



Pherona

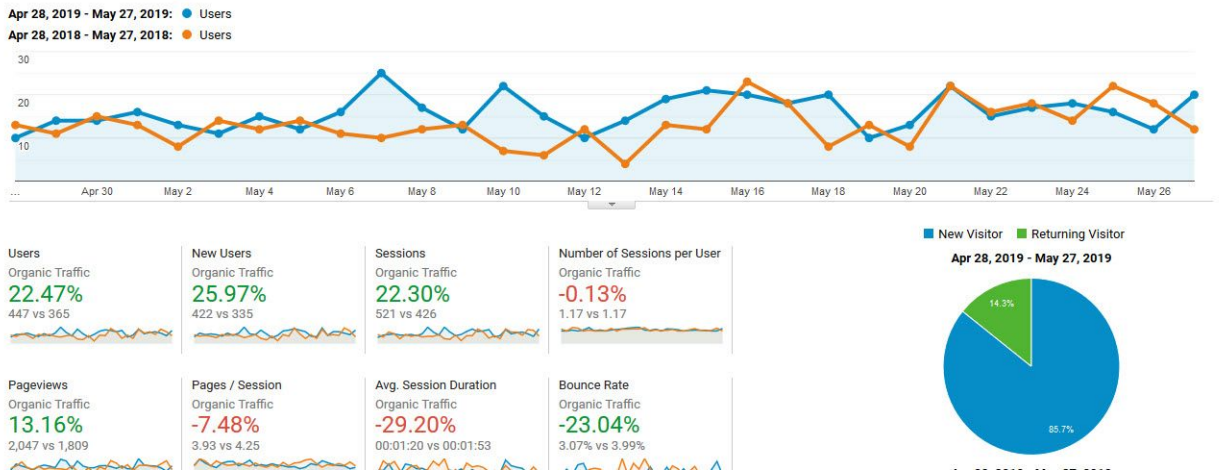
# vanspawnmart.com

## Monthly Online Marketing Report - May, 2019

**Highlights:** Organic traffic improved this period by 25%. We now have 28 key terms on page one of Google. 16 key terms are in the top 3 search results. We had 39 first time callers this period.

### Traffic

Organic search traffic is up 25% over the previous period.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **vanspawnmart.com** we'll continue to see gains in ranks and traffic in the coming months. We have 28 key terms on page one of Google. 16 key terms are in the first 3 search results.

Google Rankings

#1-3	16	#4-10	12
#11-20	0	#21-50	2
#51-100	2	101+	10

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
no credit check loans warner robins ga	35	+5
coin dealers warner robins ga	90	+3
guns for sale macon ga	24	+2
buy & sell electronics macon ga	4	+1
buy & sell jewelry warner robins	7	+1
buy & sell jewelry macon ga	4	+1
we buy gold macon ga	10	+1



Ranks Report for **May 27, 2019**

+/- Since **First Added**

Filter keywords

Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
buy & sell tools macon ga	1 +6	1 +7	1 +35
buy & sell tools warner robins	1 0	3 +17	3 +98
pawn shop warner robins	1 +2	4 -2	4 -2
pawn shop werner robins	1 +2	3 -2	3 -1
pawnbroker warner robins	1 0	1 +1	1 +1
van's pawn mart warner robins ga	1 0	1 0	1 0
vans pawn mart	1 0	1 0	1 0
vans pawn mart macon ga	1 0	1 +1	1 0
vans pawn mart warner robins ga	1 0	1 0	1 0
vans pawn shop	1 0	1 0	1 0
buy & sell sporting goods macon ga	2 +1	2 +99	2 +99
buy & sell sporting goods warner robins	2 +2	1 0	1 +5
buy & sell electronics warner robins	3 0	2 +99	2 +99
buy & sell guns warner robins	3 +6	1 +9	1 +100
jewelry pawn shops in warner robins ga	3 +2	9 -5	9 -5
pawn broker macon ga	3 +2	7 +1	7 -4
buy & sell electronics macon ga	4 -1	1 +4	1 +4
buy & sell jewelry macon ga	4 0	2 +12	2 +8
pawn shop macon	5 -1	11 -4	11 -1
pawn shop macon ga	5 -1	23 -17	23 -18
jewelry pawn shops in macon georgia	6 0	22 -11	22 -14
buy & sell jewelry warner robins	7 +2	2 +8	2 +5
pawn shop near me	7 0	- 0	- 0
firearms for sale warner robins	8 +3	5 +96	5 +96
buy & sell guns macon ga	9 +5	3 +33	3 +23
middle georgia pawn shop macon ga	9 +3	9 +1	9 -2
we buy gold warner robins ga	9 +1	10 +91	10 -3
we buy gold macon ga	10 0	11 +66	11 +90
guns for sale macon ga	24 +41	48 +53	48 +53
no credit check loans warner robins ga	35 +66	11 +90	11 +90
bad credit loans warner robins ga	74 +27	- 0	- 0
coin dealers warner robins ga	90 +2	- -59	- 0

# Total Conversions

















We had 39 first time callers this period from organic search.

Apr 28, 2019 to May 27, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	48 (100%)	39 (100%)	1m 3s
 Organic Search	48 (100.0%)	39 (100.0%)	1m 3s

# Most Visited Pages

Page 	Pageviews 	Unique Pageviews 	Avg. Time on Page 	Entrances 	Bounce Rate 
	601 % of Total: 100.00% (601)	287 % of Total: 100.00% (287)	00:00:33 Avg for View: 00:00:33 (0.00%)	152 % of Total: 100.00% (152)	5.20% Avg for View: 5.20% (0.00%)
1. / 	314 (52.25%)	128 (44.60%)	00:00:17	125 (82.24%)	6.16%
2. /merchandise 	75 (12.48%)	42 (14.63%)	00:00:36	4 (2.63%)	0.00%
3. /electronics 	53 (8.82%)	32 (11.15%)	00:00:47	3 (1.97%)	0.00%
4. /contact 	38 (6.32%)	18 (6.27%)	00:02:18	4 (2.63%)	0.00%
5. /jewelry 	31 (5.16%)	18 (6.27%)	00:00:13	4 (2.63%)	0.00%
6. /tools 	30 (4.99%)	18 (6.27%)	00:00:50	3 (1.97%)	0.00%
7. /macon 	20 (3.33%)	12 (4.18%)	00:00:53	5 (3.29%)	0.00%
8. /music 	18 (3.00%)	6 (2.09%)	00:00:05	2 (1.32%)	0.00%
9. /sporting-goods 	16 (2.66%)	10 (3.48%)	00:00:20	2 (1.32%)	0.00%
10. /warner-robins 	4 (0.67%)	1 (0.35%)	00:00:14	0 (0.00%)	0.00%