



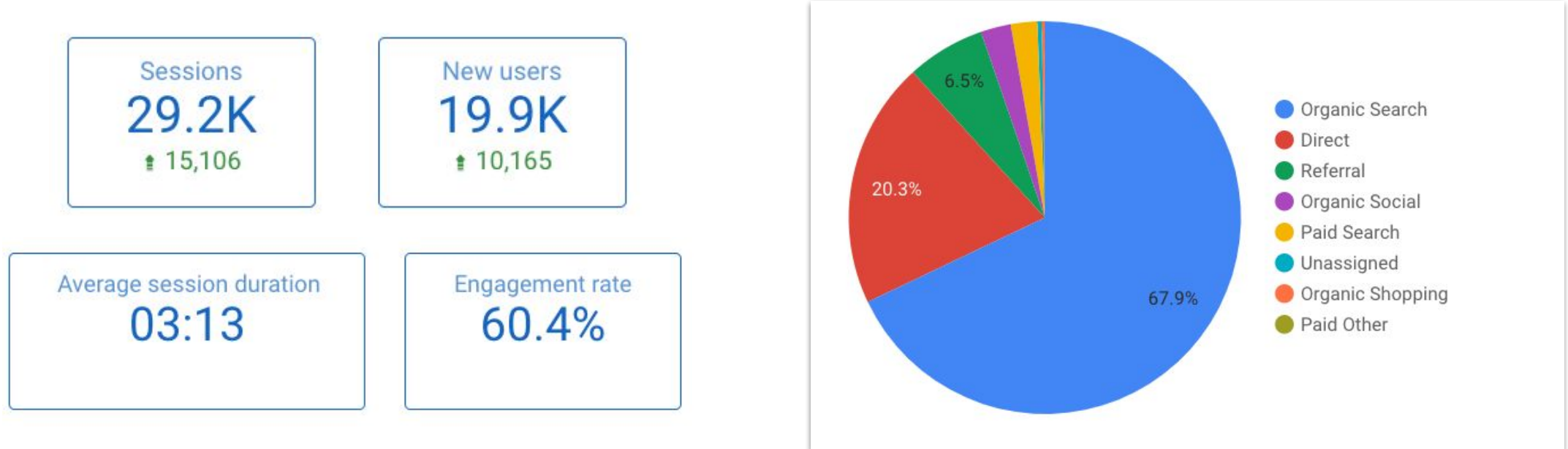
## Marketing Report

*(Delivered in May 2024 with Data primarily from (January 1 thru April 29, 2024) vs (September 1 thru December 29, 2023))*

# NOWSPEED

# Website Overview

(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)



- Peach Tree Health saw increases on **Website Sessions** with **+15,106** and **New Users** with **+10,165**. Expected to also increase in Q2 2024.
- **Average Session Duration** of 3 minutes 13 seconds and **Engagement Rate** of 60.4%, both remained above average.
- *Organic Search* had the majority of the marketing effort and share of **Website Sessions** with **67.9%**. This means that Peach Tree Health's brand awareness is up as Users are able to find Peach Tree Health on Google and then engage with The Website.

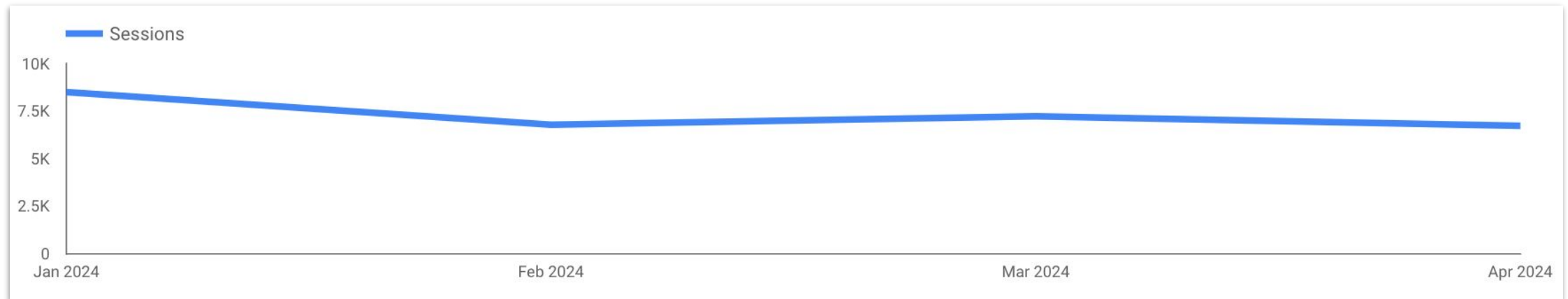


# Organic Marketing (SEO) Overview

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# SEO Overview

(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)



- **Organic Traffic** saw solid increases with **Sessions** at **+10,564**, **New Users** at **+6,404**, and **Average Sessions Duration** at **+8 seconds**.
- **Engagement Rate** continues to remain above average with **66.8%**.

# Top SEO Pages

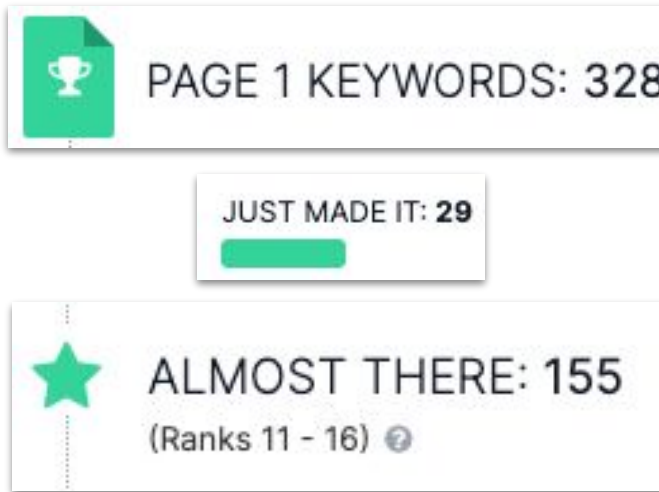
(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)

	Landing page	Sessions ▾	Δ
1.	/	7,855	-
2.	(not set)	1,837	968 📈
3.	/location/peach-tree-linda	1,750	1,096 📈
4.	/location/peach-tree-yuba-city	1,721	1,123 📈
5.	/location/peach-tree-north-sacramento	1,712	1,156 📈
6.	/our-providers	995	629 📈
7.	/job-opportunities	679	537 📈
8.	/location/peach-tree-live-oak	529	277 📈
9.	/location/peach-tree-vision-chico	454	235 📈
10.	/vision	443	312 📈

- Peach Tree Health's **Home Page** continues to sit at Position 1 and remains steady with 7,855 **Organic Sessions**.
- The Location Pages saw the strongest increases with Organic Sessions, starting with Linda at **+1,096**, Yuba City at **+1,123**, and North Sacramento at **+1,156**. This is a good sign that there is deeper interest in find the locations nearest to patients for either scheduling appointments and/or walking in.

# SEO Keywords

April 2024 vs March 2024



- In *April 2024*, Peach Tree Health had about **328** Total Keywords ranking on Google Page 1 according to SpyFu.
- **+29** of those Keywords just made it on *Page 1*.
- There is also an opportunity with **155** more Keywords that are *low hanging fruit* and ranking in Google Page 2 on Positions 11 - 16.
- [SEO Keyword Report for March 2024](#) with Targeted Keywords on Moz.
- Currently in *April 2024*, link.pickpeach.org yields about **55,200**.

# SEO Page Matching - Refreshed Version

	URL	SELECTED KEYWORD PHRASES
Home	<a href="https://pickpeach.org/">https://pickpeach.org/</a>	Medical Clinic   Immediate Care & Health Services   Sprains
Our Services (To Be Created)		
Medical	<a href="https://pickpeach.org/medical-services/">https://pickpeach.org/medical-services/</a>	Medical Services & Primary Care Provider
Behavioral Health	<a href="https://pickpeach.org/behavioral-health/">https://pickpeach.org/behavioral-health/</a>	Behavioral Health Care
Dental	<a href="https://pickpeach.org/dental/">https://pickpeach.org/dental/</a>	Dentist & Dental Health Care
Vision	<a href="https://pickpeach.org/vision/">https://pickpeach.org/vision/</a>	Vision Services, Eye Doctor, & Optometrist

- Refreshed [SEO Page Matching](#) is in progress, which provides new Keywords to target to continue Peach Tree Health's Website Rankings on Google.

# SEO Summary + Next Steps

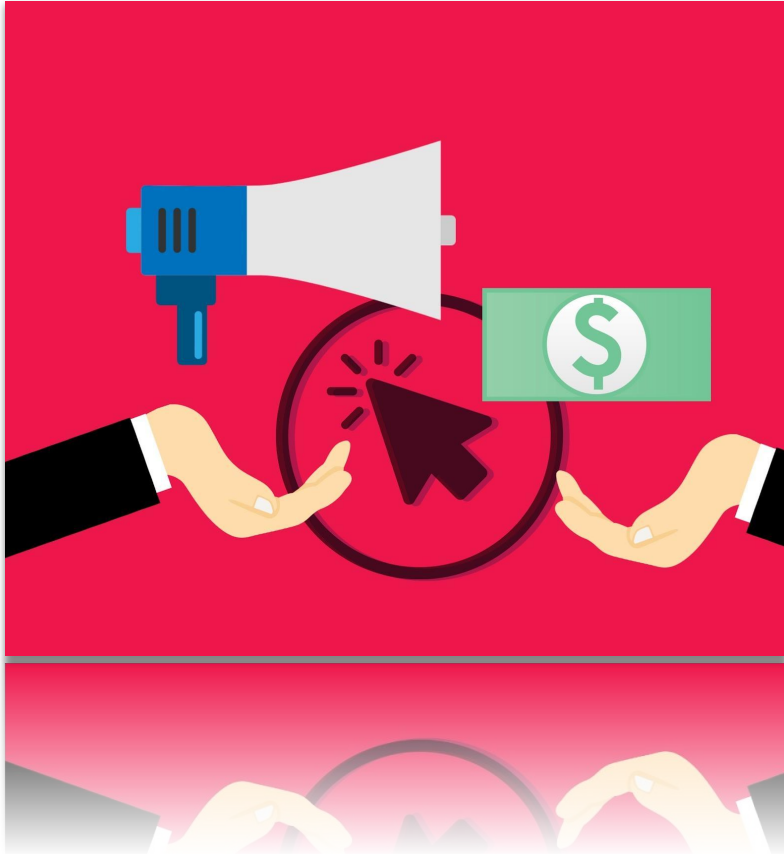
## Summary

- Peach Tree Health saw increases on **Website Sessions** with **+15,106** and **New Users** with **+10,165**. Expected to also increase in Q2 2024.
- Peach Tree Health's **Home Page** continues to sit at Position 1 and remains steady with 7,855 **Organic Sessions**.
- **Organic Traffic** saw solid increases with **Sessions** at **+10,564**, **New Users** at **+6,404**, and **Average Sessions Duration** at **+8 seconds**.
- The Location Pages saw the strongest increases with Organic Sessions, starting with Linda at **+1,096**, Yuba City at **+1,123**, and North Sacramento at **+1,156**. This is a good sign that there is deeper interest in find the locations nearest to patients for either scheduling appointments and/or walking in.

## Next Steps

- Continue to write Blogs. - ***Peach Tree Health***
- Continue SEO Page Matching, which is in-progress. - ***Newspeed***
- Create and implement SEO Content Guide (Title Tags and Meta Descriptions) for Blogs. - ***Newspeed***
- Continue to promote Blogs on Google Business. - ***Newspeed***
- Start Schema Markup, starting with core Pages including Home and About. - ***Newspeed***
- Look into pages that are not being indexed. - ***Newspeed***



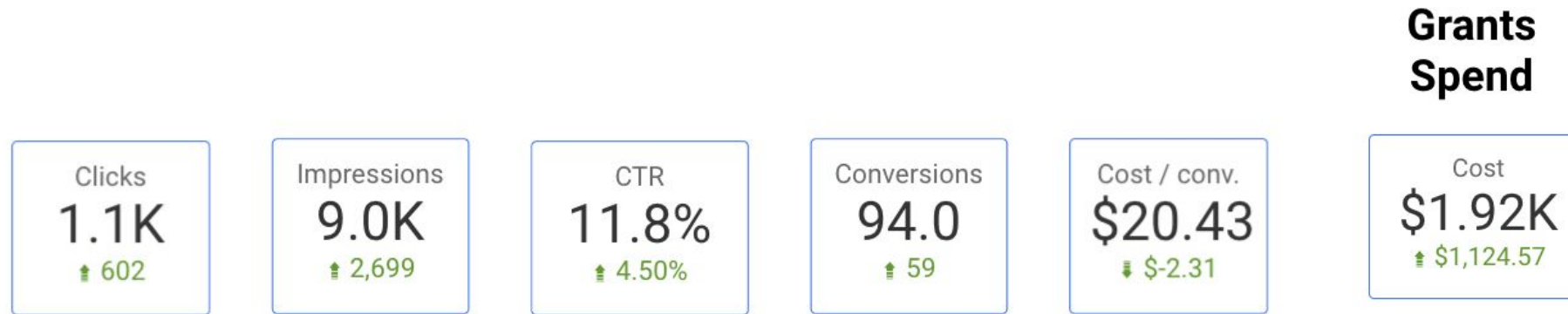


# Paid Marketing (PPC) Overview

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# PPC Overview

(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)



- **Clicks** saw increase of **+602**.
- **Impressions** saw increase of **+2,699**.
- **+4.50%** increase in **CTR**. Also above The 2 -3 % average.
- **+59** increase in **Conversions**. **-\$2.31** decrease in **Cost Per Conversion**. Allows for Conversions from Google Grant Ad Spend.
- **Total Cost** went up by **+\$1,124.57**. This is positive as there is an awarded \$10K in Google Grant Ad Spend.

# PPC Overview

**(January 1 thru April 29, 2024) vs (September 1 thru December 29, 2023)**

	Campaign	Clicks	Δ	Conversions ▾	Δ	Cost
1.	Peachtree Health - Search Campaign - Locations 200 Miles	723	527 📈	54.5	40.5 📈	\$1,345.13
2.	Mobile Dental Clinic   Yuba	44	21 📈	10	8 📈	\$71.85
3.	Peach Tree   Linda	43	-4 📉	9	5 📈	\$77.03
4.	Orville   Chico   Sacramento	101	-13 📉	7.5	-4.5 📉	\$171.08
5.	Peach Tree Health - Search Campaign - Sacramento	33	-8 📉	5	4 📈	\$56.73
6.	N. Sacramento   Sacramento	55	24 📈	4	3 📈	\$96.64
7.	Tharp Road Dental   N. California	55	47 📈	4	3 📈	\$90.13
8.	Peach Tree Health - Search Campaign - Medical Services	8	8 📈	0	0	\$11.97

- *Location 200 Miles Search Campaign* is at Position with **+527 Clicks**, **+40.5 Conversions**, and **Google Grants Ad Spend** of **\$1,345.13**.
- Specific Location Search Campaigns for both *North Sacramento* and *Tharp Road* have both seen increases in **Conversions** of **+3**.
- Note that Search Campaign for *Medical Services* is fairly new and was just launched in *April 2024*.

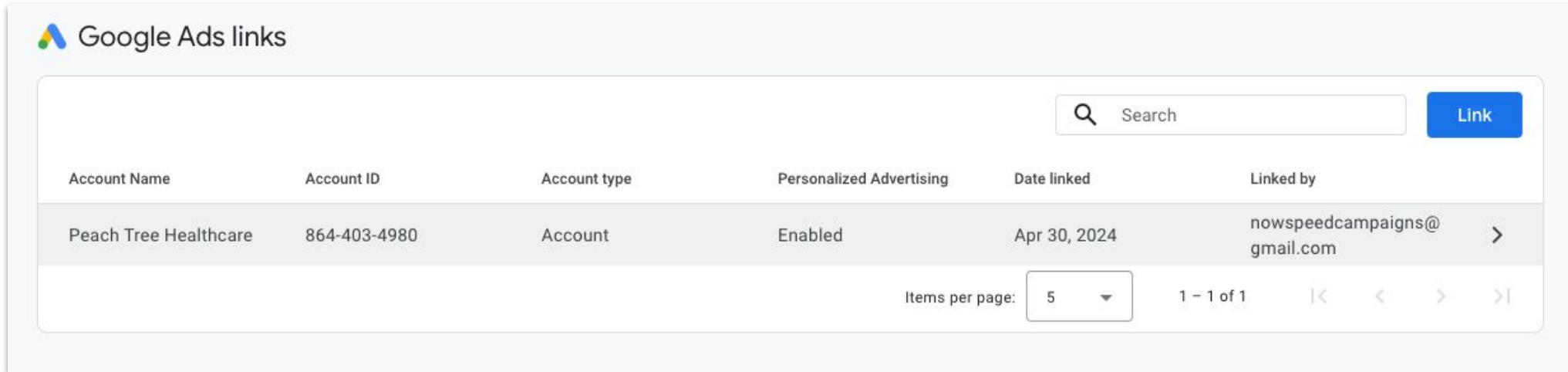
# PPC Conversions

(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)

	Segment Conversion Type Name	Conversions ▾	Δ
1.	Page View   Contact Us	63	38 ↑
2.	Calls from ads	31	21 ↑

- **Contact Us Page View** was at Position 1 with a significant increase of **+38** Conversions from launch of The Performance Max Campaign Asheville. Can expect that to gradually decrease over time and showcase more substantial Conversions.
- **Calls from Ads** had a strong increase of **+21** Conversions. Thus, showing deeper interest in Forman, even if Application Form was not completed finished.
- As April 29, 2024, another Paid (PPC) Conversions for Contact Form Submissions has been created in GA4 and will be imported in Google Ads.

# PPC GA4 Linking



The screenshot shows the 'Google Ads links' interface. At the top left is the Google Ads logo and the text 'Google Ads links'. Below this is a search bar with a magnifying glass icon and the word 'Search', followed by a blue 'Link' button. A table below the search bar lists linked accounts. The table has six columns: 'Account Name', 'Account ID', 'Account type', 'Personalized Advertising', 'Date linked', and 'Linked by'. There is one row in the table for 'Peach Tree Healthcare' with Account ID '864-403-4980', Account type 'Account', Personalized Advertising 'Enabled', Date linked 'Apr 30, 2024', and Linked by 'nowspeedcampaigns@gmail.com'. To the right of the email address is a right-pointing chevron icon. Below the table, there is a pagination section with 'Items per page:' followed by a dropdown menu showing '5', and '1 - 1 of 1' with navigation arrows.

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
Peach Tree Healthcare	864-403-4980	Account	Enabled	Apr 30, 2024	nowspeedcampaigns@gmail.com >

Items per page: 5 1 - 1 of 1

- As mentioned in PPC Conversions Slide, GA4 Conversions will now be imported to Google Ads for more accurate Reporting. In order to do, Peach Tree Health's GA4 has now been linked with it's *Google Ads*.

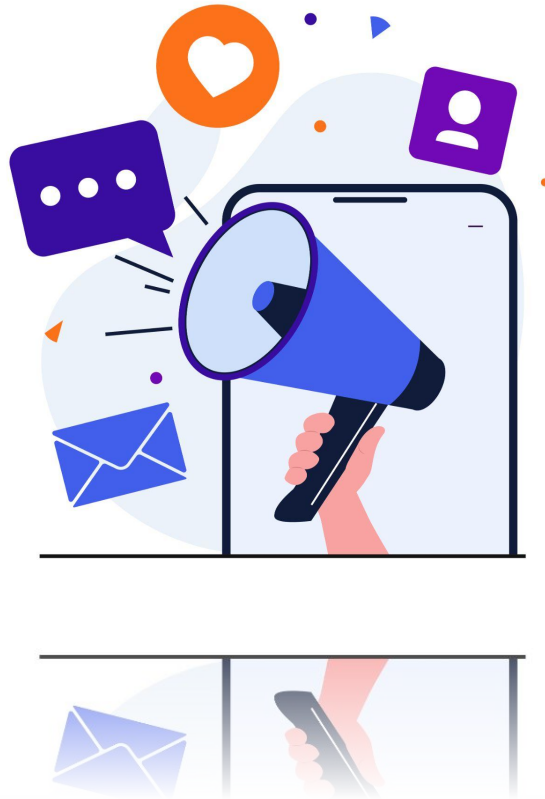
# PPC Summary + Next Steps

## Summary

- *Location 200 Miles Search Campaign* is at Position with **+527 Clicks**, **+40.5 Conversions**, and **Google Grants Ad Spend** of **\$1,345.13**.
- Specific Location Search Campaigns for both *North Sacramento* and *Tharp Road* have both seen increases in **Conversions** of **+3**.
- ***Calls from Ads*** had a strong increase of **+21 Conversions**. Thus, showing deeper interest in Forman, even if Application Form was not completed finished.
- Peach Tree Health's *GA4* has now been linked with it's *Google Ads*.

## Next Steps

- When available, import relevant PPC Conversions in Google Ads. - ***Newspeed***
- Continue to create Ads (using Search Matrixes) for Medical Services. - ***Newspeed***
  - Continue Vision Search Matrix, which is in-progress. - ***Newspeed***
- Continue to manage Keywords on a Weekly Basis. - ***Newspeed***



# Organic Social Media Marketing Overview

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*Currently not managed by Nowspeed*

# Organic Social Media Overview

(January 1 *thru* April 29, 2024)

Landing page	Session default channel group ▾	×	↓ Sessions	Users	New users	Average engagement time per session	Key events All events ▾
			722 2.45% of total	711 3.41% of total	701 3.48% of total	8s Avg -83.63%	0.00
1 /	Organic Social		675	672	665	5s	0.00
2 /location/peach-tree-north-sacramento	Organic Social		8	8	8	3m 09s	0.00
3 /our-providers	Organic Social		8	6	5	18s	0.00
4 /location/peach-tree-vision-chico	Organic Social		6	6	5	38s	0.00
5 (not set)	Organic Social		3	2	0	0s	0.00
6 /behavioral-health	Organic Social		3	3	3	0s	0.00
7 /mentalhealth2024	Organic Social		3	3	3	0s	0.00
8 /pharmacy	Organic Social		3	3	3	0s	0.00
9 /job-opportunities	Organic Social		2	2	0	4m 10s	0.00
10 /location/peach-tree-linda	Organic Social		2	2	2	8s	0.00
11 /medical-services	Organic Social		2	2	1	21s	0.00
12 /dental	Organic Social		1	1	1	43s	0.00
13 /hiv-prep	Organic Social		1	1	1	12s	0.00
14 /location/peach-tree-chiropractic	Organic Social		1	1	1	0s	0.00
15 /location/peach-tree-live-oak	Organic Social		1	1	1	2m 55s	0.00
16 /location/peach-tree-yuba-city	Organic Social		1	1	0	27s	0.00
17 /medi-cal-enrollment-inquiry	Organic Social		1	1	1	0s	0.00
18 /vision	Organic Social		1	1	1	28s	0.00

- Organic Social Sessions total 722 with Average Engagement Time of 8 seconds.



# Organic Social Media Top 5 Pages

(January 1 *thru* April 29, 2024) vs (September 1 *thru* December 29, 2023)

Landing page		Session default channel group	×	↓ Sessions	Users	New users	Average engagement time per session
SHOW ALL ROWS							
				722 vs. 220 ↑ 228.18%	711 vs. 211 ↑ 236.97%	701 vs. 204 ↑ 243.63%	8s vs. 22.37 ↓ -59.86%
1	/	Organic Social					
	Jan 1 - Apr 29, 2024			675	672	665	5s
	Sep 3 - Dec 31, 2023			165	165	164	19s
	% change			309.09%	307.27%	305.49%	-70.85%
2	/location/peach-tree-north-sacramento	Organic Social					
	Jan 1 - Apr 29, 2024			8	8	8	3m 09s
	Sep 3 - Dec 31, 2023			12	12	12	50s
	% change			-33.33%	-33.33%	-33.33%	277.11%
3	/our-providers	Organic Social					
	Jan 1 - Apr 29, 2024			8	6	5	18s
	Sep 3 - Dec 31, 2023			4	4	4	40s
	% change			100%	50%	25%	-53.68%
4	/location/peach-tree-vision-chico	Organic Social					
	Jan 1 - Apr 29, 2024			6	6	5	38s
	Sep 3 - Dec 31, 2023			7	5	2	19s
	% change			-14.29%	20%	150%	104.39%
5	(not set)	Organic Social					
	Jan 1 - Apr 29, 2024			3	2	0	0s
	Sep 3 - Dec 31, 2023			6	6	0	6s
	% change			-50%	-66.67%	0%	-100%

- Organic Social Sessions are up +522, while Average Engagement Time is down - 14 Mins 37 Seconds.
- Top Page is The Home Page, which is expected.