

## BLOGS

### ARTICLES POSTED THIS MONTH:

- [Meeting the Culdesac Chauffeur Service Fleet](#)
- [Three Worst Options for Reagan National Airport Transportation](#)

## GOOGLE ADWORDS CAMPAIGNS

### CAMPAIGN GOAL

To Generate Leads for each of the services offered. For the month of October, 2017, we created a pilot campaign for "Airport Transfers" to establish our lead funnel and test the process.

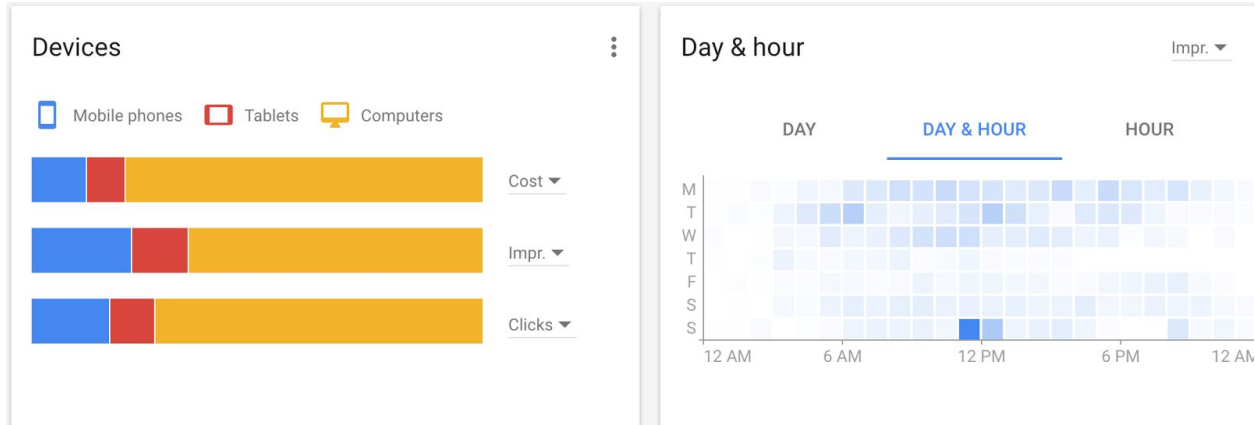
### SEARCH TERMS & MOST POPULAR ADS

The screenshot displays the Google AdWords interface. On the left, under "Searches", there are two columns: "SEARCH TERMS" and "WORDS". The "SEARCH TERMS" column contains several terms in rounded boxes: "airport limo", "limo service", "limousine service", "las vegas airport limo", "airport limousine", "vegas airport limo with champagne", "airport limo service", "airport limo to south point hotel", "nashville airport limo service", and "airport limo chicago". The "WORDS" column is currently empty. On the right, under "Most-shown ads", the ad group is "Airport Limo Service". The ad shown is titled "Best Airport Limos - Get 20% OFF Now" with a URL "ride.culdesacdc.com/airport". The ad text includes "Wifi, Phone chargers, Heated seats. Open 24/7. Town Car, SUV & Sprinter limos." and a promotion "10% Off your first ride". Below the ad text are two columns of links: "Point-to-Point Transfers" and "Corporate Transportation" on the left, and "Airport Transfers" and "Limousines" on the right. At the bottom right, a table shows performance metrics: Impressions (1,006), Clicks (28), and CTR (2.78%).

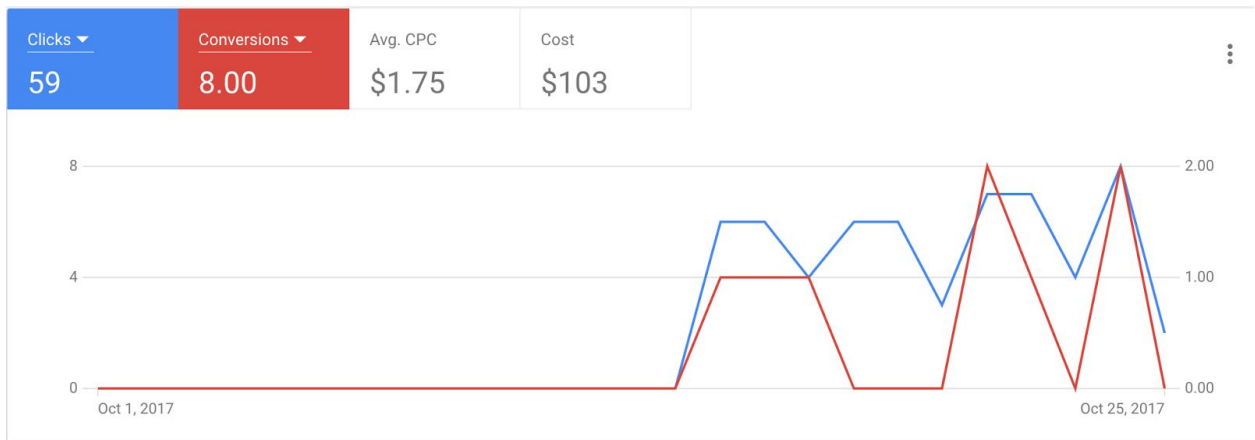
### DEVICES & TIME ADS ARE SHOWN

# MONTHLY DIGITAL REPORT | October 2017

Prepared for Culdadesac Chauffeur Service



## PERFORMANCE METRICS ( Clicks, Total Conversions, Average Cost Per Click, and Total Cost)



## SUMMARY OF RESULTS

It's been a few weeks since the campaign for Airport Transfers service has been launched. We received 8 leads for a total cost of \$103 USD which pegs the average cost of acquiring a lead at \$12.75. This number will go down with the duration of the campaign, making lead acquisition costs cheaper while simultaneously increasing the number of leads acquired. This cost will decrease as we a) increase the number of services offered, b) refine the ad copy based on click-through rates, and c) see more conversions via automated drip campaigns.

Like any paid advertising campaign, this will take some time as we fine-tune offers and get to understand the average digital sales cycle for your clients, which can vary and we will need to learn. Moreover, as we add new Adwords groups for specific services, creating additional landing pages for each, it is likely that we will find that specific services perform better than others, at which point we will optimize for those services.

## SEARCH ENGINE OPTIMIZATION

### SUMMARY OF WORK COMPLETED

We have continued our efforts for interlinking with the blog posts that will provide relevant contextual links to different pages and will help distribute power to other pages throughout the website.

### OFF-PAGE LINK BUILDING HIGHLIGHTS

As a continued effort, our primary focus for SEO has been off-page link building. This month we found a few great sources in the industry that accepts press releases and newsworthy information. Chauffeur Driven posted our press release on October 31st with their weekly e-news updates. We also have submitted a press release via PRweb to be distributed to a number of location and industry sources. We request the press release be distributed to Washington DC, Bethesda, Baltimore and Richmond, VA. and industries such a automotive, transportation, travel and tourism, entrepreneurial medias, and educational sources.

We also submitted this same press release to PR Web

### LINK BUILDING & KEYWORDS

New Links Built: Press Releases typically provide 6-10 high quality tier1 links. This is the link to the actual press release that was picked up by other media outlets.

<http://www.prweb.com/releases/2017/10/prweb14850668.htm>

New Keywords Ranked for: 5

### KEYWORD RANKING SCREENSHOTS

The most notable keyword ranking we've achieved this month is #9 for "limo service dc" with monthly search volume of 150 and similar keyword "limo service in dc" to #8 with another 90 searches. Previous Keyword "limo rental dc" was on page 3, dropped off for a month and is now at #11 with 100 volume. We also saw some good movement from "car service" terms. There are 6 terms now ranking 15-16 with 100-250 search volume for a combination of "washington dc" and "car service."



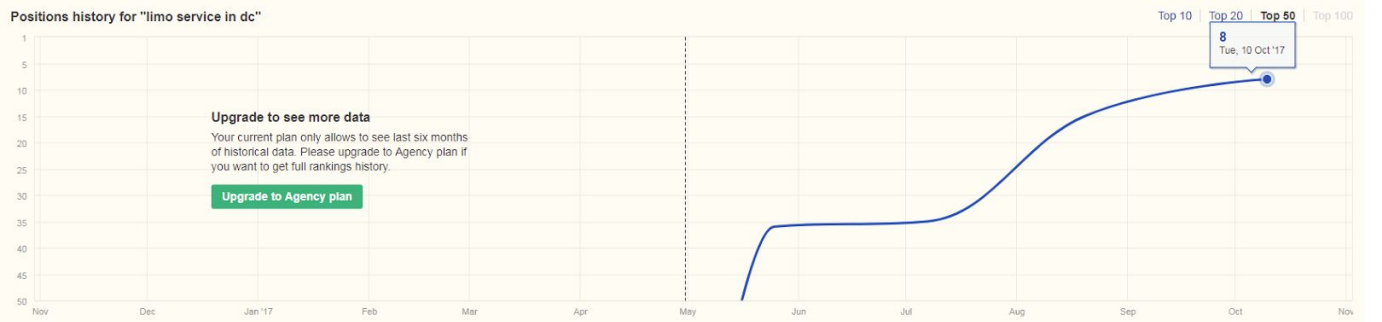
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limo service dc 150 39 6.00 4.2 9 120 www.culdesacdc.com/ SERP 16 Oct



limo service in dc 90 51 5.00 3.3 8 www.culdesacdc.com/ SERP 10 Oct



limo rental dc 100 38 5.00 2.4 11 www.culdesacdc.com/ SERP 14 Oct



chauffeur service near me \*\* 150 21 3.00 1.9 13 153 www.culdesacdc.com/ SERP 2 Oct



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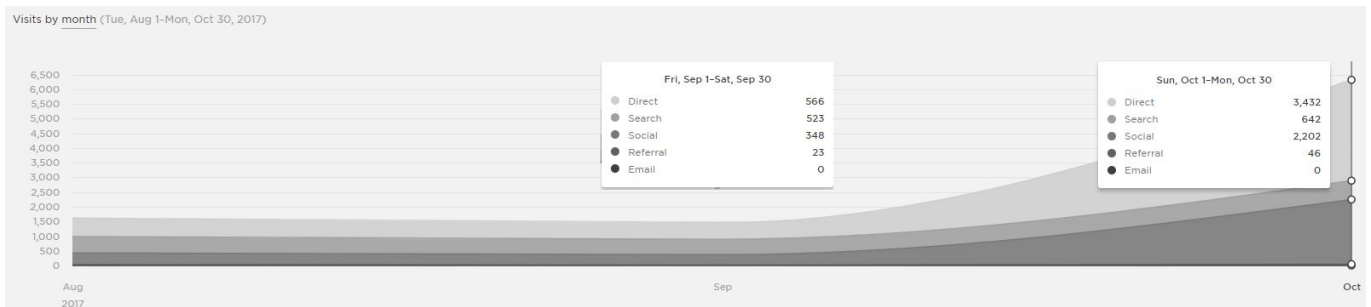


## ANALYTICS & TRAFFIC OVERVIEW

### MONTHLY TRAFFIC SCREENSHOT

Monthly traffic for October skyrocketed compared to any month yet this year. Direct Searches were up to 3,400 from 566, social media 2,200 up from 348 and seo traffic was up 642 from 523. This month has been the biggest month of traffic on all fronts. We will continue to revisit the analytics to see how traffic progresses moving forward regarding SEO and other channels.

This was a result of the paid ad campaign run during the IMF World Bank Conference, which will likely skew this data. Nonetheless, SEO traffic was still up by close to 80 hits this month, showing steady growth in organic search traffic.



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