

Pherona

skykingfireworks.com

Monthly Online Marketing Report - April, 2019

Highlights: Organic search traffic is up 18% over this same period last year. We have 41 key terms on page one of Google. 32 are in the top 3 search results. We had 93 total conversions this period.

Traffic

Total traffic remained steady this period. Organic search traffic is up 18% 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 41 key terms on page one of Google. 32 key terms are in the first 3 search positions.

Google Rankings			
#1-3	32	#4-10	9
#11-20	6	#21-50	4
#51-100	2	101+	4

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
fireworks near me	23	+31
buy black cat fireworks	93	+8
roman candle fireworks florida	10	+7
cheapest fireworks near me	9	+2
wheel fireworks	20	+1
fountains fireworks florida	12	+1

skykingfireworks.com			
UNITED STATES - ENGLISH SKY KING FIREWORKS ORLANDO, FL ADDED OCTOBER 24, 2018 BUSINESS ORLANDO, FL ADD TAGS CSV			
Ranks Report for May 01, 2019		+/- Since First Added	Filter keywords
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	7 +3	7 +9
fireworks for sale bradenton fl	1 0	1 0	1 +1
fireworks for sale cocoa beach	1 0	4 -3	4 -2
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
fireworks for sale port st lucie	1 0	1 +9	1 +10
fireworks for sale sarasota fl	1 0	1 0	1 +1
fireworks for sale stuart	1 0	1 0	1 +1

	fireworks for sale west palm beach	+	1 0	1 +1	1 +2
	fireworks store atlanta ga	+	1 0	9 -2	9 -1
	fireworks store daytona beach	+	1 0	2 0	2 0
	fireworks store easton pa	+	1 0	2 0	2 0
	fireworks store ft myers	+	1 0	2 0	2 0
	fireworks store hillsville pa	+	1 0	2 0	2 0
	fireworks store lawrenceville ga	+	1 0	1 +1	1 +1
	fireworks store morrisville pa	+	1 0	1 0	1 0
	fireworks store port st lucie	+	1 0	2 0	2 0
	fireworks store tioga pa	+	1 0	2 0	2 +1
	fireworks stores south bend indiana	+	1 0	3 +3	3 +2
	sky king fireworks	+	1 0	1 0	1 0
	tube fireworks florida	+	1 +34	4 -1	4 -1
	big fireworks for sale	+	2 +1	71 -55	71 -46

	fireworks for sale	+	2 +2	32 -9	32 -7
	fireworks for sale ft meyers	+	2 -1	1 +1	1 +2
	fireworks store erie pa		2 +1	2 0	2 +1
	missile fireworks florida	+	3 +5	2 +5	2 +3
	sky lanterns fireworks	+	3 +2	5 +25	5 +96
	500 gram repeater fireworks	+	5 +2	5 +3	5 +22
	bottle rocket fireworks florida	+	6 +24	2 +30	2 +14
	aerial fireworks for sale		7 +94	- -27	- -70
	firecrackers for sale florida	+	7 -5	5 +4	5 -1
	wholesale fireworks florida	+	8 +20	29 -12	29 -14
	cheapest fireworks near me	+	9 +4	12 +27	12 +35
	fireworks for sale near me today	+	9 0	7 +12	7 +7
	parachutes fireworks	+	10 +7	6 +26	6 +49
	roman candle fireworks florida	+	10 +16	2 +22	2 +99

	fireworks store orlando	11 -6	20 -14	20 -10
	fountains fireworks florida	12 +17	6 +22	6 +27
	sparkler fireworks florida	12 +59	15 +2	15 +17
	dirt cheap fireworks	17 +84	16 +75	16 +43
	firecrackers fireworks	19 +17	28 +73	28 +38
	wheel fireworks	20 -7	- -71	- 0
	bottle rockets fireworks for sale	22 +7	23 +40	23 +31
	fireworks near me	23 +78	17 +84	17 +84
	super cheap fireworks	39 -2	28 +73	28 +73
	1000 gram fireworks for sale	44 +19	- 0	- -23
	buy black cat fireworks	93 -51	- -15	- -49
	wholesale fireworks for sale	93 +8	- 0	- 0

Conversions

We had 93 total conversions this period. We had 78 first time callers this period with 15 unique form leads.

Apr 2, 2019 to May 2, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	98 (100%)	78 (100%)	1m 20s
Organic Search	98 (100.0%)	78 (100.0%)	1m 20s

Form Submissions

80% of our form submissions came from organic search.

Apr 2, 2019 to May 2, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	41 (100%)	15 (100%)
Google Organic	31 (75.6%)	12 (80.0%)
Direct	9 (22.0%)	2 (13.3%)
Bing Organic	1 (2.4%)	1 (6.7%)

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
	67,951 <small>% of Total: 100.00% (67,951)</small>	42,183 <small>% of Total: 100.00% (42,183)</small>	00:00:42 <small>Avg for View: 00:00:42 (0.00%)</small>	7,956 <small>% of Total: 100.00% (7,956)</small>	36.04% <small>Avg for View: 36.04% (0.00%)</small>	11.71% <small>Avg for View: 11.71% (0.00%)</small>
1. /	7,286 (10.72%)	4,239 (10.05%)	00:00:47	3,848 (48.37%)	19.00%	19.74%
2. /shop/	5,084 (7.48%)	1,892 (4.49%)	00:00:22	631 (7.93%)	17.43%	7.71%
3. /product-category/artillery-shells/	2,446 (3.60%)	1,128 (2.67%)	00:00:35	93 (1.17%)	58.06%	8.75%
4. /product-category/500-gram-repeaters/	2,241 (3.30%)	1,138 (2.70%)	00:00:41	46 (0.58%)	63.04%	8.03%
5. /product-category/finales/	2,118 (3.12%)	872 (2.07%)	00:00:29	50 (0.63%)	56.00%	5.81%
6. /specials/	1,905 (2.80%)	1,246 (2.95%)	00:01:04	150 (1.89%)	52.00%	20.52%
7. /product-category/best-sellers/	1,560 (2.30%)	822 (1.95%)	00:00:31	37 (0.47%)	40.54%	6.79%
8. /product-category/assortments/	1,466 (2.16%)	616 (1.46%)	00:00:35	44 (0.55%)	38.64%	6.55%
9. /product-category/200-gram-repeaters/	1,149 (1.69%)	620 (1.47%)	00:00:42	17 (0.21%)	41.18%	6.79%
10. /product-category/new-products/	1,146 (1.69%)	643 (1.52%)	00:00:40	24 (0.30%)	54.17%	9.25%