

Pherona

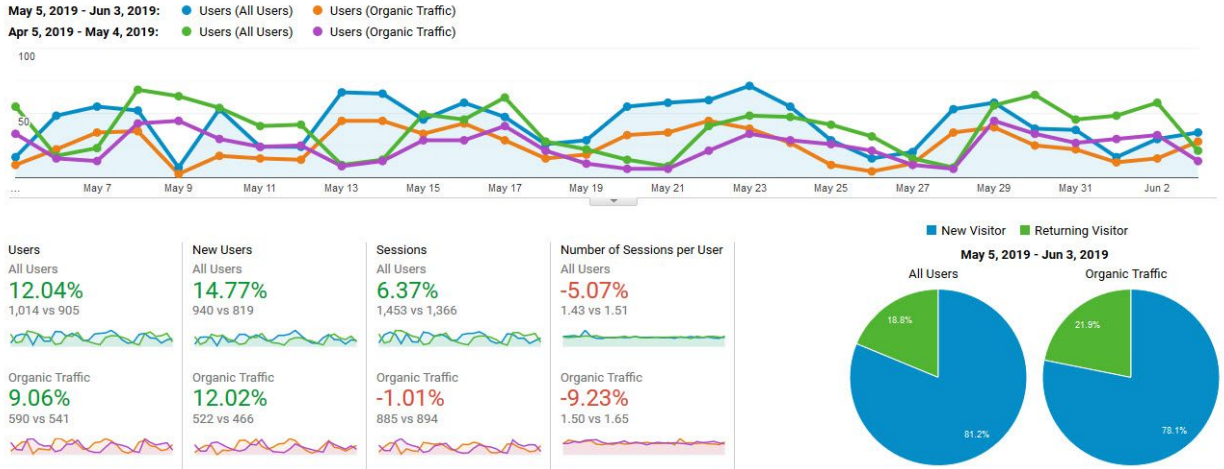
thejupiterschool.com

Monthly Online Marketing Report - June, 2019

Highlights: Total traffic improved by 14% over the previous period and Organic traffic improved 12%. We had 69 unique conversions this period. We had 50 unique phone calls and 19 form leads. Our paid campaign yielded 22 conversions. We have 16 key terms on page one of Google.

Traffic

Total traffic improved by 14% over the previous period. Organic search traffic improved 12% as well.



Important Keyword Ranks

As we build authority to **thejupiterschool.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 16 key terms on page one of Google. 8 key terms are in the first 3 search positions.



A chart titled "Google Rankings" with a blue dot icon. It displays the number of keywords in different rank ranges. The data is as follows:

Rank Range	Count
#1-3	8
#4-10	8
#11-20	5
#21-50	6
#51-100	0
101+	8

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
childcare centers in orlando, fl	13	+14
full time daycare orlando	11	+13
vpk near me	29	+6
part time daycare orlando	20	+3
vpk orlando	28	+2

Ranks Report for Jun 03, 2019		+/- Since First Added	Filter keywords
Keyword	Google	+/-	
daycares in orlando fl	1	0	
preschool downtown orlando	1	0	
preschool orlando	1	0	
preschools in orlando	1	0	
downtown orlando preschool	2	+3	
the jupiter school	2	-1	
the jupiter school tuition	2	0	
vpk downtown orlando	2	0	
daycare downtown orlando	5	0	
best daycares in orlando	7	+2	
daycare near me	7	0	
infant daycare orlando	7	+3	
jupiter preschool	7	-5	
preschool near me	8	-1	
preschools near me	8	0	
best daycare in orlando	9	0	
full time daycare orlando	11	+12	
best vpk schools in orlando	13	-2	
childcare centers in orlando, fl	13	+88	
daycare orlando	14	-2	
part time daycare orlando	20	+9	
montessori schools orlando	21	0	
montessori orlando	22	-3	
montessori school in orlando florida	27	-2	
summer vpk orlando	28	+3	
vpk orlando	28	-3	
vpk near me	29	0	
4c orlando	-	0	
bilingual daycare orlando	-	0	
learning minds montessori	-	0	
preschool winter park fl	-	0	
preschools in florida	-	0	
private schools near me	-	0	
private schools orlando	-	0	
toddler orlando	-	0	

Total Conversions

We had 69 unique conversions this period. We had 50 unique phone calls and 19 unique form leads. Our paid campaign yielded 22 conversions this period.






May 5, 2019 to Jun 3, 2019

[Export](#) 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	53 (100%)	50 (100%)	1m 59s
 Google Organic	24 (45.3%)	23 (46.0%)	2m 48s
 Ad Extensions	16 (30.2%)	14 (28.0%)	1m 5s
 Google Paid	6 (11.3%)	6 (12.0%)	54s
 Direct	3 (5.7%)	3 (6.0%)	2m 39s
 www.yelp.com	1 (1.9%)	1 (2.0%)	3m 14s
 www.thejupiterschool.com	1 (1.9%)	1 (2.0%)	1m 3s
 Remarketing	1 (1.9%)	1 (2.0%)	25s
 Bing Organic	1 (1.9%)	1 (2.0%)	2m 48s

May 5, 2019 to Jun 3, 2019

[Export](#) 

Source (First Interaction)	Total Forms	First Time Forms
	24 (100%)	19 (100%)
 Google Organic	14 (58.3%)	11 (57.9%)
 Direct	3 (12.5%)	3 (15.8%)
 Google Paid	3 (12.5%)	2 (10.5%)
 www.thejupiterschool.com	3 (12.5%)	2 (10.5%)
 m.yelp.com	1 (4.2%)	1 (5.3%)

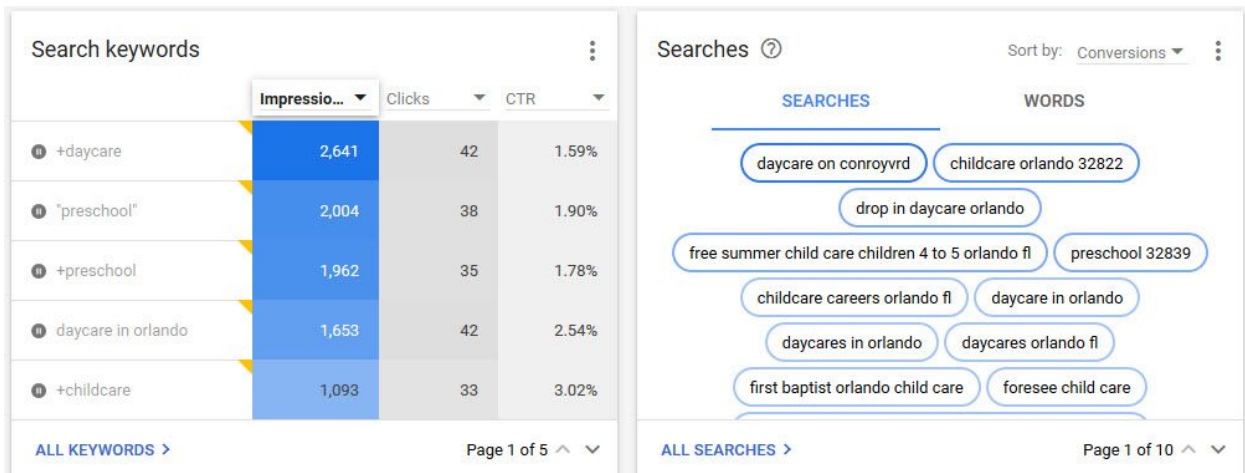
Paid Search Campaign

Our paid campaign yielded 384 clicks, 2,540 impressions, and a total ad spend of \$3,640 this period. Our average cost per click is at \$9.47.



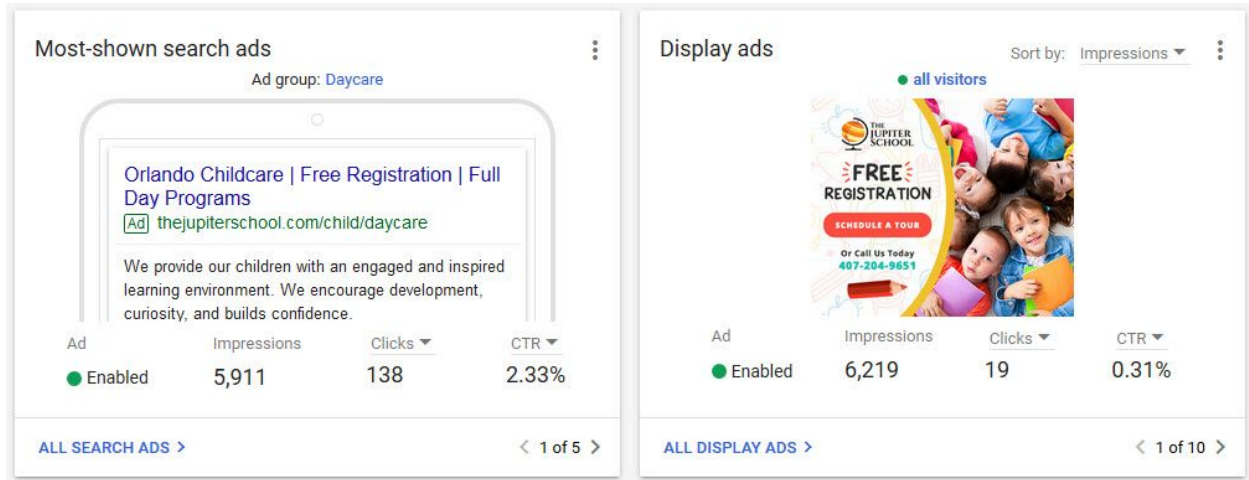
Search Term Report

Our best performing key term this period was “daycare”. We’ll continue to monitor our search term report to ensure we eliminate unwanted clicks and wasted spend.



Campaign Ads

Our best performing ad this period yielded 5,911 impressions, 1388 clicks, and a CTR of 2.33%.



Auction Insights [Competitor Analysis]

Our impression share is at 72% this period. This means our ads are showing up 72% of the time they are eligible for.

