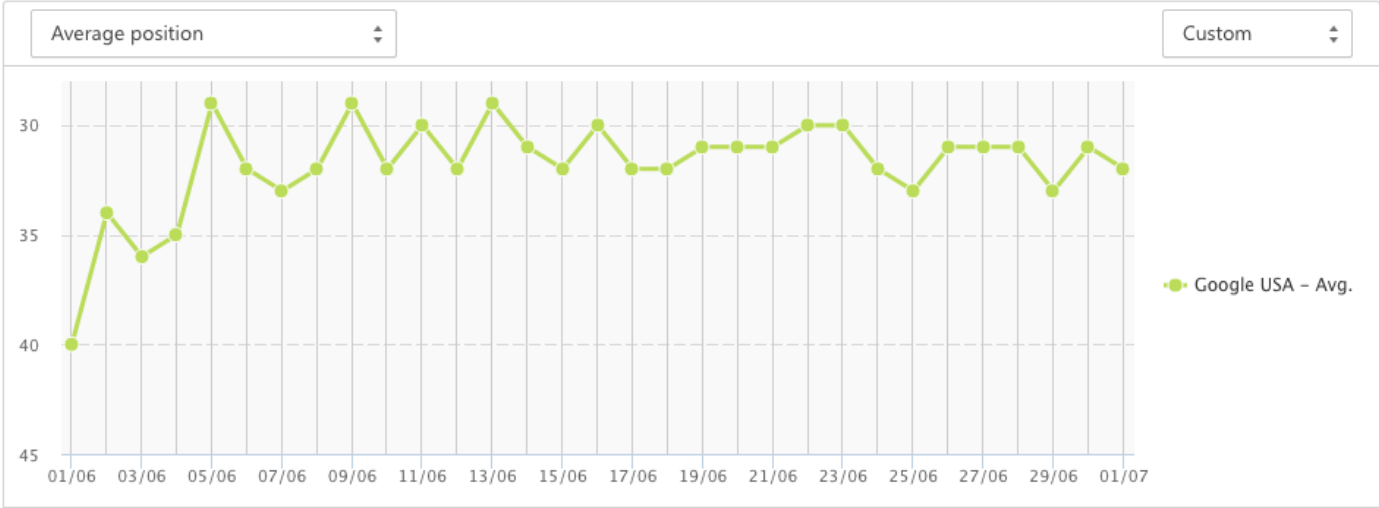


# Adams Homes

## Optimization Report



### Keyword Tracking

Keyword	Search Volume	(Date)	(Date)	Position	Positions Up/Down
st lucie home builders	10	06/01/2017	07/01/2017	1	
home builders in port st lucie	70	06/01/2017	07/01/2017	1	
westland farm	10	06/01/2017	07/01/2017	1	
fox trace	90	06/01/2017	07/01/2017	1	
lakewood cottages	30	06/01/2017	07/01/2017	1	
home builders port st lucie	90	06/01/2017	07/01/2017	1	
model homes port st lucie	90	06/01/2017	07/01/2017	1	
spivey village	90	06/01/2017	07/01/2017	1	
sisson meadows	90	06/01/2017	07/01/2017	1	
palm bay home builders	20	06/01/2017	07/01/2017	2	
vero home builders	0	06/01/2017	07/01/2017	2	+2
affordable new homes in orlando	140	06/01/2017	07/01/2017	2	
villages of westport	140	06/01/2017	07/01/2017	2	
new homes in poinciana fl	90	06/01/2017	07/01/2017	2	
home builders in palm bay fl	70	06/01/2017	07/01/2017	2	

windy pines	170	06/01/2017	07/01/2017	3	
old cahaba helena al	110	06/01/2017	07/01/2017	3	
olde liberty	110	06/01/2017	07/01/2017	3	
home builders north port fl	90	06/01/2017	07/01/2017	3	
crestview home builders	40	06/01/2017	07/01/2017	4	
spring hill home builders	20	06/01/2017	07/01/2017	4	-1
park creek riverview	140	06/01/2017	07/01/2017	4	
park creek riverview fl	140	06/01/2017	07/01/2017	4	
ridge water	110	06/01/2017	07/01/2017	4	
old cahaba	140	06/01/2017	07/01/2017	4	
vero beach home builders	30	06/01/2017	07/01/2017	5	+2
sherman hills	1000	06/01/2017	07/01/2017	5	
moccasin wallow	110	06/01/2017	07/01/2017	5	
home builders spring hill fl	110	06/01/2017	07/01/2017	5	
sherman hills tampa	90	06/01/2017	07/01/2017	5	
stoney meadows	70	06/01/2017	07/01/2017	5	
ayersworth glen	480	06/01/2017	07/01/2017	6	-3
ayersworth	110	06/01/2017	07/01/2017	6	
holley by the sea homes for sale	110	06/01/2017	07/01/2017	6	
home builders charlotte county florida	70	06/01/2017	07/01/2017	6	
new homes gulf breeze	10	06/01/2017	07/01/2017	7	
new homes for sale in mobile al	110	06/01/2017	07/01/2017	7	
new homes vero beach fl	90	06/01/2017	07/01/2017	7	
new homes polk county	10	06/01/2017	07/01/2017	8	-1
new homes in homosassa	0	06/01/2017	07/01/2017	9	-1
Florida Homes	1900	06/01/2017	07/01/2017	10	+25
new homes for sale in mississippi	10	06/01/2017	07/01/2017	10	
new homes pensacola fl	110	06/01/2017	07/01/2017	10	-1
park creek	590	06/01/2017	07/01/2017	10	
home builders mississippi gulf coast	20	06/01/2017	07/01/2017	11	+2
new homes for sale pensacola	10	06/01/2017	07/01/2017	11	-1
new homes in pensacola	20	06/01/2017	07/01/2017	12	-4
royal highlands	480	06/01/2017	07/01/2017	12	
Homes for Sale in Florida	8100	06/01/2017	07/01/2017	13	+22
new homes mississippi	10	06/01/2017	07/01/2017	13	-2
new homes for sale in South Carolina	40	06/01/2017	07/01/2017	14	+2

palm coast home builders	90	06/01/2017	07/01/2017	14	-4
homes for sale in desoto county ms	320	06/01/2017	07/01/2017	14	-1
homes for sale in mississippi gulf coast	20	06/01/2017	07/01/2017	14	+1
New Homes for Sale in Florida	210	06/01/2017	07/01/2017	15	+9
homes for sale in desoto county	70	06/01/2017	07/01/2017	15	-4
home builders in lakeland fl	70	06/01/2017	07/01/2017	15	
New Homes for Sale in Alabama	10	06/01/2017	07/01/2017	16	-5
lakeland home builders	90	06/01/2017	07/01/2017	16	-2
home builders cape coral	210	06/01/2017	07/01/2017	16	+2
new home builders in melbourne	10	06/01/2017	07/01/2017	16	
Florida Homes for Sale	6600	06/01/2017	07/01/2017	17	-1
new homes daytona	10	06/01/2017	07/01/2017	17	-2
home builders warranty	50	06/01/2017	07/01/2017	17	-1
navarre home builders	40	06/01/2017	07/01/2017	17	-5
North Carolina home builders	140	06/01/2017	07/01/2017	18	+182
South Carolina home builders	140	06/01/2017	07/01/2017	18	+72
home builders in memphis	50	06/01/2017	07/01/2017	18	+16
home builders lakeland fl	110	06/01/2017	07/01/2017	18	
home builders in baldwin county al	90	06/01/2017	07/01/2017	18	
woodmont subdivision	70	06/01/2017	07/01/2017	18	
mississippi homes	90	06/01/2017	07/01/2017	19	+5
North Carolina home builder	10	06/01/2017	07/01/2017	19	+8
new homes huntsville al	140	06/01/2017	07/01/2017	19	-1
new homes in huntsville al	90	06/01/2017	07/01/2017	19	-3
North Carolina homes	720	06/01/2017	07/01/2017	20	+2
Homes for Sale in Baldwin County	50	06/01/2017	07/01/2017	20	-2
Home Builders in Baldwin County	30	06/01/2017	07/01/2017	20	-2
home builders melbourne fl	40	06/01/2017	07/01/2017	20	
homes for sale in mobile	70	06/01/2017	07/01/2017	20	
new homes birmingham	70	06/01/2017	07/01/2017	20	+6
new homes in huntsville	10	06/01/2017	07/01/2017	20	-5
new homes in huntsville	10	06/01/2017	07/01/2017	20	-2
new home builders cape coral fl	110	06/01/2017	07/01/2017	20	
home builders in palm coast fl	90	06/01/2017	07/01/2017	20	

Northwest Florida Homes for Sale	20	06/01/2017	07/01/2017	21	+15
Baldwin County Homes	10	06/01/2017	07/01/2017	21	-6
Homes for Sale in Baldwin County AL	260	06/01/2017	07/01/2017	22	-3
homes for sale in mississippi	590	06/01/2017	07/01/2017	22	+44
Georgia Home Builders	210	06/01/2017	07/01/2017	22	+22
new homes for sale birmingham	10	06/01/2017	07/01/2017	22	+7
new homes huntsville	10	06/01/2017	07/01/2017	22	-5
ocala homes for sale	1300	06/01/2017	07/01/2017	22	-7
new construction homes in atlanta ga	140	06/01/2017	07/01/2017	22	-1
home builders milton	10	06/01/2017	07/01/2017	23	+1
home builders in South Carolina	140	06/01/2017	07/01/2017	23	+65
home builders melbourne	30	06/01/2017	07/01/2017	23	+1
new houses for sale in tampa	10	06/01/2017	07/01/2017	23	+3
homes for sale pensecola	10	06/01/2017	07/01/2017	23	-6
Homes for Sale in Baldwin County Alabama	70	06/01/2017	07/01/2017	24	+3
Alabama Homes	170	06/01/2017	07/01/2017	24	-9
Baldwin County AL Real Estate	50	06/01/2017	07/01/2017	24	
new construction homes in tampa fl	110	06/01/2017	07/01/2017	24	-4
new homes in charlotte nc	720	06/01/2017	07/01/2017	24	-2
home builders mobile al	170	06/01/2017	07/01/2017	24	+4
palm coast builders	90	06/01/2017	07/01/2017	24	
Real Estate Baldwin County AL	50	06/01/2017	07/01/2017	25	-1
Northeast Florida Homes for Sale	10	06/01/2017	07/01/2017	25	+12
new homes in birmingham	20	06/01/2017	07/01/2017	25	-9
home builders in mississippi	210	06/01/2017	07/01/2017	25	-2
mississippi homes for sale	390	06/01/2017	07/01/2017	26	+6
home builders in SC	320	06/01/2017	07/01/2017	26	+7
homes for sale in jacksonville	170	06/01/2017	07/01/2017	26	
new homes tampa	880	06/01/2017	07/01/2017	26	-1
Georgia Homes	590	06/01/2017	07/01/2017	27	+2
home builders in NC	590	06/01/2017	07/01/2017	27	+3
Southwest Florida Homes for Sale	90	06/01/2017	07/01/2017	27	+10
new houses in florida	50	06/01/2017	07/01/2017	27	
home builders huntsville al	210	06/01/2017	07/01/2017	27	+1

Baldwin County Alabama Real Estate	90	06/01/2017	07/01/2017	28	-4
home builders pensacola	40	06/01/2017	07/01/2017	28	+2
home builders in alabama	480	06/01/2017	07/01/2017	28	
home builders in huntsville al	110	06/01/2017	07/01/2017	29	-4
tampa home builders	260	06/01/2017	07/01/2017	29	-2
South Carolina homes	480	06/01/2017	07/01/2017	30	+1
new homes for sale homosassa	10	06/01/2017	07/01/2017	30	+2
new homes north carolina	140	06/01/2017	07/01/2017	30	-2
home builders in MS	40	06/01/2017	07/01/2017	31	
home builders mississippi	40	06/01/2017	07/01/2017	31	+1
home builders huntsville	10	06/01/2017	07/01/2017	31	-6
homes for sale huntsville al	590	06/01/2017	07/01/2017	31	-8
houses for sale in port st. lucie	720	06/01/2017	07/01/2017	32	-1
home builders in huntsville	10	06/01/2017	07/01/2017	32	-8
houses for sale in crestview	30	06/01/2017	07/01/2017	32	-8
Baldwin County Real Estate	260	06/01/2017	07/01/2017	33	-8
Baldwin County Real Estate for Sale	70	06/01/2017	07/01/2017	33	-14
home builders ocala	30	06/01/2017	07/01/2017	33	-3
pace home builders	20	06/01/2017	07/01/2017	33	+5
new homes south carolina	90	06/01/2017	07/01/2017	33	-8
homes for sale ocala florida	260	06/01/2017	07/01/2017	33	+52
birmingham homes for sale	590	06/01/2017	07/01/2017	34	
homes for sale in ashford park	10	06/01/2017	07/01/2017	34	-12
new homes in jacksonville fl	590	06/01/2017	07/01/2017	34	-2
homes for sale vero beach	210	06/01/2017	07/01/2017	34	-1
home builders in pensacola fl	110	06/01/2017	07/01/2017	35	-3
homes for sale raleigh	320	06/01/2017	07/01/2017	35	+130
new homes greenville	10	06/01/2017	07/01/2017	36	-7
home builders birmingham	10	06/01/2017	07/01/2017	36	-4
homes for sale in birmingham al	1600	06/01/2017	07/01/2017	37	-1
birmingham home builders	110	06/01/2017	07/01/2017	37	+4
ocala house for sale	70	06/01/2017	07/01/2017	37	-4
fort myers home builders	90	06/01/2017	07/01/2017	37	+1
Southeast Florida Homes for Sale	10	06/01/2017	07/01/2017	38	+37
florida new homes	170	06/01/2017	07/01/2017	38	+20
Baldwin County Home Builders	90	06/01/2017	07/01/2017	40	-6
Baldwin County Homes for Sale	70	06/01/2017	07/01/2017	40	-22

home builders in birmingham	10	06/01/2017	07/01/2017	40	+33
new homes in milton	40	06/01/2017	07/01/2017	40	+12
homes for sale in birmingham	110	06/01/2017	07/01/2017	41	-2
homes for sale in birmingham alabama	170	06/01/2017	07/01/2017	41	-2
birmingham real estate for sale	20	06/01/2017	07/01/2017	41	-7
north carolina new homes	90	06/01/2017	07/01/2017	41	+3
homes for sale birmingham	70	06/01/2017	07/01/2017	42	-4
home builders in orlando	320	06/01/2017	07/01/2017	42	-10
home builders north carolina	70	06/01/2017	07/01/2017	43	+95
homes for sale huntsville	30	06/01/2017	07/01/2017	43	-7
new construction homes in jacksonville fl	90	06/01/2017	07/01/2017	45	-8
home builders jacksonville	20	06/01/2017	07/01/2017	45	-11
Alabama Home Builder	10	06/01/2017	07/01/2017	46	-6
new homes for sale tampa	30	06/01/2017	07/01/2017	47	-7
homes for sale tampa	880	06/01/2017	07/01/2017	48	+1
mississippi home builder	10	06/01/2017	07/01/2017	50	-13
spartanburg home builders	20	06/01/2017	07/01/2017	50	-23
new construction homes jacksonville fl	170	06/01/2017	07/01/2017	50	-14
birmingham homes	70	06/01/2017	07/01/2017	52	
mississippi home builders	110	06/01/2017	07/01/2017	54	-28
southern home builders	390	06/01/2017	07/01/2017	56	-7
houses for sale in tampa	880	06/01/2017	07/01/2017	57	-1
Alabama Home Builders	480	06/01/2017	07/01/2017	59	-18
new construction homes in south florida	50	06/01/2017	07/01/2017	60	-26
new homes in south florida	260	06/01/2017	07/01/2017	61	-17
home builders raleigh	40	06/01/2017	07/01/2017	65	-7
Tennessee homes	260	06/01/2017	07/01/2017	66	-3
Alabama Real Estate	1300	06/01/2017	07/01/2017	75	-11
Florida Home Builder	40	06/01/2017	07/01/2017	76	-7
Florida Home Builders	590	06/01/2017	07/01/2017	78	+4
destin home builders	20	06/01/2017	07/01/2017	79	+6
homes for sale homosassa	20	06/01/2017	07/01/2017	98	+5
home builders in Tennessee	70	06/01/2017	07/01/2017	102	+86
home builders in North Carolina	140	06/01/2017	07/01/2017	104	-82
new homes for sale in Tennessee	20	06/01/2017	07/01/2017	104	-82

home builders charlotte	70	06/01/2017	07/01/2017	107	+9
Alabama Homes for Sale	590	06/01/2017	07/01/2017	125	+75
Homes for Sale in Alabama	1000	06/01/2017	07/01/2017	128	-33
atlanta home builders	590	06/01/2017	07/01/2017	152	-63
new homes for sale in North Carolina	90	06/01/2017	07/01/2017	169	-23
Homes for Sale in Georgia	3600	06/01/2017	07/01/2017	-	
Tennessee real estate	2900	06/01/2017	07/01/2017	-	
Georgia Homes for Sale	1600	06/01/2017	07/01/2017	-	
South Carolina homes for sale	1900	06/01/2017	07/01/2017	-	

## Content

- '5 Ways to Boost your Property Value' Sent for Approval
- 'Understanding Realty Liens' Sent for Approval
- '5 Ways to Upgrade your House' Sent for Approval
- '5 Ways to Improve Curb Appeal' Sent for Approval
- '5 Ways to Weatherproof your Home' Sent for Approval

Jun 1, 2017 - Jul 1, 2017  
Compare to: May 1, 2017 - May 31, 2017

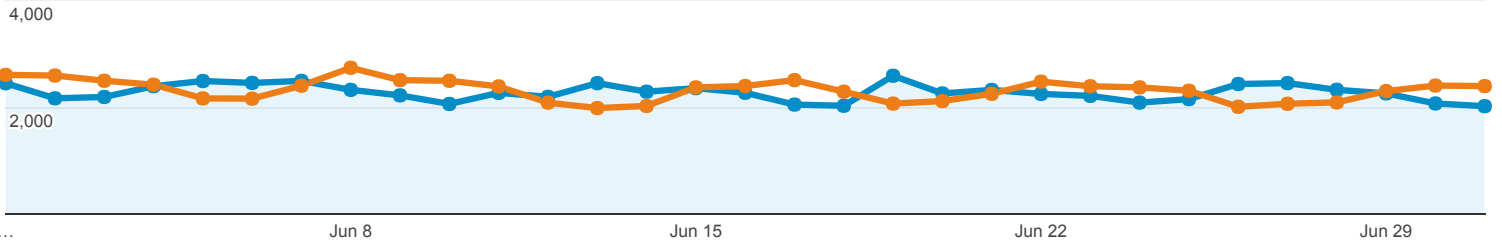
## Audience Overview

You are using a filtered view, which may cause your Users count to be inaccurate. [Learn more](#)

All Users  
+0.00% Sessions

### Overview

Jun 1, 2017 - Jul 1, 2017: Sessions  
May 1, 2017 - May 31, 2017: Sessions



Sessions  
**-1.80%**  
70,558 vs 71,848

Users  
**-2.41%**  
48,692 vs 49,895

Pageviews  
**-1.98%**  
207,143 vs 211,332

Pages / Session  
**-0.19%**  
2.94 vs 2.94

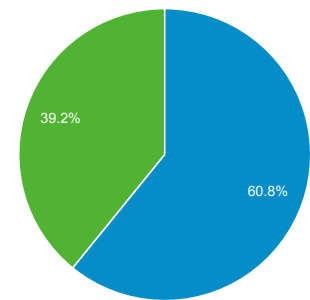
Avg. Session Duration  
**-0.01%**  
00:02:52 vs 00:02:52

Bounce Rate  
**1.17%**  
52.77% vs 52.16%

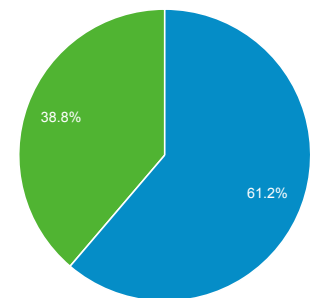
% New Sessions  
**-0.64%**  
60.92% vs 61.31%

New Visitor Returning Visitor

Jun 1, 2017 - Jul 1, 2017



May 1, 2017 - May 31, 2017



### Language

Sessions % Sessions

Language	Sessions	% Sessions
<b>1. en-us</b>		
Jun 1, 2017 - Jul 1, 2017	68,746	97.43%
May 1, 2017 - May 31, 2017	69,946	97.35%
<b>% Change</b>	<b>-1.72%</b>	<b>0.08%</b>
<b>2. en-gb</b>		
Jun 1, 2017 - Jul 1, 2017	457	0.65%
May 1, 2017 - May 31, 2017	449	0.62%
<b>% Change</b>	<b>1.78%</b>	<b>3.64%</b>
<b>3. en</b>		
Jun 1, 2017 - Jul 1, 2017	456	0.65%
May 1, 2017 - May 31, 2017	370	0.51%
<b>% Change</b>	<b>23.24%</b>	<b>25.50%</b>



4. [es-419](#)

Jun 1, 2017 - Jul 1, 2017	235		0.33%
May 1, 2017 - May 31, 2017	282		0.39%
<b>% Change</b>	<b>-16.67%</b>		<b>-15.14%</b>

5. [en-ca](#)

Jun 1, 2017 - Jul 1, 2017	118		0.17%
May 1, 2017 - May 31, 2017	124		0.17%
<b>% Change</b>	<b>-4.84%</b>		<b>-3.10%</b>

6. [es-xl](#)

Jun 1, 2017 - Jul 1, 2017	110		0.16%
May 1, 2017 - May 31, 2017	123		0.17%
<b>% Change</b>	<b>-10.57%</b>		<b>-8.93%</b>

7. [es](#)

Jun 1, 2017 - Jul 1, 2017	63		0.09%
May 1, 2017 - May 31, 2017	76		0.11%
<b>% Change</b>	<b>-17.11%</b>		<b>-15.59%</b>

8. [en-au](#)

Jun 1, 2017 - Jul 1, 2017	31		0.04%
May 1, 2017 - May 31, 2017	31		0.04%
<b>% Change</b>	<b>0.00%</b>		<b>1.83%</b>

9. [pt-br](#)

Jun 1, 2017 - Jul 1, 2017	31		0.04%
May 1, 2017 - May 31, 2017	41		0.06%
<b>% Change</b>	<b>-24.39%</b>		<b>-23.01%</b>

10. [de-de](#)

Jun 1, 2017 - Jul 1, 2017	26		0.04%
May 1, 2017 - May 31, 2017	12		0.02%
<b>% Change</b>	<b>116.67%</b>		<b>120.63%</b>

Jun 1, 2017 - Jul 1, 2017  
Compare to: May 1, 2017 - May 31, 2017

# Acquisition Overview

All Users  
+0.00% Sessions

Primary Dimension:

Conversion:

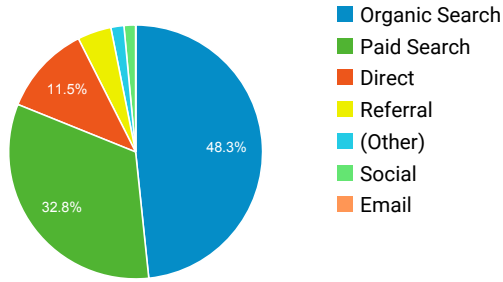
Top Channels

All Goals

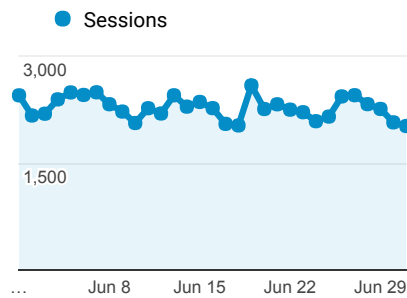
[Edit Channel Grouping](#)

## Top Channels

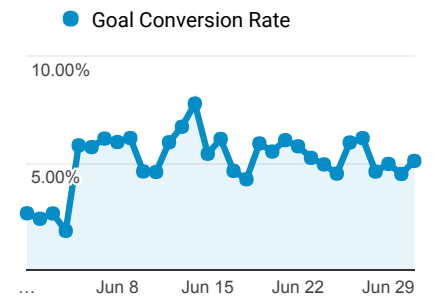
Jun 1, 2017 - Jul 1, 2017



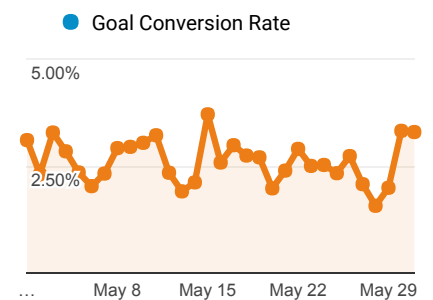
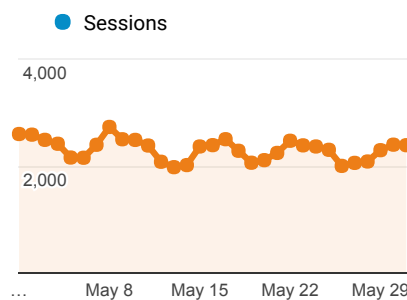
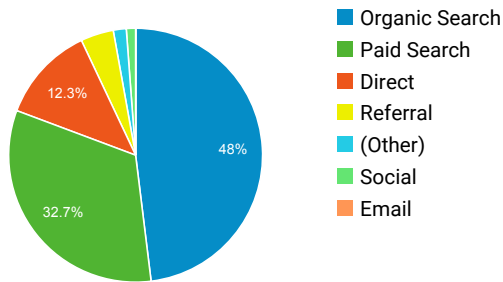
## Sessions



## Conversions



May 1, 2017 - May 31, 2017



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal Conversion Rate ↓	Goal Completions ↓	Goal Value ↓
	1.80%	0.64% ↓	2.43% ↓	1.17%	0.19% ↓	0.01% ↓	94.34%	90.85% ↑	17.71% ↓
1 Organic Search	1.19% ↓			0.97% ↑			79.63% ↑		
2 Paid Search	1.50% ↓			0.88% ↑			207.63% ↑		
3 Direct	8.32% ↓			3.86% ↑			148.69% ↑		
4 Referral	0.86% ↑			0.80% ↓			16.40% ↑		
5 (Other)	1.35% ↓			6.11% ↓			49.63% ↑		
6 Social	22.96% ↑			4.48% ↑			216.28% ↑		
7 Email	200.00% ↑			100.00% ↓			0.00%		

To see all 7 Channels click [here](#).

Jun 1, 2017 - Jun 30, 2017  
Compare to: May 3, 2017 - May 31, 2017

Overview

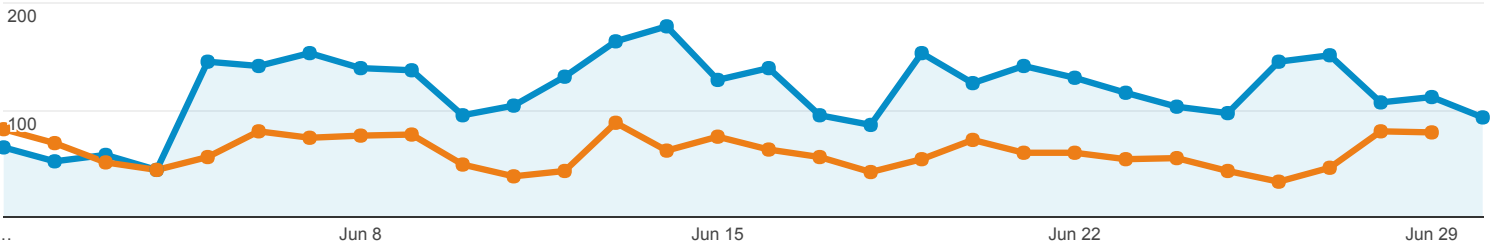
All Users  
+0.00% Goal Completions

Goal Option:

All Goals

Overview

Jun 1, 2017 - Jun 30, 2017: ● Goal Completions  
May 3, 2017 - May 31, 2017: ● Goal Completions



Goal Completions

100.28%  
3,527 vs 1,761

Goal Value

-11.49%  
\$77.00 vs \$87.00

Goal Conversion Rate

94.78%  
5.15% vs 2.64%

Total Abandonment Rate

-24.28%  
47.82% vs 63.15%

Finance your Home Form Submit (Goal 1 Completions)

50.00%  
15 vs 10

Contact Us Form Submit (Goal 2 Completions)

-6.57%  
128 vs 137

Track Chat Initiated (Goal 4 Completions)

5.11%  
1,358 vs 1,292

Community Thank You (Goal 5 Completions)

-6.81%  
219 vs 235

Phone Calls (Goal 7 Completions)

-11.49%  
77 vs 87

Smart Goal (Goal 8 Completions)

100.00%  
1,730 vs 0

Goal Completion Location

Goal Completions % Goal Completions

Goal Completion Location	Goal Completions	% Goal Completions
1. /		
Jun 1, 2017 - Jun 30, 2017	274	7.77%
May 3, 2017 - May 31, 2017	148	8.40%
<b>% Change</b>	<b>85.14%</b>	<b>-7.56%</b>
2. /thank-you/		
Jun 1, 2017 - Jun 30, 2017	228	6.46%
May 3, 2017 - May 31, 2017	251	14.25%
<b>% Change</b>	<b>-9.16%</b>	<b>-54.65%</b>
3. (entrance)		
Jun 1, 2017 - Jun 30, 2017	172	4.88%
May 3, 2017 - May 31, 2017	96	5.45%
<b>% Change</b>	<b>79.17%</b>	<b>-10.54%</b>
4. /thank-you-for-contacting-adams-homes/		
Jun 1, 2017 - Jun 30, 2017	138	3.91%
May 3, 2017 - May 31, 2017	145	8.23%
<b>% Change</b>		

5. [/homes-for-sale-in-florida/](#)

Jun 1, 2017 - Jun 30, 2017 81 | 2.30%

May 3, 2017 - May 31, 2017 39 | 2.21%

**% Change** 107.69% 3.70%

6. [/contact-us/](#)

Jun 1, 2017 - Jun 30, 2017 69 | 1.96%

May 3, 2017 - May 31, 2017 47 | 2.67%

**% Change** 46.81% -26.70%

7. [/finance-your-home/](#)

Jun 1, 2017 - Jun 30, 2017 66 | 1.87%

May 3, 2017 - May 31, 2017 30 | 1.70%

**% Change** 120.00% 9.84%

8. [/homes-for-sale-jacksonville-fl/](#)

Jun 1, 2017 - Jun 30, 2017 63 | 1.79%

May 3, 2017 - May 31, 2017 28 | 1.59%

**% Change** 125.00% 12.34%

9. [/homes-for-sale-orlando-fl/](#)

Jun 1, 2017 - Jun 30, 2017 58 | 1.64%

May 3, 2017 - May 31, 2017 30 | 1.70%

**% Change** 93.33% -3.47%

10. [/our-homes/](#)

Jun 1, 2017 - Jun 30, 2017 58 | 1.64%

May 3, 2017 - May 31, 2017 26 | 1.48%

**% Change** 123.08% 11.38%

# Leads By Departments

From : 06/01/2017 To : 06/30/2017

