



Robert B. Payne

SEO Results:

423 Keywords checked on Google (without Places)

	This Month	Last Month	Start Date: N/A	Pre Site: 7/10
#1 listings	192	161	N/A	13
Top 5 Listings	446	456	N/A	27
Top 10 Listings	487	510	N/A	29
New Listings	53	59	N/A	0

Comments:

See more details on Ranking Report

Website Statistics:

	This Month	Last Month	Start Date: N/A	Pre Site: 7/10
Total Visits	1785	1715	N/A	N/A
Organic Visits	1033	999	N/A	N/A
Paid Visits	239	205	N/A	N/A

Comments:

See more details on Analytics Dashboard Report

Google Places Statistics:

Impressions **1454**

Actions **41**

Top Search queries

- | | |
|----------------------------|-----------------------------------|
| 1. robert b payne | 4. air conditioning repair |
| 2. hvac | 5. ac repair |
| 3. air conditioning | 6. robert payne |

Rankings:

Up	Down	No Change
1	0	3

Comments:

See more details on Google Places and Google Places Ranking Report

Adwords Statistics:

Cost Per Click for High Quality Phrases/ Keywords **\$4.26**
(We could always get lower cost per click with lower quality keywords)

Impressions Share **64.19%**

Comments:

See more details on Adwords Highlight report

Call Tracking Results:

Total Phone Calls **587**

Total Money Calls **99**

Calls from Repeat Customers **40**

Calls from New Customers **59**

See more details on Call Tracking Report

ROI Analysis:

COST	SALES
SEO \$1,000	Repeat Calls \$69,200.05
Maintenance \$150	New Calls \$31,012.40
PPC \$1,500	Contact form on site
Places Optimization \$750	Repeat Emails \$11,641.00
Call Tracking \$475	New Emails \$14,016.00
Total Cost \$3,875	VS Total Sales \$125,869.45

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