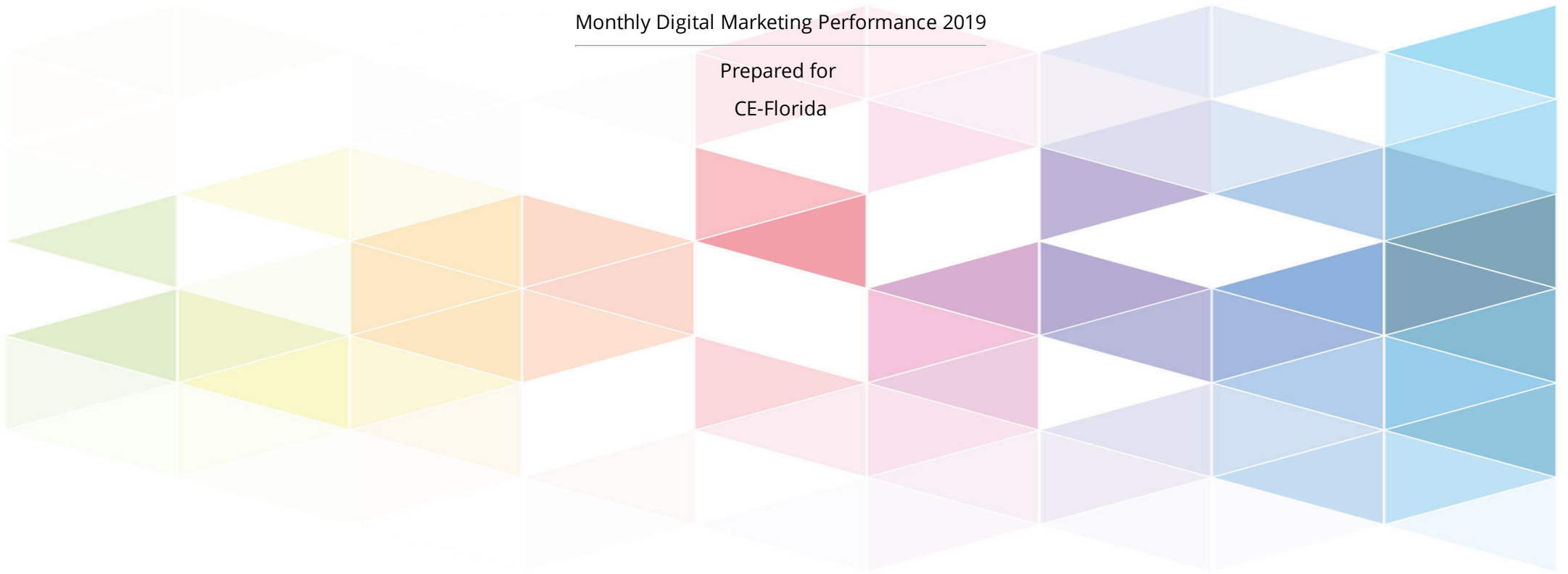




Monthly Digital Marketing Performance 2019

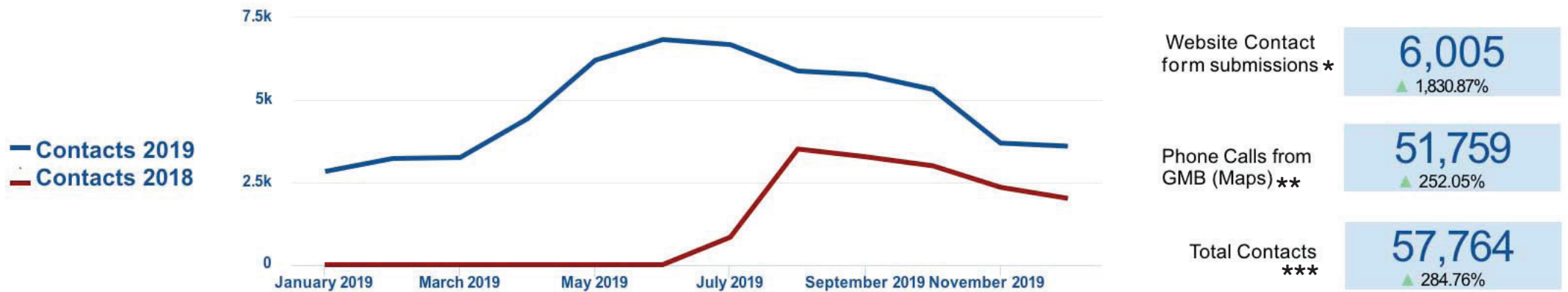
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Prepared for  
CE-Florida



## CONTACT LEAD GENERATION

### Customer Contacts (Leads) - 2019 01/01/2019 - 12/31/2019



\*Website contact forms are submitted by consumers using the contact form on the dealer's website.

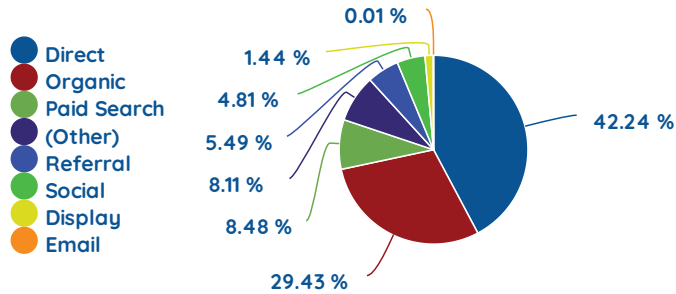
\*\*Phone Calls come from a consumer's mobile device to the dealer's business where the consumer found and called them directly from Google My Business (maps) (Using the Call Button).

\*\*\*The data compares 2018 to 2019. You will notice an increase of 1,830.87% for # of website contact forms submitted. A 252.05% increase in phone calls from Google My Business. With a total increase of contacts of 284.76%.

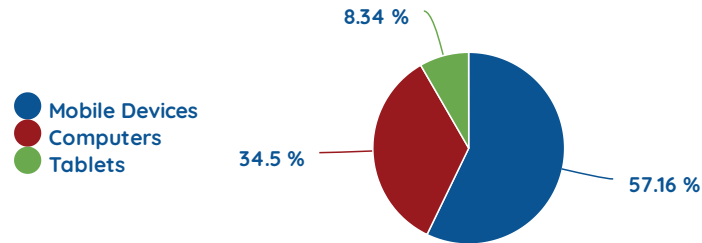
# WEBSITE VISIBILITY AND TRAFFIC

Data shows Traffic Type, Traffic by Device, New Users

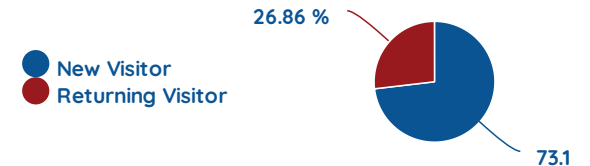
### Traffic Type



### Traffic by Device Type



### New vs. Returning User



## Sessions Statistics

Bounce Rate	53.41%	▼ -21.22%
Pages per Session	2.17	▲ 22.88%
Avg. Session Duration	1:52	▲ 42.41%
New Users	85,892	▼ -17.99%

**Bounce Rate** - a Bounce is defined as a user who leaves your website after viewing only one page and takes no further action (i.e. submit contact form, print coupon, etc.).

**Target: 50% or less for Organic Traffic.**

**Pages Per Session** - this is the average number of pages a user views after navigating to your website.

**Target: 2.00 pages or more for Organic Traffic**

**Session Duration** - the average length of time a user stays on your website once they land there.

**Target: 2:00 or longer for Organic Traffic**

# GOOGLE MY BUSINESS (Map Section)

Shows the number of phone calls from a mobile device, website visits and request for directions through the Google My Business/map area.

## Customer Actions



## How Customers Found You

### Discovery Search

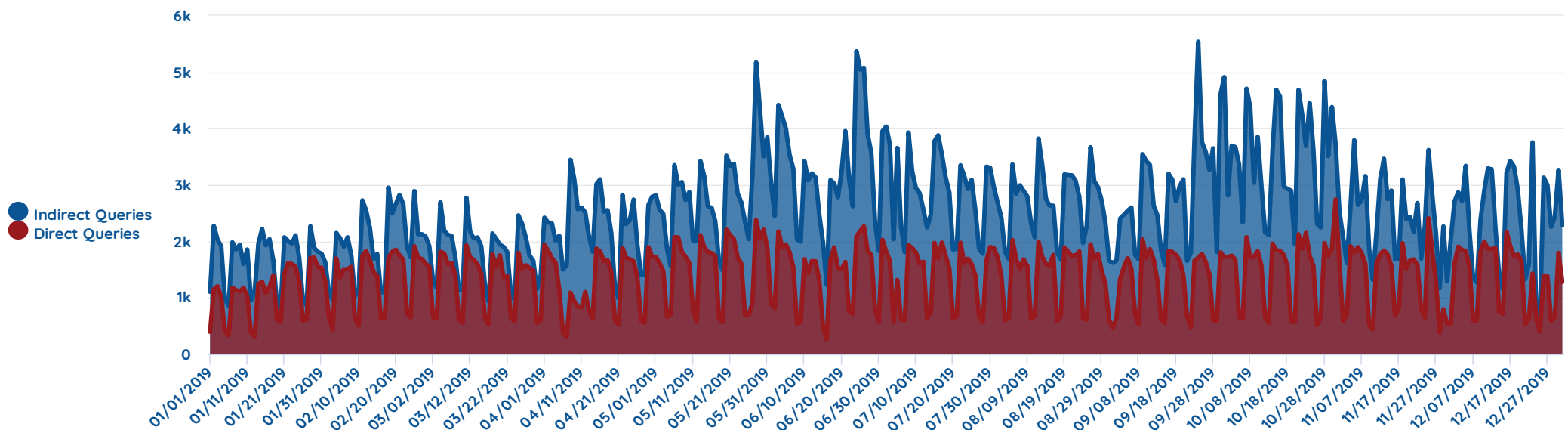
928,517

**Discovery** - Customers who find your listing searching for a category, product or service

### Direct Search

492,888

**Direct** - Customers who find your listing searching for your business name or address



## SUMMARY PAGE

01/01/2019 - 12/31/2019

Month of Year	Phone Click (Google My Business)	Contact Form Submissions	Total
January	2,627	243	2,870
February	3,023	247	3,270
March	2,997	307	3,304
April	4,043	467	4,510
May	5,723	552	6,275
June	6,180	770	6,950
July	6,081	686	6,767
August	5,258	670	5,928
September	4,953	817	5,770
October	4,584	738	5,322
November	3,147	551	3,698
December	3,143	458	3,601
<b>Total</b>	<b>51,759</b>	<b>6,506</b>	<b>58,265</b>

**Note: This data is compiled from Google Analytics and Google Insights. The data not included: Phone calls from consumers that visited a dealer's website and called using the number listed on the Website. This information is tracked through HVAC Partners. A conservative formula to approx. the number of leads is (Organic Traffic 115,715 x 15% conversion = 17,357 website leads)**