



Fierce Geek Inc.  
presents

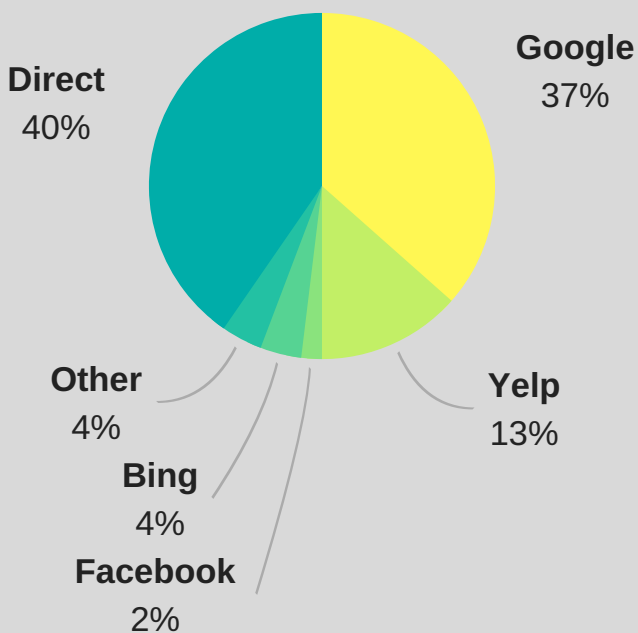
# MEL DECEMBER 2017 INSIGHTS

www.melectricinc.com

▲ up ▼ down ● good ● concerning ● n/a

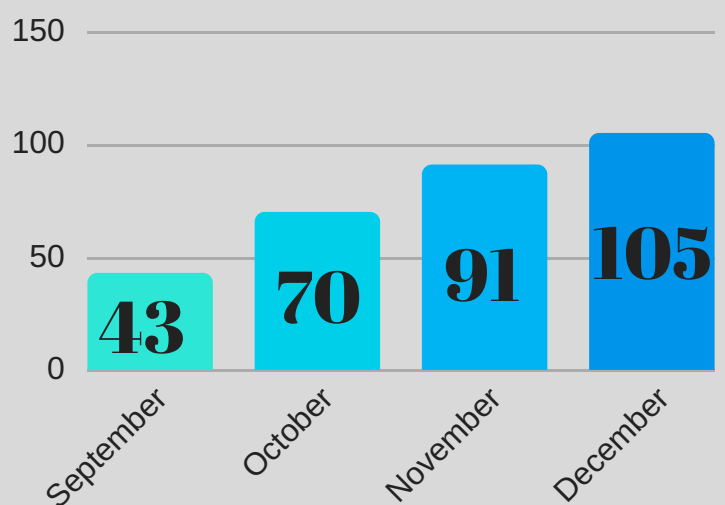
## Web Traffic Source

Breakdown of where all traffic is coming from in current month



## Visitors ▲

Total unique visitors on site per month



## Search using Keywords: napa electrician ▲

### Organic Search

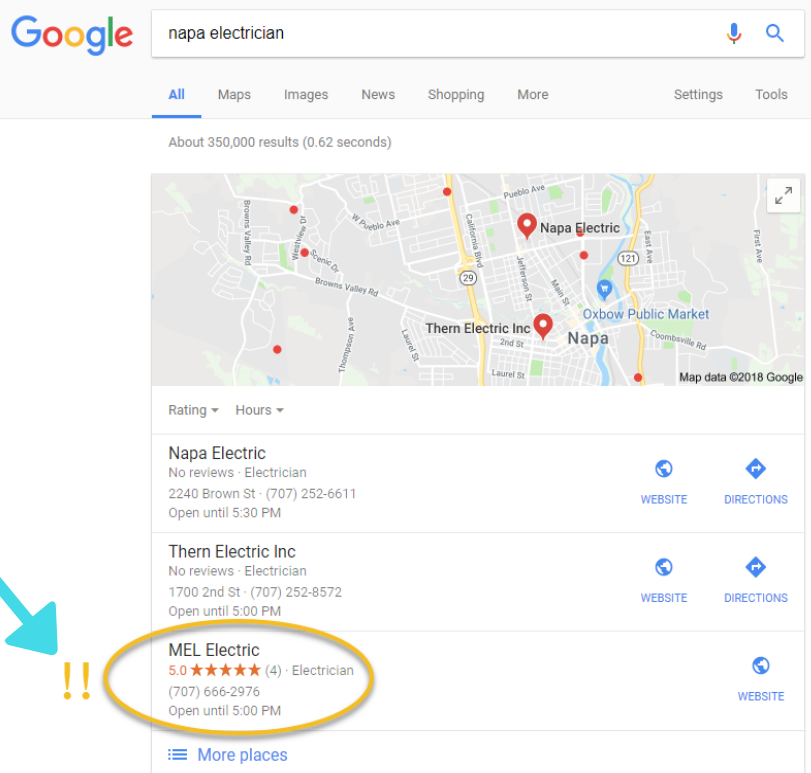
This Month= Page 2, Position = 1

### Location-Based Search

Last month= Page 1, position 4

This month= Page 1, position 3

Discovery searches and total views are up



# 23

Calls = 8 ▲

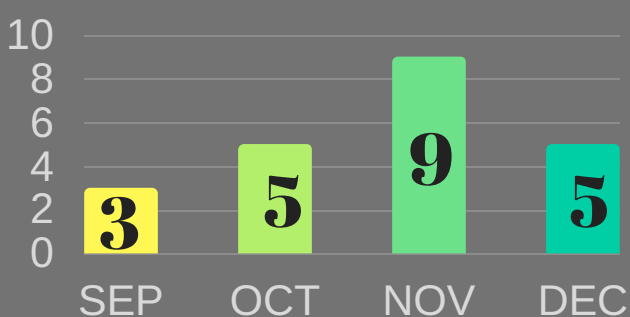
Visits = 12 ▲

## Number of Actions from Google Business Listing

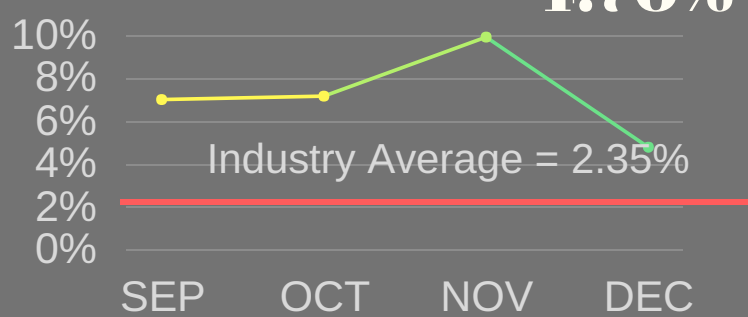
The number of times users visited your site or clicked to call you from your Google Business Listing via location-based searches. You had an increase in calls from 4 last month to 8 this month, You had an increase in web visits from 8 last month to 12 this month.

## Contact Form Stats ▼

The number of contact forms completed per month



Conversion Rate for Contact Forms per month



## Exit Intent Popup Conversions ▲

# 2

The number of times the popup stopped visitors from leaving this month. Any number here is positive!