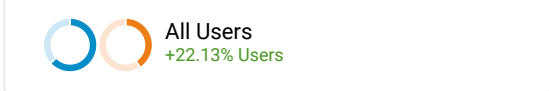


All Traffic

ALL » SOURCE / MEDIUM: google / organic



- 60 Keyword Campaign
- \$7,200 monthly SEO investment @ \$120/kw/m
- Average CPC of \$26.50
- Same Traffic Would Cost \$227,052 with AdWords

Jan 1, 2020 - Feb 11, 2020  
Compare to: Nov 20, 2019 - Dec 31, 2019

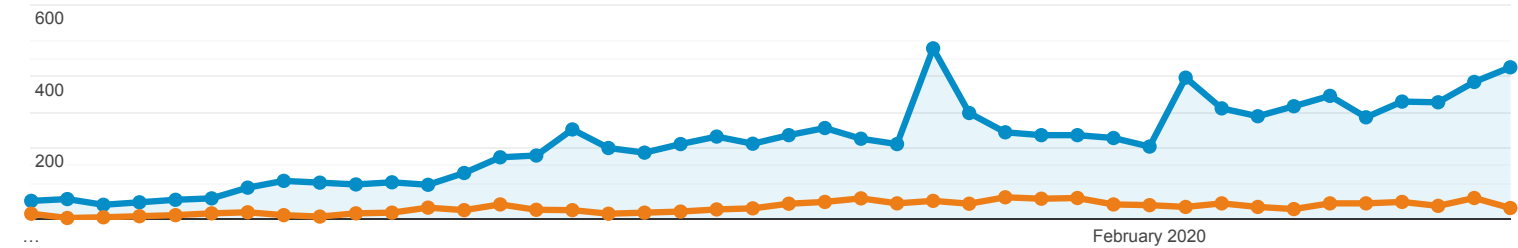
This client has gotten over 500% more traffic than with their previous SEO efforts.

Unfortunately, goal tracking was not properly setup. They have confirmed their phones have not stopped ringing.

Explorer

Summary

Jan 1, 2020 - Feb 11, 2020: ● Users  
Nov 20, 2019 - Dec 31, 2019: ● Users



Source / Medium	Acquisition			Behavior			Conversions <span>Goal 3: Phone Call</span>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Phone Call (Goal 3 Conversion Rate)	Phone Call (Goal 3 Completions)	Phone Call (Goal 3 Value)
1. google / organic	582.71% <span>▲</span> 8,568 vs 1,255	592.41% <span>▲</span> 8,572 vs 1,238	545.19% <span>▲</span> 9,323 vs 1,445	10.99% <span>▼</span> 70.96% vs 79.72%	10.48% <span>▼</span> 1.50 vs 1.67	44.82% <span>▼</span> 00:00:34 vs 00:01:02	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
Jan 1, 2020 - Feb 11, 20...	8,568 (100.00%)	8,572 (100.00%)	9,323 (100.00%)	70.96%	1.50	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 20, 2019 - Dec 31, 2...	1,255 (100.00%)	1,238 (100.00%)	1,445 (100.00%)	79.72%	1.67	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	582.71%	592.41%	545.19%	-10.99%	-10.48%	-44.82%	0.00%	0.00%	0.00%

Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100	Moved UP	Moved Down	Total move
60	71	48	24	11	5	11	+128146	-235	+127911

Rows 1 - 1 of 1

Google Historical SERP Data

