

Pherona

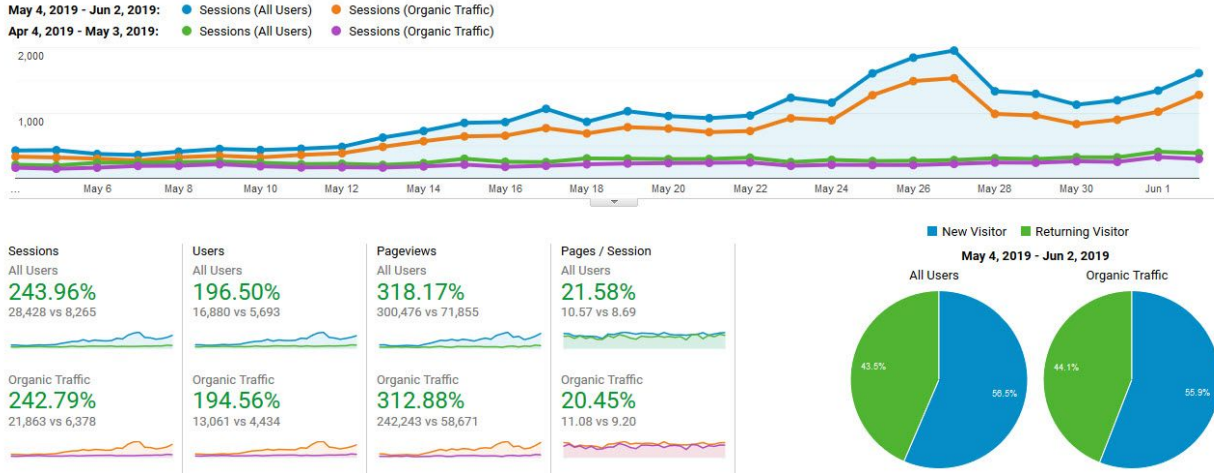
# skykingfireworks.com

## Monthly Online Marketing Report - June, 2019

**Highlights:** Total traffic has increased 196% over the previous period. Organic search traffic is up 194%. We have 41 key terms on page one of Google. 30 are in the top 3 search results. We had 153 total conversions this period.

### Traffic

Total traffic has increased 196% over the previous period. Organic search traffic is up 194% over this same period last month.



# 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 continue to have 41 key terms on page one of Google. 30 key terms are in the first 3 search positions.

 **Google Rankings**

#1-3	<b>30</b>	#4-10	<b>11</b>
#11-20	<b>6</b>	#21-50	<b>3</b>
#51-100	<b>1</b>	101+	<b>6</b>

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
aerial fireworks for sale	6	+10
firecrackers for sale florida	8	+7
sparkler fireworks florida	11	+2
fountains fireworks florida	13	+2
dirt cheap fireworks	6	+2
wheel fireworks	25	+1
roman candle fireworks florida	10	+1
fireworks for sale	2	+1
500 gram repeater fireworks	4	+1



Ranks Report for Jun 02, 2019

+/- Since First Added

Filter keywords

Filter tags

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
fireworks daytona beach	1 0	11 -1	11 +5
fireworks for sale bradenton fl	1 0	1 0	1 +1
fireworks for sale cocoa beach	1 0	6 -5	6 -4
fireworks for sale daytona beach	1 0	1 +1	1 +2
fireworks for sale ft meyers	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	13 -6	13 -5
fireworks store daytona beach	1 0	2 0	2 0
fireworks store easton pa	1 0	2 0	2 0
fireworks store erie pa	1 +2	1 +1	1 +2
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	2 0	2 0
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	5 +1	5 0
missile fireworks florida	1 +7	2 +5	2 +3
sky king fireworks	1 0	1 0	1 0
fireworks for sale	2 +2	10 +13	10 +15
sky lanterns fireworks	2 +3	- -71	- 0

	finales fireworks florida	+	3 +1	1 +2	1 +2
	500 gram repeater firworks		4 +3	14 -6	14 +13
	big fireworks for sale	+	4 -1	25 -9	25 0
	tube fireworks florida	+	4 +31	4 -1	4 -1
	aerial fireworks for sale	+	6 +95	29 +45	29 +2
	dirt cheap fireworks	+	6 +95	42 +49	42 +17
	bottle rocket fireworks florida		7 +23	2 +30	2 +14
	parachutes fireworks		7 +10	65 -33	65 -10
	firecrackers for sale florida	+	8 -6	7 +2	7 -3
	fireworks for sale near me today	+	9 0	9 +10	9 +5
	roman candle fireworks florida	+	10 +16	5 +19	5 +96
	wholesale fireworks florida	+	10 +18	11 +6	11 +4
	fireworks store orlando		11 -6	19 -13	19 -9
	sparkler fireworks florida	+	11 +60	11 +6	11 +21
	bottle rockets fireworks for sale	+	13 +16	33 +30	33 +21

	fountains fireworks florida	+	13 +16	5 +23	5 +28
	firecrackers fireworks		15 +21	84 +17	84 -18
	cheapest fireworks near me	+	17 -4	9 +30	9 +38
	wheel fireworks	+	25 -12	24 +6	24 +77
	fireworks near me		27 +74	25 +76	25 +76
	super cheap fireworks	+	44 -7	21 +80	21 +80
	wholesale fireworks for sale		83 +18	51 +50	51 +50

# Conversions

We had 153 total conversions this period. We had 134 first time callers this period with 19 unique form leads.

May 4, 2019 to Jun 2, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	176 (100%)	134 (100%)	1m 33s
 Organic Search	176 (100.0%)	134 (100.0%)	1m 33s

# Form Submissions

79% of our form submissions came from organic search.

May 4, 2019 to Jun 2, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	44 (100%)	19 (100%)
 Google Organic	34 (77.3%)	14 (73.7%)
 Direct	7 (15.9%)	3 (15.8%)
 duckduckgo.com	2 (4.5%)	1 (5.3%)
 Bing Organic	1 (2.3%)	1 (5.3%)

# Most Visited Pages

Naturally, the home page receives most of the traffic. Other top performing pages include the /shop, the 500 gram repeater page and the artillery shells page.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
<b>All Users</b>	<b>300,476</b> % of Total: 100.00% (300,476)	<b>183,238</b> % of Total: 100.00% (183,238)	<b>00:00:44</b> Avg for View: 00:00:44 (0.00%)	<b>28,428</b> % of Total: 100.00% (28,428)	<b>33.01%</b> Avg for View: 33.01% (0.00%)	<b>9.46%</b> Avg for View: 9.46% (0.00%)
<b>Organic Traffic</b>	<b>242,243</b> % of Total: 80.62% (300,476)	<b>147,549</b> % of Total: 80.52% (183,238)	<b>00:00:43</b> Avg for View: 00:00:44 (-2.30%)	<b>21,863</b> % of Total: 76.91% (28,428)	<b>29.82%</b> Avg for View: 33.01% (-9.67%)	<b>9.03%</b> Avg for View: 9.46% (-4.61%)
1. /						
All Users	<b>32,684</b> (10.88%)	<b>16,716</b> (9.12%)	<b>00:00:53</b>	<b>15,112</b> (53.16%)	<b>17.87%</b>	<b>17.50%</b>
Organic Traffic	<b>26,527</b> (10.95%)	<b>13,307</b> (9.02%)	<b>00:00:53</b>	<b>12,094</b> (55.32%)	<b>15.63%</b>	<b>16.62%</b>
2. /shop/						
All Users	<b>18,425</b> (6.13%)	<b>6,756</b> (3.69%)	<b>00:00:23</b>	<b>1,565</b> (5.51%)	<b>17.06%</b>	<b>6.08%</b>
Organic Traffic	<b>14,874</b> (6.14%)	<b>5,498</b> (3.73%)	<b>00:00:22</b>	<b>1,350</b> (6.17%)	<b>14.44%</b>	<b>6.29%</b>
3. /product-category/500-gram-repeater-s/						
All Users	<b>11,622</b> (3.87%)	<b>5,320</b> (2.90%)	<b>00:00:39</b>	<b>245</b> (0.86%)	<b>38.78%</b>	<b>5.65%</b>
Organic Traffic	<b>9,617</b> (3.97%)	<b>4,317</b> (2.93%)	<b>00:00:38</b>	<b>162</b> (0.74%)	<b>32.72%</b>	<b>5.37%</b>
4. /product-category/artillery-shells/						
All Users	<b>11,601</b> (3.86%)	<b>4,935</b> (2.69%)	<b>00:00:36</b>	<b>349</b> (1.23%)	<b>49.57%</b>	<b>7.27%</b>
Organic Traffic	<b>9,655</b> (3.99%)	<b>4,063</b> (2.75%)	<b>00:00:35</b>	<b>253</b> (1.16%)	<b>46.25%</b>	<b>6.92%</b>
5. /product-category/finales/						
All Users	<b>10,779</b> (3.59%)	<b>4,188</b> (2.29%)	<b>00:00:28</b>	<b>219</b> (0.77%)	<b>56.62%</b>	<b>5.00%</b>
Organic Traffic	<b>8,856</b> (3.66%)	<b>3,413</b> (2.31%)	<b>00:00:28</b>	<b>158</b> (0.72%)	<b>56.96%</b>	<b>4.87%</b>
6. /specials/						
All Users	<b>7,413</b> (2.47%)	<b>4,931</b> (2.69%)	<b>00:01:07</b>	<b>725</b> (2.55%)	<b>53.66%</b>	<b>19.96%</b>
Organic Traffic	<b>5,971</b> (2.46%)	<b>3,969</b> (2.69%)	<b>00:01:09</b>	<b>556</b> (2.54%)	<b>51.08%</b>	<b>19.24%</b>
7. /product-category/best-sellers/						
All Users	<b>7,327</b> (2.44%)	<b>3,759</b> (2.05%)	<b>00:00:32</b>	<b>210</b> (0.74%)	<b>54.29%</b>	<b>7.67%</b>
Organic Traffic	<b>6,127</b> (2.53%)	<b>3,085</b> (2.09%)	<b>00:00:31</b>	<b>127</b> (0.58%)	<b>48.82%</b>	<b>6.99%</b>
8. /product-category/assortments/						
All Users	<b>7,081</b> (2.36%)	<b>2,798</b> (1.53%)	<b>00:00:35</b>	<b>190</b> (0.67%)	<b>42.63%</b>	<b>6.11%</b>
Organic Traffic	<b>5,904</b> (2.44%)	<b>2,314</b> (1.57%)	<b>00:00:36</b>	<b>138</b> (0.63%)	<b>45.65%</b>	<b>6.01%</b>
9. /product-category/200-gram-repeater-s/						
All Users	<b>5,953</b> (1.98%)	<b>2,927</b> (1.60%)	<b>00:00:41</b>	<b>126</b> (0.44%)	<b>34.92%</b>	<b>5.61%</b>
Organic Traffic	<b>4,784</b> (1.97%)	<b>2,357</b> (1.60%)	<b>00:00:40</b>	<b>102</b> (0.47%)	<b>31.37%</b>	<b>5.43%</b>
10. /product-category/new-products/						
All Users	<b>4,315</b> (1.44%)	<b>2,508</b> (1.37%)	<b>00:00:42</b>	<b>88</b> (0.31%)	<b>34.09%</b>	<b>6.86%</b>
Organic Traffic	<b>3,578</b> (1.48%)	<b>2,044</b> (1.39%)	<b>00:00:41</b>	<b>77</b> (0.35%)	<b>33.77%</b>	<b>6.68%</b>

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