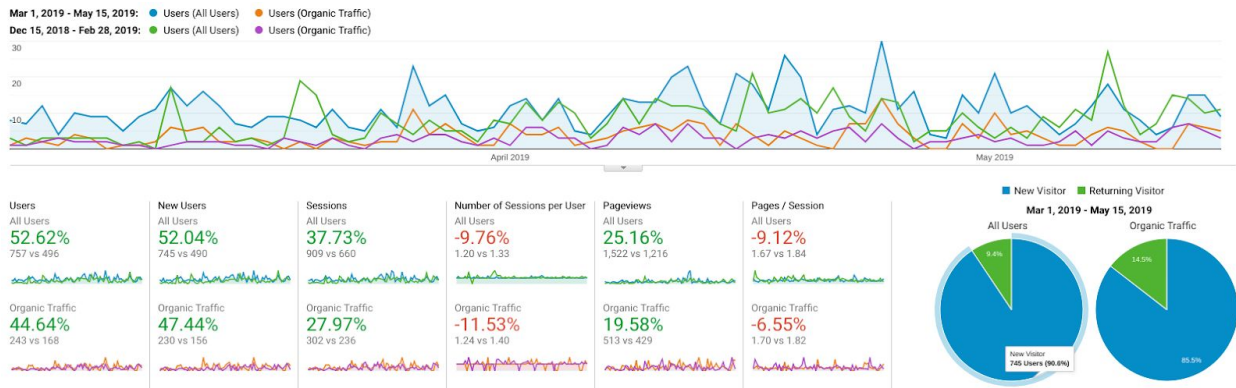
# www.kingsmoving.com

## Monthly Online Marketing Report - May, 2019

**Highlights:** Total traffic improved 52% over the previous period. Organic search traffic improved by 47% this period over last period. We had 58 unique conversions this period. Our paid campaign yielded 28 conversions this period.

### Traffic

Total traffic is up 52% over the previous period. Organic search traffic improved 47% over last period.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **kingsmoving.com** we'll continue to see gains in ranks and traffic in the coming months.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
office movers st pete	39	+13
residential movers clearwater, fl	64	+5
apartment movers tampa	71	+5
home movers clearwater	62	+2
apartment movers clearwater	62	+2
local movers st pete	54	+2
reliable movers clearwater fl	16	+2
office movers clearwater	38	+1
residential movers st pete	72	+1
small movers st petersburg fl	49	+1

kingsmoving.com  
 UNITED STATES - ENGLISH KING PRO MOVERS TAMPA, FL ADDED FEBRUARY 2, 2019 BUSINESS TAMPA, FL ADD TAGS

Ranks Report for **May 15, 2019** +/- Since **First Added** Filter keywords

Keyword	Google +/-
tampa bay moving and storage	15 +26
reliable movers clearwater fl	16 +85
commercial movers tampa	22 -6
commercial movers clearwater	24 +77
long distance movers clearwater fl	27 +74
condo movers tampa	28 +73
local movers tampa	28 +7
commercial movers st petersburg	35 +66
office movers clearwater	38 +24
office movers st pete	39 +15
moving companies tampa	43 +2
local movers clearwater	44 +57
same day movers tampa	46 -23

	<input type="checkbox"/> small movers st petersburg fl	49 +52
	<input type="checkbox"/> residential movers tampa	52 +49
	<input type="checkbox"/> tampa professional movers	52 +7
	<input type="checkbox"/> local movers st pete	54 +47
	<input type="checkbox"/> movers tampa	55 +7
	<input type="checkbox"/> office movers tampa	56 +4
	<input type="checkbox"/> home movers st pete	61 +28
	<input type="checkbox"/> apartment movers clearwater	62 +39
	<input type="checkbox"/> home movers clearwater	62 +16
	<input type="checkbox"/> residential movers clearwater, fl	64 +31
	<input type="checkbox"/> home movers tampa	67 +34
	<input type="checkbox"/> apartment movers tampa	71 +30
	<input type="checkbox"/> residential movers st pete	72 +29
	<input type="checkbox"/> moving companies clearwater	76 +25

# Total Conversions

We had 58 unique conversions this period. We had 41 first time callers and 17 first time form submissions. Our paid campaign yielded 28 conversions for the period.

Apr 15, 2019 to May 14, 2019

[Export](#)

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	69 (100%)	41 (100%)	4m 12s
Organic Search	27 (39.1%)	17 (41.5%)	4m 43s
Google Paid	23 (33.3%)	16 (39.0%)	4m 21s
Ad Extension	11 (15.9%)	5 (12.2%)	3m 2s
Chat Leads	6 (8.7%)	1 (2.4%)	4m 48s
Email [Tampa]	2 (2.9%)	2 (4.9%)	29s

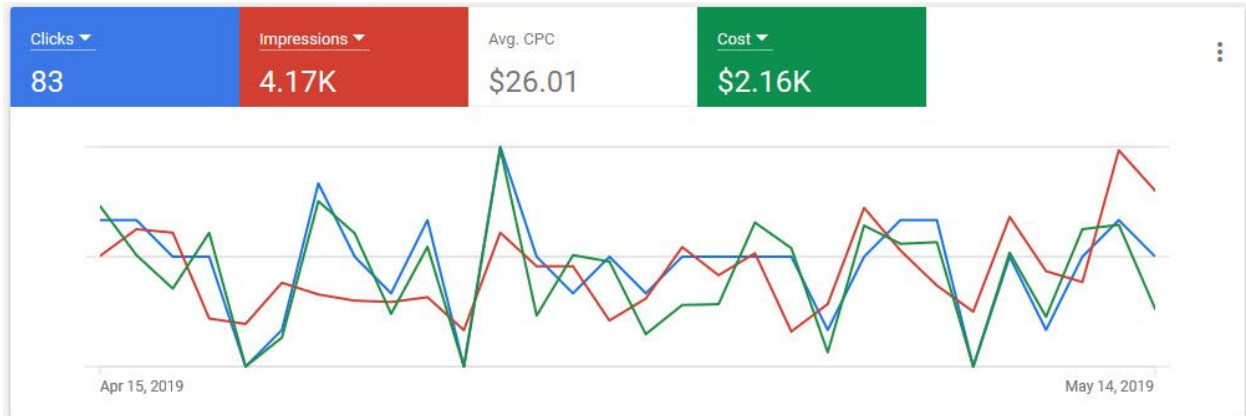
Apr 15, 2019 to May 14, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	25 (100%)	17 (100%)
Direct	11 (44.0%)	4 (23.5%)
Google Paid	7 (28.0%)	7 (41.2%)
Google Organic	3 (12.0%)	3 (17.6%)
Bing Organic	2 (8.0%)	2 (11.8%)
mymovingreviews.com	1 (4.0%)	0
yelp.com	1 (4.0%)	1 (5.9%)

## Paid Search Campaign

Our paid campaign yielded 83 clicks, 4,170 impressions, with an average CPC of \$26.01. Our total ad spend for the month was \$2,160.



# 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
+movers +tampa	1,874	37	1.97%
[movers tampa]	1,586	33	2.08%
"movers tampa"	715	13	1.82%

[ALL KEYWORDS >](#)

### Searches

Sort by: Impressions

SEARCHES
WORDS

- movers tampa
- moving companies tampa
- tampa movers
- tampa moving companies
- moving company tampa
- movers in tampa
- tampa moving
- best movers in tampa
- affordable movers tampa
- tampa moving company
- moving companies tampa fl
- local movers tampa
- moving companies in tampa fl
- bellhops moving tampa

[ALL SEARCHES >](#) Page 1 of 6

## Most Shown Ad

Our most shown ad this period received 4,175 impressions, with 83 clicks, and CTR of 1.99%.

### Most-shown ads

Ad group: Movers

**Professional Movers Tampa | Free Estimates Available**

[www.kingsmoving.com/movers/tampa](https://www.kingsmoving.com/movers/tampa)

Since 1984 we have helped people like you relocate safely and affordably. King Movers provides Tampa with fast and professional moving services for nearly 30 years.

100% Satisfaction - Local & Long Distance - Residential & Commercial - Up ...

Local Moving Storage Units

Free Estimates

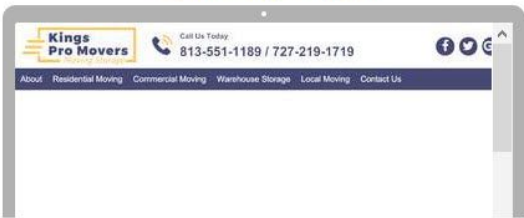
Ad	Impressions	Clicks	CTR
Enabled	4,175	83	1.99%

[ALL ADS >](#)

### Landing pages

Sort by: Clicks

<https://www.kingsmoving.com>



Clicks	Mobile sp...	Conv. rate	Avg. CPC
71	—	8.45%	\$25.33

[ALL LANDING PAGES >](#)

# Competition Analysis [Auction Insights]

Our impression share this period is at 44%. This means our ads are showing up 44% of the time they are eligible for. We can improve our impression share by increasing our budget.

