

Hi Client,

Attached please find your January SEO campaign report. This month, we focused on your citations' consistency and optimization. Citations are mentions to your business name, address, phone number, email, and URL on other websites. Google looks to these citations to determine the accuracy and local relevance of your Google My Business (GMB) listing. These citations are a crucial element of your local SEO campaign.

Google, Yahoo, & Bing Rankings

Your rankings across Google, Yahoo & Bing are doing quite well. We are tracking 182 page 1 rankings, and 84 of those are #1 rankings. This is a very strong set of rankings, and shows a growth of 9 total page 1 rankings over last month, and 16 new #1 rankings.

Rankings History

Date/Report	#1	#2-5	#6-10	#11-20	#21-50	#51+
Friday, 01 February 2019	84	65	33	22	46	430
Saturday, 05 January 2019	68	76	29	25	29	473
Monday, 10 December 2018	66	74	29	23	31	477
Monday, 03 December 2018	64	59	28	26	30	437
Wednesday, 28 November 2018	48	76	29	22	25	444
Friday, 16 November 2018	64	63	26	22	27	421
Thursday, 01 November 2018	-	1	22	15	12	217
Monday, 01 October 2018	1	3	24	20	14	205
Sunday, 02 September 2018	47	32	26	14	9	139

Google Analytics

Your traffic in January was excellent. You had 2,907 unique users on your website, 1,082 more than last month and around 94 per day. Most of these users came from organic search. This means that users are finding you mostly by searching on Google.

Traffic

Sessions	3,185
Unique Users	2,907
Pageviews	3,660
Goal Conversions	145



Sessions [📈] 3,185



Users [📈] 3,027



Pages/Session [📈] 1.15



Avg. Time on Site [📈] 00:00:53



% New Sessions [📈] 89.86%



Bounce Rate [📈] 46.81%



Google My Business (GMB) Insights

This has been another great month for your Google My Business (GMB) listing. Your GMB listing was viewed 39,340 times, 10,040 more than last month and about 1,269 times per day. Customer actions were Terrific, led by driving direction requests at 694 (231 more than last month), followed by 679

phone calls (310 more than last month), and finally 231 visits to your website (46 more than last month). That's about 22 requests for directions per day, 22 calls per day, and 7 visits to your website per day.

How customers search for your business



Where customers view your business on Google



Customer actions

The most common actions that customers take on your listing



Phone calls

Days of Week ▾

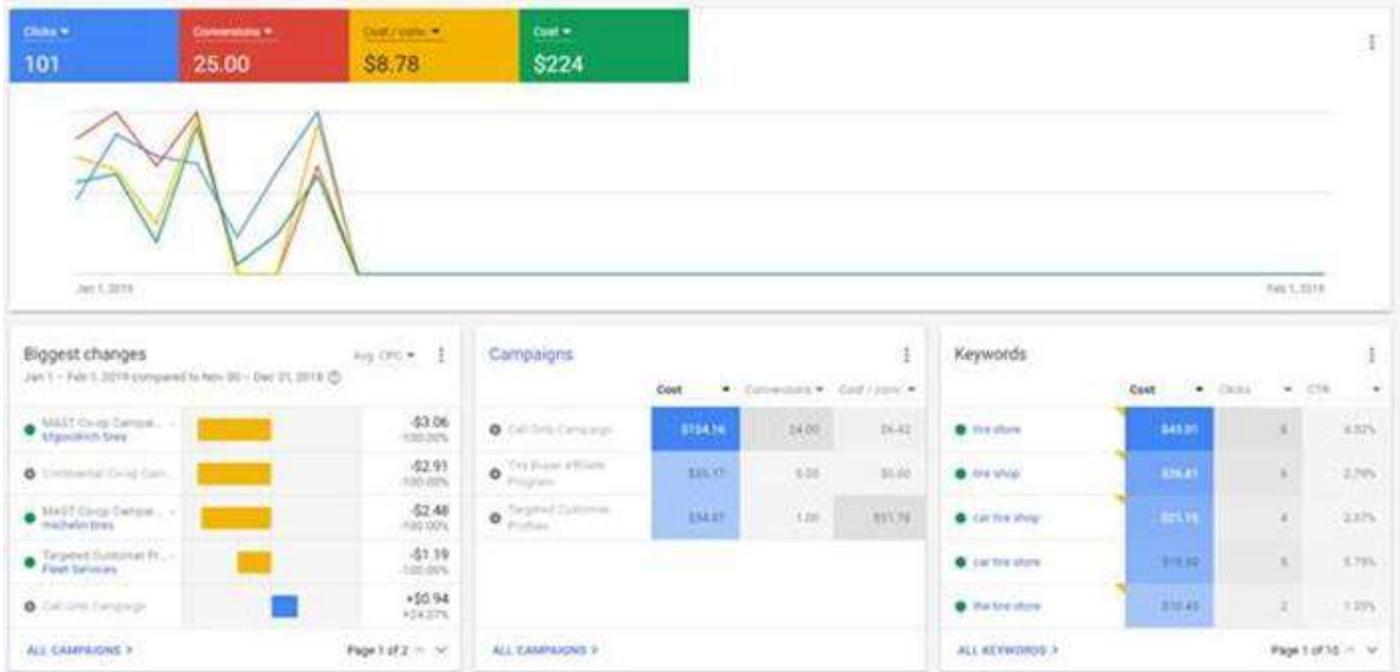
When and how many times customers call your business

Total Calls: 679



PPC Campaigns

Your PPC campaigns have created 25 conversions. The majority of those conversions came from your call only campaign, which delivered 24 conversions at a cost of \$6.42 per call. This remains an excellent rate.



Looking Ahead

Your campaign is doing great. Your rankings are terrific, and your traffic and, more importantly, phone calls, follow suit. Looking ahead, we will be continuing to monitor your citations, as well as working to build high quality, relevant links to your website.

Reports

In addition to the attached rankings & work report, you can view your dashboard at <https://www.local-marketing-reports.com/location-dashboard/69275320eccda60bbc40efe3d58bf4aa2d9985ef/view>.

I encourage you to schedule a meeting to discuss your campaign. **Even if you only have 15 minutes**, we can use that time to improve the quality of your campaign. Please email me or visit my scheduling page to get a meeting on the record.

Thanks,