



July 1, 2017 - July 31, 2017

compared to the same period last year

**IMPORTANT NOTE**

Your monthly report has changed slightly.

The local listings and reviews sections have been combined into one section containing a link to a full report on both.

If you have any questions about this change, please contact your 5 Fold sales representative.

# OVERALL PERFORMANCE

**TOTAL LEADS**  
L.COM

738

↑ 15.9%

**CONVERSION RATE**  
L.COM


33%

↑ 22.2%

**COST PER LEAD**  
L.COM


\$ 13.55

↓ -13.7%

 **TOTAL CALLS**  
L.COM


611

↑ 16.6%

 **TOTAL FORMS FILLED OUT**  
L.COM

127

↑ 12.4%

 **ASSISTED CONVERSIONS**  
L.COM

243

↓ -19.8%

 **GOOGLE MAP CALLS**  
COMPARED TO PREVIOUS YEAR


135

↓ -20.6%

 **TOTAL WEBSITE VISITORS**  
L.COM


2,269

↓ -3.8%


 **TOTAL PAGES VIEWED**  
L.COM

4,587

↑ 2.8%

 **VISITOR CHANNELS**  
L.COM

Channel grouping	Sessions	Pageviews	Avg. session duration	Bounce rate	% new sessions
Organic Search	1,131	2,625	1m 59s	48.89%	74.8%
Paid Search	442	741	1m 18s	69%	100.9%
Direct	438	790	1m 17s	68.26%	96.35%
Display	140	152	18s	93.57%	37.86%
Referral	84	182	2m 16s	67.86%	83.33%
Social	34	97	5m 31s	67.65%	64.71%
	<b>2,269</b>	<b>4,587</b>	<b>1m 40s</b>	<b>60.29%</b>	<b>81.93%</b>

 **DEVICE BREAKDOWN**  
L.COM

Device category	Sessions	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
desktop	1,139	2,697	2.37	2m 9s	50.92%	94.21%
mobile	880	1,404	1.6	1m 5s	71.59%	72.27%
tablet	250	486	1.94	1m 31s	63.2%	60%
	<b>2,269</b>	<b>4,587</b>	<b>2.02</b>	<b>1m 40s</b>	<b>60.29%</b>	<b>81.93%</b>

# PPC

## Google Adwords

CALLS .COM

279

↑ 35.4%

FORMS FILLED OUT .COM

18

↑ 63.6%

AVG. POSITION .COM

1.7

↑ 29.5%

CLICKS .COM

600

↑ 31%

IMPRESSIONS .COM

15,853

↑ 13%

CLICK THROUGH RATE .COM

3.78%

↑ 15.9%

AVG. COST PER CLICK .COM

\$ 6.52

↓ -22.9%

TOTAL SPEND .COM

\$ 3,913.64

↑ 1%

SEARCH IMPR. SHARE .COM

39.65%

↓ -16.7%


TOP AD PERFORMANCE .COM

Ad	Clicks	Impr.	CTR	Avg. position
<a href="#">AC Service 24/7</a> \$79 Off AC Repair in Albuquerque. Call Today to Schedule a Repair! <a href="#">www.com</a>	108	2,772	3.9%	1.6
	<b>108</b>	<b>2,772</b>	<b>3.9%</b>	<b>1.6</b>

DEVICE PERFORMANCE .COM


Device	Clicks	Impr.	CTR	Avg. position
Mobile devices with full browsers	369	7,948	4.64%	1.7
Computers	189	6,762	2.8%	1.7
Tablets with full browsers	42	1,143	3.67%	1.7
	<b>600</b>	<b>15,853</b>	<b>3.78%</b>	<b>1.7</b>

# Bing Paid

 BING PAID CALLS  
[REDACTED].COM


1

 ∞%

 BING FORM CONVERSIONS  
[REDACTED].COM


0

 0%

 BING AVG. POSITION  
[REDACTED].COM


0

 0%

 BING CLICKS  
[REDACTED].COM


0

 0%

 BING IMPRESSIONS  
[REDACTED].COM


0

 0%

 BING CTR  
[REDACTED].COM


0%

 0%

 BING AVG. CPC  
[REDACTED].COM

\$0


 0%

 BING COST  
[REDACTED].COM

\$0


 0%

# SEO

 ORGANIC VISITS  
[REDACTED].COM


1,131

↑ 6%

 ORGANIC CALLS  
[REDACTED]


251

↑ 3.7%

 FORMS FILLED OUT  
[REDACTED]

92

↑ 13.6%

 SOURCE / MEDIUM PERFORMANCE  
[REDACTED]

Source / medium	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
google / organic	981	822	2,248	2.29	1m 56s	50.25%	76.35%
bing / organic	82	72	218	2.66	2m 28s	35.37%	78.05%
yahoo / organic	64	37	143	2.23	2m 1s	48.44%	48.44%
aol / organic	4	2	16	4	2m 57s	0%	50%
	<b>1,131</b>	<b>932</b>	<b>2,625</b>	<b>2.32</b>	<b>1m 59s</b>	<b>48.89%</b>	<b>74.8%</b>


[Click to view your ranking report](#)

# LOCAL LISTINGS & REVIEWS


**CLICK HERE TO VIEW**

[CLICK HERE TO VIEW ARCHIVED REPORTS](#)

# DISPLAY

 **CLICKS** ██████████.COM


**133**  
 ↓ -45.7%

 **IMPRESSIONS** ██████████.COM


**32,707**  
 ↓ -5.7%

 **CTR** ██████████.COM


**0.41%**  
 ↓ -42.5%

 **AVG. CPC** ██████████.COM


**\$0.53**  
 ↑ 72.6%

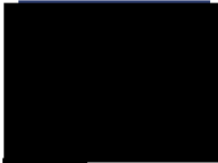


 **COST** ██████████.COM

**\$70.08**  
 ↓ -6.3%

 **AVG. POSITION** ██████████.COM


**1**  
 ↓ -5.6%

 **AD PERFORMANCE** ██████████.COM

Ad	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
 ██████████-banner-ad-300x250.png 300 x 250 <a href="#">View full size image ad</a>	2	3,154	0.06%	\$0.40	\$0.80	1
 ██████████-banner-ad-728x90.png 728 x 90 <a href="#">View full size image ad</a>	15	1,378	1.09%	\$0.47	\$7.08	1
 ██████████-banner-ad-728x90.png 728 x 90 <a href="#">View full size image ad</a>	1	1,316	0.08%	\$0.43	\$0.43	1
	<b>18</b>	<b>5,848</b>	<b>0.31%</b>	<b>\$0.46</b>	<b>\$8.31</b>	<b>1</b>


## VIDEO ADVERTISING



 VIDEO VIEWS L.COM


251

↑ 7.3%

 IMPRESSIONS L.COM


1,925

↓ -54.7%

 CLICKS L.COM


3

↓ -40%

 VIDEO VIEW RATE L.COM


12.47%

↑ 143.4%

 AVG. COST PER VIEW L.COM

\$ 0.09

↓ -33.2%


 COST L.COM

\$ 22.78

↓ -28.3%


# SOCIAL MEDIA

## SOCIAL MEDIA WEBSITE REFERRALS

 TOTAL SOCIAL REFERRALS  
 [REDACTED].COM


34

↓ -20.9%

 FACEBOOK REFERRALS  
 [REDACTED].COM


22

↑ 57.1%

 TWITTER REFERRALS  
 [REDACTED].COM


0

↑ 0%

 GOOGLE+ REFERRALS  
 [REDACTED].COM


0

↓ -100%

 YELP REFERRALS  
 [REDACTED].COM

12


↓ -55.6%

 YOUTUBE REFERRALS  
 [REDACTED].COM

0


↑ 0%

## SOCIAL MEDIA - FACEBOOK SNAPSHOT

 TOTAL FANS  
 [REDACTED]


730

↑ 49.9%

 IMPRESSIONS  
 [REDACTED]

8,446

↓ -30.5%

 PAGE VIEWS  
 [REDACTED]


271

↑ 131.6%

 ENGAGED USERS  
 [REDACTED]


141

↓ -71.8%

 NEW FANS  
 [REDACTED]


28

↑ 3.7%

 CLICKS ON POSTS  
 [REDACTED]


81

↓ -90.4%

 PAGE ENGAGEMENT RATE  
 [REDACTED]


19%

↑ ∞%

 REACH  
 [REDACTED]

5,413

↓ -14.1%

 POST REACH  
 [REDACTED]

3,176

↓ -37.4%

**Above you'll find your monthly page engagement rate.**  
**This engagement rate measures how interactive your fans are!**  
**The average Facebook engagement rate is 6%.**



**f** LIFETIME FANS  
YEAR-TO-DATE: [REDACTED]



### SOCIAL MEDIA - TOP FACEBOOK POSTS

**f** POSTS  
[REDACTED]

posts	Created at	Post reach	Engaged users	Post engagement	Likes	Comments	Share
<a href="#">What is your favorite pool...</a>	07/20/2017	333	5	1.5	2	0	0
<a href="#">It can be stressful &amp; HOT ...</a>	07/11/2017	265	4	1.51	4	0	0
<a href="#">We encourage saving mo...</a>	07/05/2017	261	3	1.15	1	0	0
<a href="#">Who will be attending Fre...</a>	07/04/2017	256	3	1.17	3	0	0
<a href="#">Sunshine is FREE! Take a...</a>	07/17/2017	247	2	0.81	1	0	0

### SOCIAL MEDIA - TWITTER & GOOGLE+ OVERVIEW (Compared to last month)

**TWITTER FOLLOWERS**  
TWITTER

110


↑ 0%

**GOOGLE+ FOLLOWERS**  
GOOGLE+

11


↑ 0%

# WEBSITE

 TOTAL VISITORS .COM


2,269

↓ -3.8%

 UNIQUE VISITORS .COM


1,982

↑ 6.4%

 PAGEVIEWS .COM


4,587

↑ 2.8%

 PAGES / SESSION .COM


2.02

↑ 6.8%

 AVG. SESSION DURATION .COM


1m 40s

↓ -8.4%

 BOUNCE RATE .COM


60.29%

↑ 1.5%

 NEW VISITORS .COM


1,664

↑ 0.8%

 RETURNING VISITORS .COM

605

↓ -14.5%

 TOP PAGES VISITED .COM

Landing page	Sessions	Bounce rate	Avg. session duration
/	1,368	52.63%	1m 54s
/coupons	112	63.39%	2m 25s
/air-conditioning/ac-checkup	105	85.71%	1m 15s
/air-conditioning/swamp-cooler-start-up-and-install	67	55.22%	1m 42s
/contact-us	53	81.13%	1m 1s
	<b>2,269</b>	<b>60.29%</b>	<b>1m 40s</b>