

# DIGITAL MARKETING

## SEO PERFORMANCE

March 1, 2017 Thru Today, Four Month pull

Matts Moving  
Master View - No filter View

[GO TO REPORT](#)

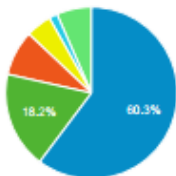
VP, Digital Dashboard

Mar 1, 2017 - Jul 18, 2017

All Users  
100.00% Sessions

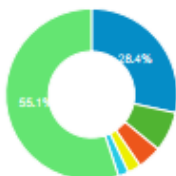
### Unique Visitors

google (direct) yelp.com  
bing yahoo Other



### % New Sessions by City

Minneapolis Saint Paul  
Chicago Rochester  
Eden Prairie Other



### Avg. Time on Site

00:02:22

Avg for View: 00:02:22 (0.00%)



### Visitor Loyalty

Count of Sessions	Sessions	Social Actions
1	9,932	0
2	1,652	0
3	476	0
4	189	0
5	88	0
6	56	0
7	36	0
8	28	0

### Goal Conversion Rate

Goal Conversion Rate

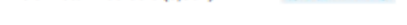
80.00%



### Organic Searches

6,854

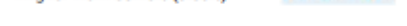
% of Total: 100.00% (6,854)



<https://www.mattsmoving.com/fre...>

38.13%

Avg for View: 38.13% (0.00%)



# DIGITAL MARKETING

## SEO PERFORMANCE

Feb – until now (6 moth pull) - ORGANIC SEARCH VOLUME



Matts Moving  
Master View - No filter View

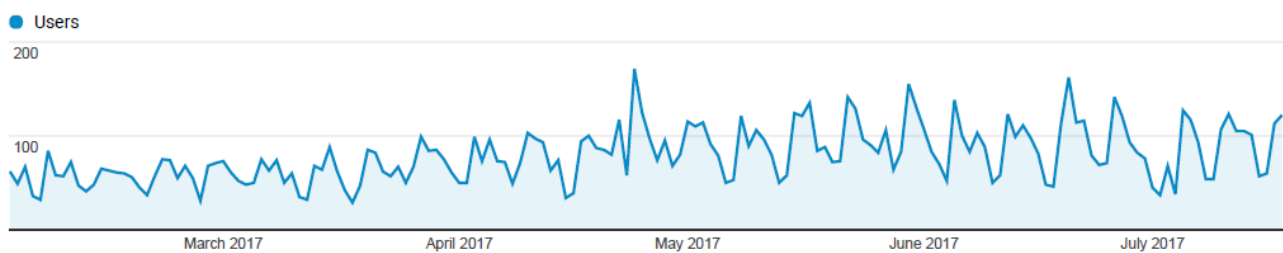
[GO TO REPORT](#)

### AK: Visitor Acquisition Efficiency Analysis v2

All Users  
100.00% Users

Feb 1, 2017 - Jul 18, 2017

End to End Data



Source / Medium	Users	Sessions	% New Sessions	Bounce Rate	Goal 6 (Goal 6 Completions)	Total Events	Goal Conversion Rate	Per Session Goal Value
	11,400 (60.34%) Total: 100.00% (11,400)	14,569 (60.21%) Total: 100.00% (14,569)	77.50% Avg for View: 77.50% (0.00%)	42.16% Avg for View: 42.16% (0.00%)	0 % of Total: 0.00% (0)	11 % of Total: 100.00% (11)	35.39% Avg for View: 35.39% (0.00%)	\$0.00 Avg for View: \$0.00 (0.00%)
1. google / organic	7,049 (60.21%)	8,772 (60.21%)	78.08%	40.72%	0 (0.00%)	0 (0.00%)	37.21%	\$0.00
2. (direct) / (none)	2,101 (17.96%)	2,717 (18.65%)	76.89%	54.69%	0 (0.00%)	0 (0.00%)	22.82%	\$0.00
3. yelp.com / referral	960 (8.22%)	1,089 (7.47%)	81.45%	17.54%	0 (0.00%)	0 (0.00%)	61.43%	\$0.00
4. bing / organic	552 (4.72%)	650 (4.46%)	83.54%	31.54%	0 (0.00%)	0 (0.00%)	40.00%	\$0.00
5. yahoo / organic	186 (1.59%)	213 (1.46%)	82.63%	44.13%	0 (0.00%)	0 (0.00%)	31.92%	\$0.00
6. mersc.org / referral	137 (1.17%)	165 (1.13%)	81.21%	35.76%	0 (0.00%)	0 (0.00%)	43.03%	\$0.00
7. script.teledirect.com / referral	128 (1.10%)	236 (1.62%)	49.15%	59.32%	0 (0.00%)	0 (0.00%)	13.14%	\$0.00
8. website-analytics.online / referral	79 (0.68%)	89 (0.61%)	88.76%	97.75%	0 (0.00%)	0 (0.00%)	0.00%	\$0.00
9. homeadvisor.com / referral	46 (0.39%)	56 (0.38%)	76.79%	17.86%	0 (0.00%)	0 (0.00%)	50.00%	\$0.00
10. m.facebook.com / referral	42 (0.36%)	42 (0.29%)	97.62%	85.71%	0 (0.00%)	0 (0.00%)	9.52%	\$0.00

Rows 1 - 10 of 127

# DIGITAL MARKETING

## SEO PERFORMANCE

Ask for pricing and hourly rates!

Matts Moving (1st image) - <http://www.mattsmoving.com>

6,854 Organic Searches;

50% average of all visitors going to the quote form page;

38.13% of converting that visitor into a lead;

Google top hit, Minneapolis top hit;

Second only to AAA movers Inc as they have a 250k marketing budget, we have 0;

That 38.3% is up 15-17% from when we started with a conversion goal. Leading to 800,000.00 in more revenue this year compared to last.

On average we have 200-300 leads per week being filled out. This is a service industry, but we can get anyone leads with a well placed PPC campaign combination.

Matts Moving (2nd image)

Minneapolis Movers, 2nd on 1st Page;

Minneapolis Commercial Movers 1st Page;

Saint Louis Park Movers 1st Page.

Please see links below of other sites

<http://jordansupperclub.com/>

<http://barleyandvinekitchen.com/>

<http://socialinkmedia.com/>

<http://continentaldiamond.com/>

**W H E N  
CAN WE START ?**