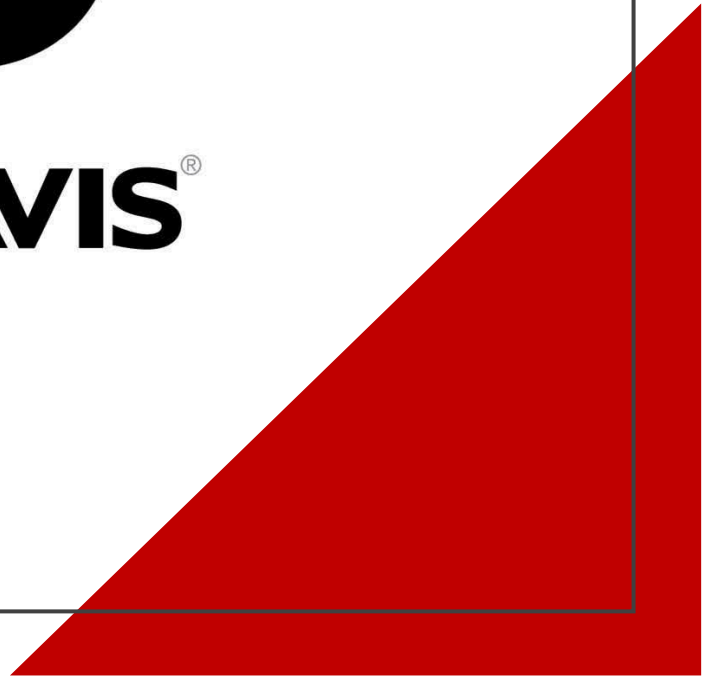




SEO Report

Paul Davis Restoration
April 2024



Analytics

4/1/2024 - 4/30/2024

Users 1051

New Users 821

	<u>Website Page</u>	<u>Views</u>	<u>Users</u>	<u>Engagement Time</u>
	Homepage	1234	942	9s
/services/flood-damage-restoration-repair		52	39	2s
	/contact-us	37	31	25s
	/our-team	37	24	1m 9s
	/remodeling-services	36	28	21s
/services/water-damage-restoration-repair		25	22	14s
	/about-us	14	14	21s
	/why-paul-davis	10	9	27s
/remodeling-services-bathrooms		8	6	1m 6s
	/before-after	7	6	26s

<u>Event Count</u>		<u>Acquisition</u>	
First Visit	821	Direct	312
Form Start	28	Organic Search	69
Page View	24	Organic Social	9
Scroll	146	Paid Search	315
Session Start	1305	Referral	139
User Engagement	1000	Unassigned	7
View Search Results	14	Cross-Network	202
		Organic Shopping	1

Events:

Click – Fires when an outbound link is clicked.

File Download - Fires whenever a file gets downloaded on your site.

First Visit – The first visit event identifies new users on your site

Form Start - Fires when a visitor first interacts with a form on your site.

Page View – The event counts page views whenever a page loads.

Scroll - Fires when a user scrolls 90% of the way down a page.

Session Start – Fires when a viewer visits your site, is unique & cumulative.

User Engagement – Lasts 10 seconds or more, involves multiple page views, has one or more conversion events.

View Search Results - Fires whenever a user is presented with a page containing search results after using the search function on your site.

Acquisition Channels:

Direct - This traffic came to your site by entering your URL directly into the address bar of browsers.

Cross-Network - The channel by which users arrive at your site via ads that appear on a variety of networks.

Organic Search - This traffic found your site in a search engine such as Google or Bing.

Organic Shopping - The channel by which users arrive at your site via non-ad links in organic search results.

Organic Social - This traffic will be counted from people who find your page through an associated social media account, but not a social media placed ad.

Paid Search - This traffic comes from your paid search ads which appear in the search results of Bing, Google, or other search network players like AOL and Ask.com.

Referral - This traffic followed a backlink from another website to yours, and you'll see this traffic if it doesn't fall under one of the other acquisition channels.

Unassigned - Refers to data that cannot be attributed to a specific category or dimension.

Core Web Vitals

Site Speed*	Desktop	Mobile
Load Time	2.0s	8.6s
Interactivity	1398ms	4440.9ms
Visual Stability	.008s	0
First Contentful Paint	.9s	3.4s
Speed Index	5.1s	11.8
Total Blocking Time	850ms	3690ms

	3/7/2024	5/10/2024
MOZ DA	43	44
Spam Score	2%	2%

Largest Contentful Paint (LCP)/ Load Time - The time it takes for a page's main content to load. An ideal LCP measurement is less than or equal to 1.8 seconds.

First Input Delay (FID)/ Interactivity - The time it takes for a page to become interactive so as not to be blocked from responding to user input, such as mouse clicks, or screen taps. An ideal measurement is less than or equal to 100 milliseconds.

Cumulative Layout Shift (CLS)/ Visual Stability - The amount of unexpected layout shift of visual page content or how much your page layout shifts or jumps while it's loading. An ideal measurement is less than or equal to 0.1.

First Contentful Paint (FCP) - the time in which the first text or image is loaded, in seconds. Ideal =< 1.8

Speed Index - how quickly the content of a page are visibly populated, in seconds. Ideal =< 3.4

Total Blocking Time - The sum of all time periods between FCP and FID, when task length exceeded 50 milliseconds. Ideal =< 200.

* Site Speeds can vary depending on outside factors such as individual device and internet connection issues.

MOZ DA* - Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs). Range 1 - 100.

Spam Score - Represents the percentage of sites with similar features we've found to be penalized or banned by Google. Ideal =< 30%

*DA scores are not a Google ranking factor and are not used by Google.

SEO Issues Detected*

Errors

Warnings

Notices

- 18 pages have slow load
- 7 issues with duplicate title
- 5 pages have duplicate content
- 5 pages have duplicate meta descriptions
- 1 page doesn't have a title tag
- 570 issues with unminified JavaScript and CSS files
- 91 pages have low text-HTML ratio
- 21 pages don't have an h1 heading
- 16 pages have too much text within the title tags
- 3 external links are broken
- 1 page doesn't have a meta description
- 48 pages have only one incoming internal link
- 30 links have no anchor text
- 25 links have non-descriptive anchor text
- 3 URLs with a permanent redirect
- 1 outgoing external link contains a nofollow attribute

*SEO Issues that are reported require individual exploration and analysis to determine if it is a critical issue, if it needs to be remedied, and/or how to best resolve the issue.

Google Ads

Paul Davis Performance Max Ads Reports

Customer ID: 330-371-0297

Generated on: May 13, 2024

Performance Max campaigns placement	All time
Performance Max placement ▾	↓ Impr. ▾
Google Owned & Operated	930
mobileapp::2-com.vitastudio.color.paint.free.coloring.numb	593
foxnews.com	434
Mobile App: WLBT 3 On Your Side (iTunes App Store), by Gray Television Group, Inc.	425
Mobile App: Coloring Book -Color by Number (iTunes App Store), by Doodle Mobile Limited	424
Mobile App: Solitaire (Google Play), by Mouse Games	317
wibt.com	315
mobileapp::10002-ca-mb-app-pub-6286023154905236	239
Mobile App: SmartNews: News That Matters (iTunes App Store), by SmartNews, Inc.	160
Mobile App: Weather Underground: Local Map (iTunes App Store), by Weather Underground, LLC	150
Total	7,762

1 - 50 of 211

Paul Davis Report					All time
Clicks ⓘ	Impr. ⓘ	Phone calls ⓘ	Phone impr. ⓘ	Results ⓘ	
2.9K	94.8K	2	91	1,713.00	

Campaign performance						All time
Campaign ▾	Campaign state ▾	Campaign type ▾	↓ Clicks ▾	Impr. ▾	CTR ▾	
Website traffic-Performance Max-1	Enabled	Performance Max	2,902	94,851	3.06%	
Total			2,902	94,851	3.06%	

Call details						All time
Start time ↑	Duration (seconds) ▾	Caller country code	Caller area code	Caller phone number	Recording	
Apr 8, 2024, 10:00:00 AM	699	1	601	+1 601-812-8839	Unverified URL	
Apr 11, 2024, 8:00:00 AM	87	1	601	+1 601-937-3901	Unverified URL	

Google Adwords

Most Shown Top Combinations:

Top combinations

Video



Headline
Paul Davis

Preview ads

Video



Headline
Paul Davis

Preview ads

Image



Logo



Headline
Paul Davis Restoration

Description
Paul Davis Restoration of Central Mississippi.

Business name
Paul Davis Restoration

Preview ads

Headline
Mississippi Restoration

Description
Paul Davis Restoration — Call Paul Davis of Central Mississippi MS for prompt help after an emergency.

Preview ads

Headline
Paul Davis Restoration

Description
Mississippi Restoration — Call Paul Davis of Central Mississippi MS for prompt help after an emergency.

Preview ads

Headline
Paul Davis Restoration | Mississippi Restoration | Paul Davis

Description
Paul Davis Is Certified, Qualified and Professional. This Is Why You Need to Call Paul. We Are Here to Assist You in the Mitigation and Restoration of Your Property.

Sitelink
[Remodeling Services](#)
[About Us](#)

Call
[\(601\) 398-0260](tel:(601)398-0260)

Lead form
[The Difference Makers™](#)
Full name (and 4 more)

Preview ads

Headline
Paul Davis Restoration

Description
Full Service Restoration — Paul Davis Is Certified, Qualified and Professional. This Is Why You Need to Call Paul. We Are Here to Assist You in the Mitigation and Restoration of Your Property.

Call
[\(601\) 398-0260](tel:(601)398-0260)

Preview ads


Video



Headline
Paul Davis Restoration

Google Adwords

Possible Ad Combinations:




WE SERVE PEOPLE IN THEIR TIME OF NEED.

Water & Flood Damage Cleanup

Call Paul Davis of Central Mississippi MS for prompt help after an emergency

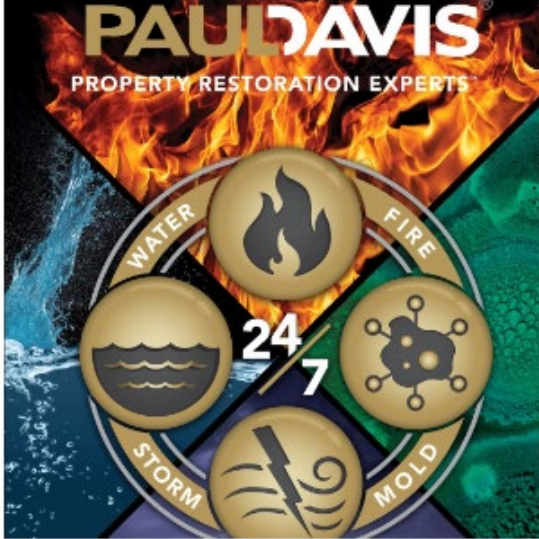
[Learn more](#)



Onsite services available

Paul Davis Restoration of Central Mississippi

[Learn more](#)



PAUDAVIS
PROPERTY RESTORATION EXPERTS

24/7

Learn more

Property Damage Restoration

We Are Here to Assist You in the Mitigation and Restoration of Your Property

Ad · Paul Davis Restoration

Google Adwords

Display Ad Preview:



There are times a picture will be placed with the ad, if shown on sites including YouTube, and other display sites. (This is an example)

To preview this ad , you can go here:
<https://bit.ly/4bvGW4I>

Google Adwords

Popular Keywords Searched:

Search themes BETA ^

What are some words or phrases people use when searching for your products or services? ?

Add search themes (17 of 25)

- remodeling ×
- water damage ×
- water remediation ×
- water restoration ×
- mold restoration ×
- restoration services ×
- servpro ×
- fire damage restoration ×
- flood cleanup ×
- flood restoration ×
- mold remediation ×
- fire cleanup ×
- puroclean ×
- paul davis ×
- 1800waterdamage ×
- puroclean.com ×
- servpro.com ×

Add search themes (up to 25)

Call Log:

Start time ↑	Duration (seconds)	Caller country code	Caller area code	Caller phone number	Recording	Status ▼	Call source ▼	Call type ▼	Campaign ▼
Apr 8, 2024, 10:00:00 AM	699	1	601	+1 601-812-8839	Unverified URL	Received	Ad	Mobile click-to-call	Website traffic-Performance Max-1
Apr 11, 2024, 8:00:00 AM	87	1	601	+1 601-937-3901	Unverified URL	Received	Ad	Mobile click-to-call	Website traffic-Performance Max-1

Google Geotagged Map

The image shows a Google Business Profile interface for 'Restoration' in Flowood, Mississippi. The main map displays a series of concentric circles representing different search radii: 5-mile (purple), 10-mile (blue), and 15-mile (pink). Numerous geotagged locations are marked with colored pins (A, B, C, D, E, F, G, H) across the map, primarily concentrated within the 10-mile radius. The left sidebar contains the business profile details and filter options.

Restoration
GOOGLE BUSINESS PROFILE

<https://central-mississippi.pauldavis.com/>
Repair, clean up damage of storm, water, fire, mold, etc. +50 yrs. Growing network, 135 views
Published on April 19
[SHARE](#)

Paul Davis

- Paul Davis Restoration of Central Mississ...
- 5 - Mile Radius
- 10 - Mile Radius
- 15 - Mile Radius
- ... 7 more

Central

- All items

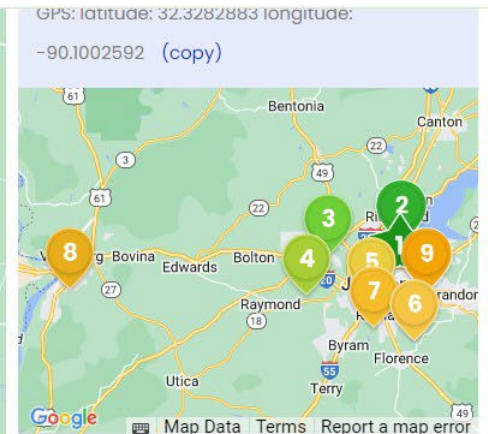
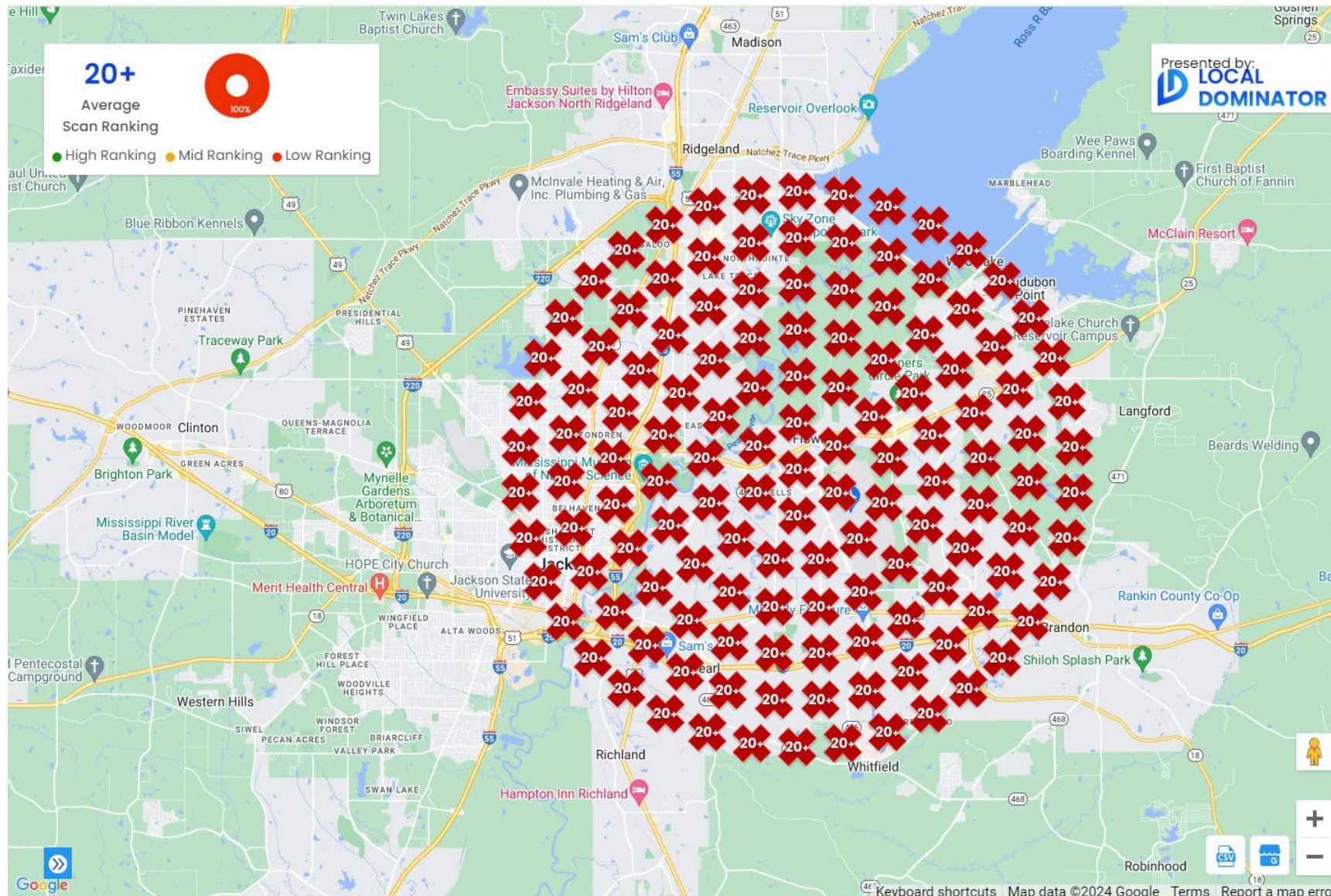
Mississippi

- All items

Directions from 509 Dexter Dr, Flowood, ...

- A 509 Dexter Dr, Flowood, MS 39232, Unite...
- B O'Quinn Ln, Hermanville, MS 39086, USA
- C 5 Henry Hall Ln, Mt Olive, MS 39119, USA
- D 295 Smith Ln, Carthage, MS 39051, USA
- ... 6 more

Heat Map



- Paul Flood Real Estate**
545 Rollingwood Dr,
Jackson, MS 39211,
United States
2 ★★ (1)
[View on Google](#)
- Flood Richard**
661 US-51 #2a,
Ridgeland, MS 39157,
United States
1 ★ (2)
[View on Google](#)
- Rankin Hinds Pearl River Flood**
Fairgrounds, Jackson,
MS 39209, United

Any links from social media should go to some page on central-mississippi.pauldavis.com instead of to the parent site of pauldavis.com.

Paul Davis Restoration of Central MS
restoration, mold remediation, roofing & repairs.

Page · Construction Company

509 Dexter Dr, Flowood, MS, United States, Mississippi

(601) 398-0260

some@pauldavis.com

Paul Davis Restoration of Central MS
3 days ago ·

Stay proactive and safeguard your home with essential fire safety measures. Prevention is your strongest ally against unexpected fires. Let's keep our homes safe and secure together.

<https://tinyurl.com/4hm2w2pm>

Full Service Water, Fire and Mold Cleanup and Restoration Specialists COVID-19 24/7 Response Call or Text (888) 244-9840

PAULDAVIS
RECOVER • RECONSTRUCT • RESTORE

Search Website For: Search Find your local Paul Davis Get help immediately Assign Claim

Services Why Paul Davis Insurance Professionals Contact COVID-19 Cleaning Careers



Practice These Five Fire Safety Tips Around Your Home To Avoid Unexpected Ignition

Comment Share

Karen Wilson

toration of Central MS

Today we're shining a big, bright light on Kagan, one of our incredible team of in-house tradesmen. His eye for detail and unmatched work ethic set a high standard. Every day, he shows us what dedication looks like in action. Thank you, Kagan, for your leadership by example. Your hard work doesn't just rebuild lives. #PaulDavisRestoration