

## SEO Report // Regional Cancer Care Associates

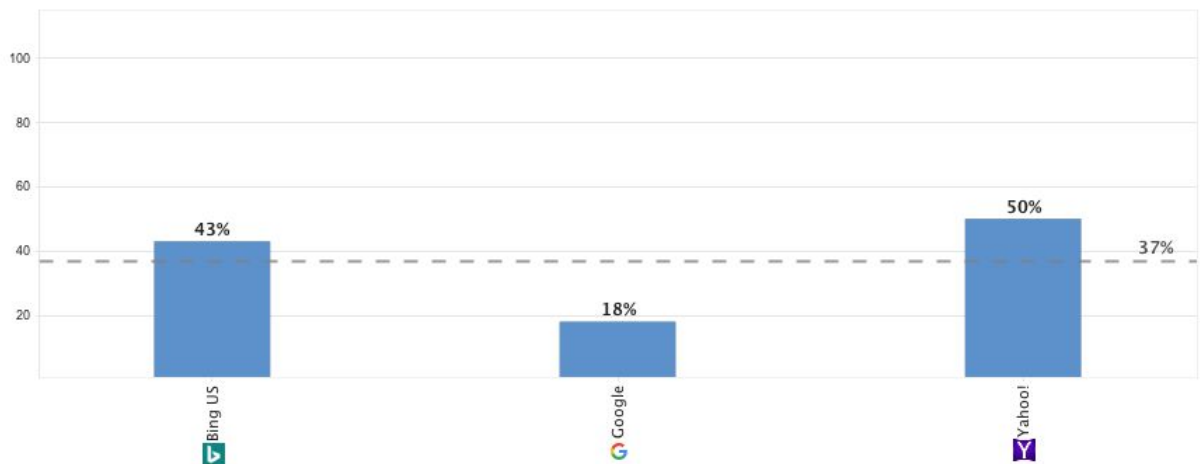
Regional Cancer Care Associates' overall monthly visibility for the keywords is up 37% beginning Search Engine Optimization on this website. In the past month, we have added 10 additional keywords to our keyword list. The website currently has an additional 48 keywords ranked in the #1 spot, 84 additional keywords ranked in the Top 3 and an additional 130 keywords ranked in the Top 10 on Google, Google Mobile, Yahoo and Bing.

## Overall Monthly Visibility

37% ↑ 37%
























































## Current Visibility by Search Engine



## Top Search Engine Rankings: Overview

Ranked 1st	48		+48	48 rankings found for 26 keywords in 3 search engines
In Top 3	84		+84	84 rankings found for 50 keywords in 3 search engines
In Top 10	130		+130	130 rankings found for 65 keywords in 3 search engines
In Top 50	178		+178	178 rankings found for 92 keywords in 3 search engines
Not in Top 50	113		-178	113 rankings found for 69 keywords in 3 search engines
Moved up	130			130 rankings found for 80 keywords in 2 search engines
Moved down	0			0 rankings found for 0 keywords in 0 search engines

## All Search Engine Rankings

Keyword ▼	 Bing US	 Google	 Yahoo!
Amita B. Patel, NP-C	1 	1 —	1 
Andrei M. Dobrescu, MD	2 	— —	2 
Aysha Khalid	12 	9 —	Not in top 50 —
Aysha Khalid, MD	4 	8 —	6 
Beiqing Pan, MD, PhD	1 	— —	1 
Blood Disorders in Central Jersey	1 	1 —	1 
Brian F. Canavan, DO	3 	— —	Not in top 50 —
Bruce H. Wallach, MD	1 	— —	4 
Bruno Fang, MD	7 	— —	7 
Bruno S. Fang, MD	4 	— —	1 
Cancer Care Associates Doctors in Central Jersey	Not in top 50 —	— —	1 
Cancer Clinical Trials in New Jersey	Not in top 50 —	— —	15 
Cancer Doctors in Central Jersey	15 	— —	2 
Cancer Doctors in Jersey	Not in top 50 —	— —	Not in top 50 —
Cancer Doctors in New Jersey	Not in top 50 —	— —	Not in top 50 —
Cancer Pharmacy in Central New Jersey	1 	2 —	2 
Cancer Pharmacy in New Jersey	2 	13 —	2 
Cancer Pharmacy Services in Central New Jersey	Not in top 50 —	1 —	1 
Cancer Surgery in Central New Jersey	2 	— —	2 
Cancer Surgery in New Jersey	Not in top 50 —	— —	2 
Cancer Treatment in Central New Jersey	6 	13 —	3 
Cancer Treatment in East Brunswick	12 	24 —	12 
Cancer Treatment in East Brunswick New Jersey	9 	6 —	8 
Cancer Treatment in Edison	Not in top 50 —	Not in top 50 —	15 
Cancer Treatment in Edison New Jersey	Not in top 50 —	17 —	35 
Cancer Treatment in New Jersey	Not in top 50 —	— —	Not in top 50 —
Cancer Treatment in Somerset	Not in top 50 —	— —	18 
Cancer Treatment in Somerset New Jersey	Not in top 50 —	— —	12 
Cancer Treatment in Somerville	9 	— —	9 
Cancer Treatment in Somerville New Jersey	3 	— —	8 
Central Jersey Oncology	1 —	— —	1 —
Central Jersey RCCA	1 	5 —	1 
centraljerseyrcca.com	1 	1 —	1 
Chemo in Central New Jersey	Not in top 50 —	— —	2 
Chemo in New Jersey	Not in top 50 —	— —	Not in top 50 —
Chemotherapy Treatment in Central New Jersey	Not in top 50 —	— —	Not in top 50 —
Chemotherapy Treatment in New Jersey	3 	— —	Not in top 50 —
Clinical Trials in New Jersey	Not in top 50 —	— —	Not in top 50 —
Dr Bruno Fang	Not in top 50 —	— —	Not in top 50 —

Dr Ellen Ronnen	19	—	—	—	19	—
Dr George Karp	Not in top 50	—	—	—	46	—
Dr Michael Nissenblatt	Not in top 50	—	—	—	30	—
Dr. Amita Patel	Not in top 50	—	—	—	Not in top 50	—
Dr. Amjad	Not in top 50	—	—	—	Not in top 50	—
Dr. Beiqing Pan	Not in top 50	—	—	—	13	↑
Dr. Bruce Wallach	Not in top 50	—	—	—	Not in top 50	—
Dr. Canavan	Not in top 50	—	—	—	Not in top 50	—
Dr. Dobrescu	Not in top 50	—	—	—	28	↑
Dr. Edward Licitra	Not in top 50	—	—	—	Not in top 50	—
Dr. Eileen Peng	Not in top 50	—	—	—	1	↑
Dr. Ellen Ronnen	Not in top 50	—	16	—	19	↑
Dr. Fang	Not in top 50	—	—	—	Not in top 50	—
Dr. Flocco	Not in top 50	—	—	—	Not in top 50	—
Dr. Hill	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. James Salwitz	Not in top 50	—	—	—	Not in top 50	—
Dr. Jonathan Rosenbluth	Not in top 50	—	12	—	Not in top 50	—
Dr. Karp	Not in top 50	—	—	—	35	↑
Dr. Kathleen Toomey	Not in top 50	—	—	—	30	↑
Dr. Khalid	Not in top 50	—	—	—	Not in top 50	—
Dr. Licitra	30	↑	—	—	26	↑
Dr. Maria Hill	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Maurren Thyne	Not in top 50	—	—	—	39	↑
Dr. Michael Nissenblatt	Not in top 50	—	—	—	30	↑
Dr. Nissenblatt	Not in top 50	—	—	—	19	↑
Dr. Pan	Not in top 50	—	—	—	Not in top 50	—
Dr. Patel	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Peng	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Phillip Reid	Not in top 50	—	13	—	Not in top 50	—
Dr. Reid	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Richard Schuman	Not in top 50	—	—	—	Not in top 50	—
Dr. Ronnen	14	↑	23	—	13	↑
Dr. Rosenbluth	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Salwitz	Not in top 50	—	—	—	29	↑
Dr. Schuman	Not in top 50	—	—	—	Not in top 50	—
Dr. Seeta Trivedi	Not in top 50	—	—	—	19	↑
Dr. Shannon Woerner	3	↑	—	—	6	↑
Dr. Steven Young	19	↑	—	—	19	↑
Dr. Thyne	Not in top 50	—	—	—	Not in top 50	—
Dr. Tina Flocco	19	↑	—	—	3	↑
Dr. Toomey	Not in top 50	—	—	—	Not in top 50	—
Dr. Trivedi	Not in top 50	—	—	—	Not in top 50	—

Dr. Wallach	Not in top 50	—	—	—	Not in top 50	—
Dr. Woerner	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Young	Not in top 50	—	—	—	Not in top 50	—
Edward J. Licitra, MD, PhD	1	↑	—	—	1	↑
Eileen R. Peng, PharmD	1	↑	—	—	1	↑
Ellen A. Ronnen, MD	3	↑	10	—	3	↑
George I. Karp	4	↑	—	—	Not in top 50	—
George I. Karp, MD	Not in top 50	—	—	—	7	↑
George Karp	Not in top 50	—	—	—	28	↑
Hematology Care for Blood Disorders in Central Jersey	1	↑	—	—	1	↑
Hematology in Central Jersey	1	↑	7	—	2	↑
Hematology Treatment in Central New Jersey	1	↑	10	—	1	↑
Hematology Treatment in New Jersey	2	↑	14	—	4	↑
Hemetology Oncology Associates	Not in top 50	—	—	—	Not in top 50	—
James C. Salwitz, MD	8	↑	13	—	1	↑
Jonathan Z. Rosenbluth, MD	1	↑	4	—	1	↑
Kathleen C. Toomey, MD	2	↑	—	—	2	↑
Kathleen Toomey	10	—	—	—	14	—
Kathleen Toomey MD	4	—	—	—	3	—
Maqsood Amjad, MD	2	↑	—	—	8	↑
Maria T. Hill, NP-C	Not in top 50	—	1	—	12	↑
Maureen E. Thyne, RPA-C	1	↑	—	—	1	↑
Michael J. Nissenblatt, MD	4	↑	—	—	3	↑
Michael Nissenblatt	5	—	—	—	8	—
Oncology Pharmacy in Central New Jersey	1	↑	10	—	1	↑
Oncology Pharmacy in New Jersey	11	↑	24	—	11	↑
Oncology Treatment in Central New Jersey	1	↑	16	—	2	↑
Oncology Treatment in New Jersey	4	↑	Not in top 50	—	4	↑
Oncology-Hematology Treatment in Central New Jersey	1	↑	7	—	1	↑
Phillip D. Reid, MD	4	↑	—	—	4	↑
Radiation Oncology in Central New Jersey	2	↑	—	—	2	↑
Radiation Oncology in New Jersey	Not in top 50	—	—	—	Not in top 50	—
Radiation Treatment in Central New Jersey	3	↑	—	—	2	↑
RCCA	Not in top 50	—	Not in top 50	—	9	↑
RCCA NJ	2	—	—	—	4	—
Regional Cancer Care	9	—	—	—	9	—
Regional Cancer Care Associates	Not in top 50	—	4	—	3	↑
Regional Cancer Care Associates in Somerville	2	↑	—	—	3	↑
Richard M. Schuman, MD	4	↑	—	—	Not in top 50	—
Richard Schuman	Not in top 50	—	—	—	42	—
Seeta Trivedi, MD	7	↑	—	—	7	↑
Shannon L. Woerner, ANP-BC	1	↑	1	—	1	↑
Steven E. Young, MD	5	↑	—	—	3	↑




## Group Report

Oct 01, 2016 - Oct 31, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.

## Included in this Report

 Regional Cancer Care Associates, Central J..  CJ\_Oncology

Activity Overview



3,282  
IMPRESSIONS



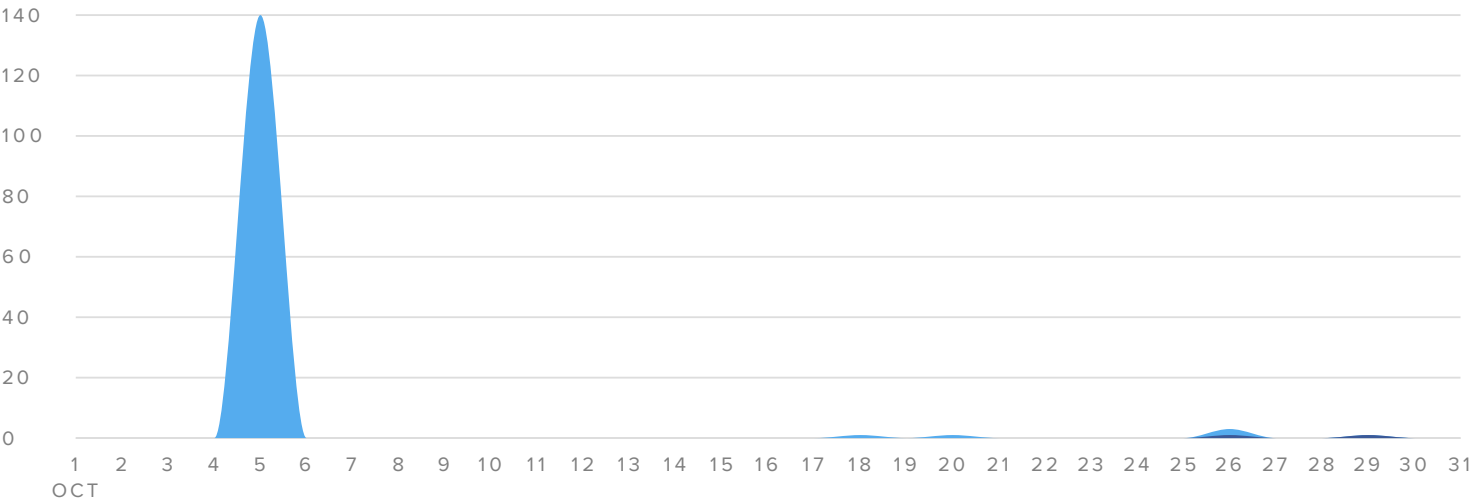
27  
ENGAGEMENTS



6  
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



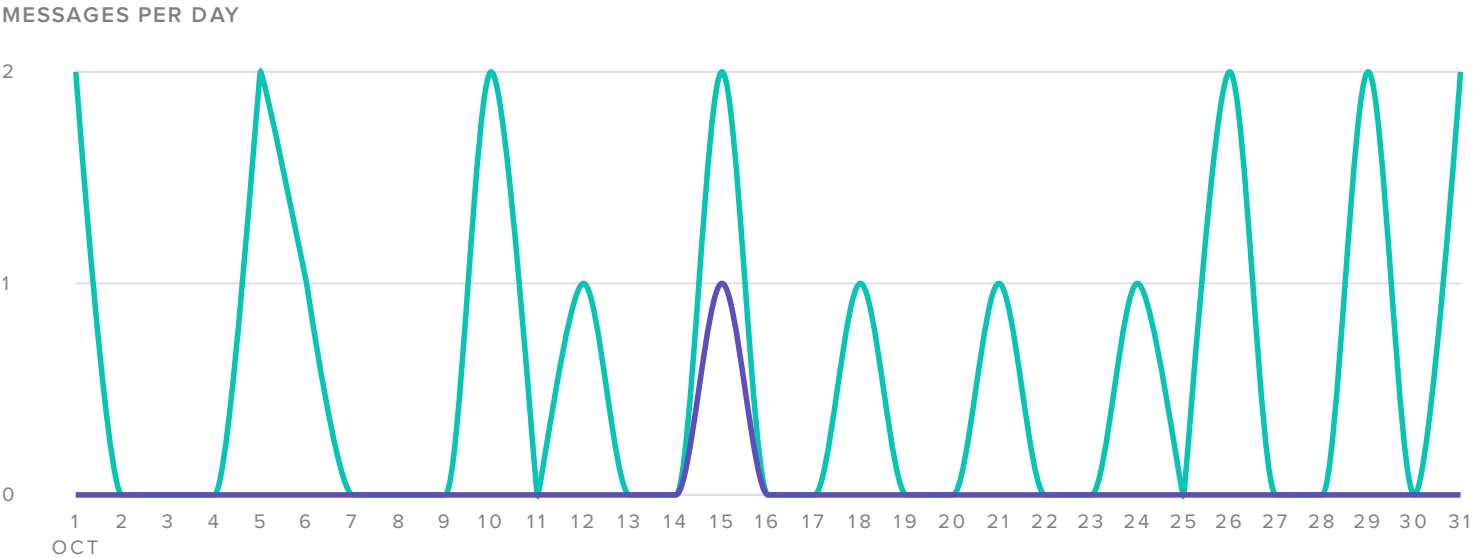
AUDIENCE GROWTH METRICS	■ FACEBOOK ■ TWITTER	
	TOTALS	CHANGE
Total Fans	378	▲ 60.2%
New Facebook Fans	—	▼ 100.0%
New Twitter Followers	142	—
Total Fans Gained	142	▲ 7,000.0%

Total fans increased by

▲ **60.2%**  
since previous month



Message Volumes



SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	10	–
Twitter Messages Sent	9	▼ 18.2%
Total Messages Sent	19	▼ 9.5%

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	–	▼ 100.0%
Twitter Messages Received	1	–
Total Messages Received	1	▼ 66.7%

The number of messages you sent decreased by

▼ 9.5%

since previous month

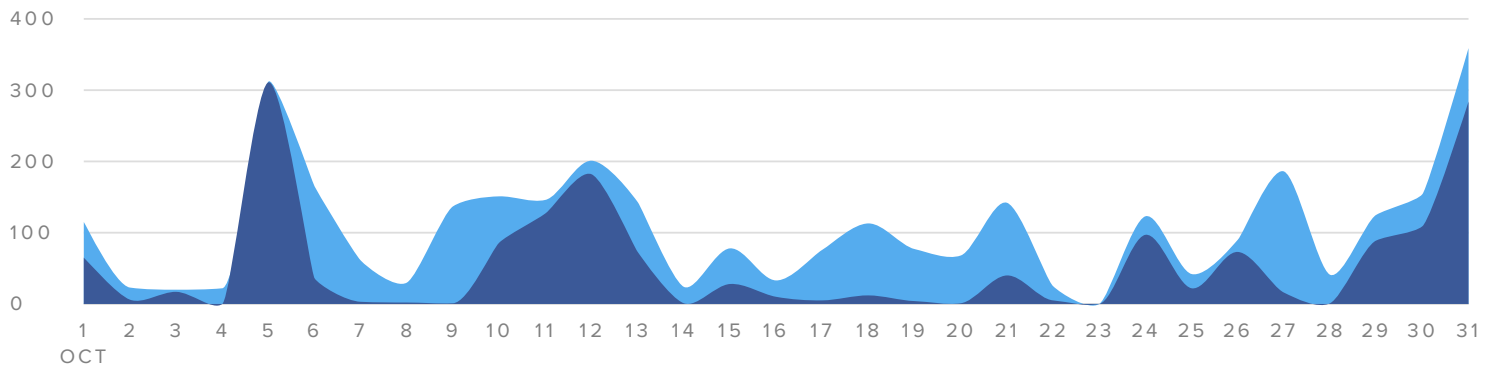
The number of messages you received decreased by

▼ 66.7%

since previous month

## Impressions

## IMPRESSIONS PER DAY



Facebook Twitter

IMPRESSIONS METRICS	TOTALS	CHANGE
Facebook Impressions	1,706	▼ 19.1%
Twitter Impressions	1,576	▲ 1,732.6%
Total Impressions	3,282	▲ 49.5%

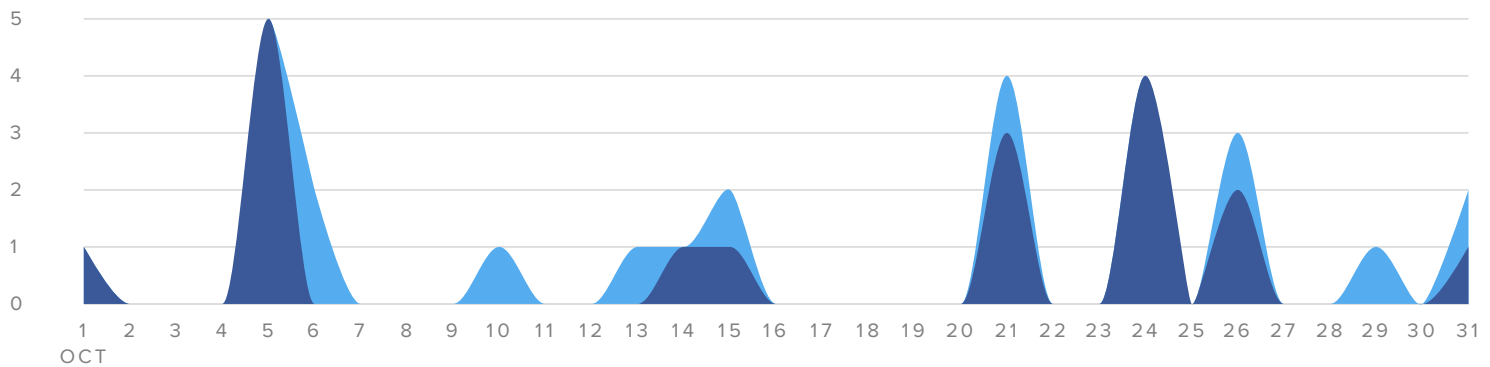
Total Impressions increased by

▲ 49.5%

since previous month

## Engagements

## ENGAGEMENTS PER DAY



Facebook Twitter



ENGAGEMENT METRICS	TOTALS	CHANGE
Facebook Engagements	18	▼ 48.6%
Twitter Engagements	9	▲ 800.0%
Total Engagements	27	▼ 25.0%

The number of engagements decreased by

▼ 25.0%

since previous month

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regional Cancer Research Center Facebook page	236	–	8	1,706	213	18	2.3	6
 Regional Cancer Research Center @CJ_Oncology	142	100.00%	9	1,576	175	9	1.0	–



Facebook Pages Report  
for **Regional Cancer Care Associates, Central Jersey**  
**Division**

Oct 01, 2016 - Oct 31, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview



1,706  
IMPRESSIONS



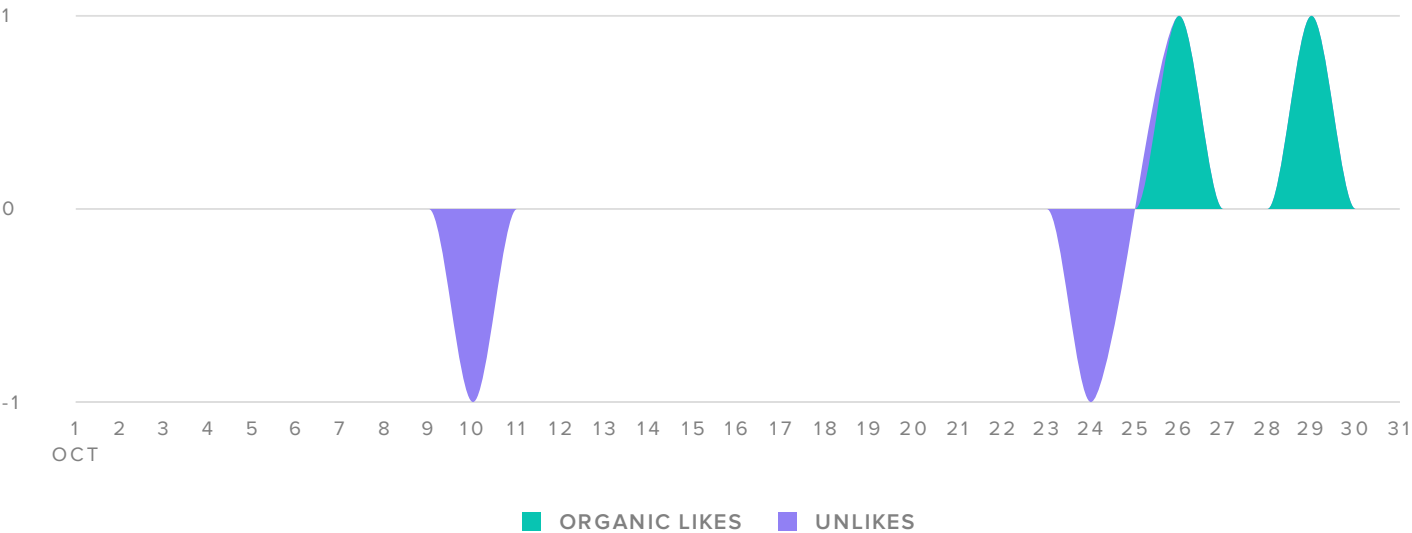
18  
POST ENGAGEMENTS



6  
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



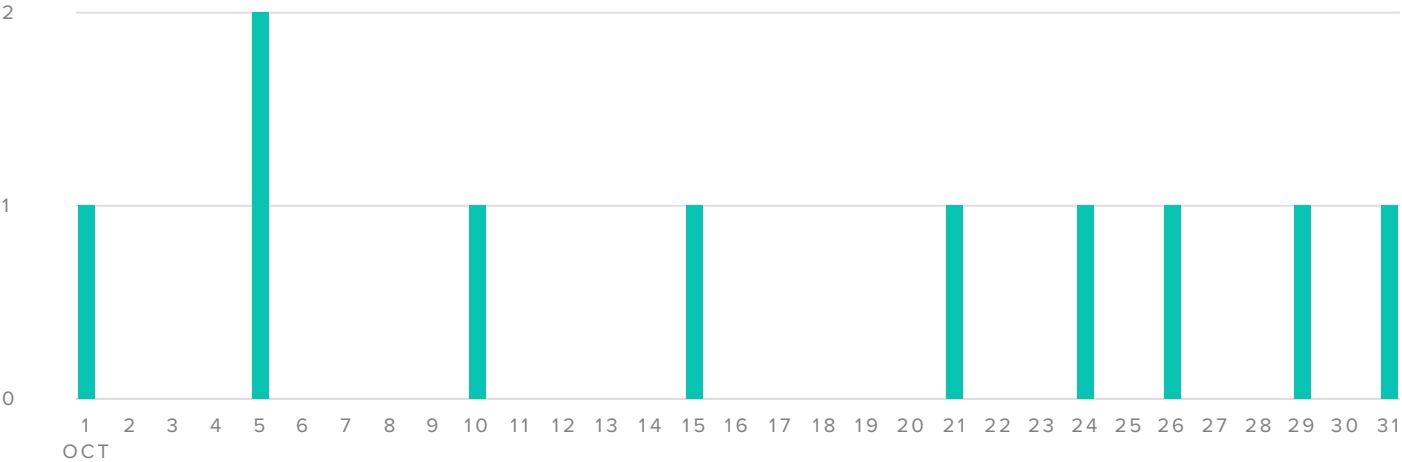
AUDIENCE GROWTH METRICS	TOTALS
Total Fans	236
Organic Likes	2
Unlikes	2
Net Likes	-

Total fans increased by

since previous month

Publishing Behavior

POSTS, BY DAY








■ POSTS SENT

PUBLISHING METRICS	TOTALS
Photos	3
Videos	–
Posts	7
Total Posts	10

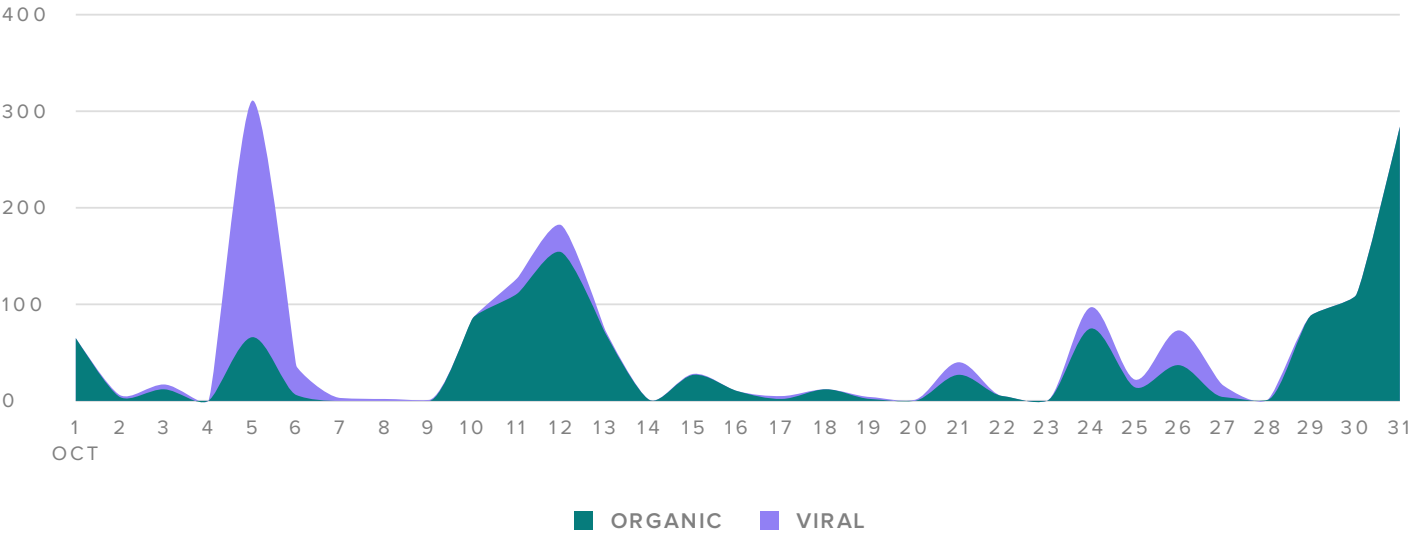
The number of posts you sent increased by  since previous month

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p><b>Regional Cancer Care Associates, Central Jersey Division</b></p> <p>Today is National Mammography Day! It's recommended by many doctors that women over the age of 40 get regular mammograms. If breast cancer is detected early, the five year survival rate is 100%! Create your early detection plan with the <b>National Breast Cancer Foundation</b>:</p> <p><a href="#">🔗 Breast Cancer Awareness Month :: The National Breast Cancer Foundation</a></p> <p>(Post) October 21, 2016 9:32 am</p>	2	—	6.9%	29
 <p><b>Regional Cancer Care Associates, Central Jersey Division</b></p> <p>You shouldn't have to face a cancer diagnosis alone. Visit us online for a list of support resources we recommend.</p> <p><a href="#">🔗 Providing Support for Cancer Patients in Central New Jersey</a></p> <p>(Post) October 26, 2016 9:32 am</p>	1	—	5.4%	37
 <p><b>Regional Cancer Care Associates, Central Jersey Division</b></p> <p>Dear Friends, Each year our very own Dr. Nissenblatt participates in the New York City Marathon as a part of Fred's Team, which raises money to help raise funds for <b>Memorial Sloan Kettering Cancer Center</b>. Some of us donate time and compassion, others offer scientific support, and still others, perhaps YOU, can offer the much needed money to accomplish our goals. The marathon is only 12 days away. This year, we ask you help <b>Fred's Team - MSKCC</b> achieve their goal of raising awareness and money to find the cure for cancer.</p> <p><a href="#">🔗 Fred's Team</a></p> <p>(Post) October 24, 2016 12:48 pm</p>	3	—	5.1%	78
 <p><b>Regional Cancer Care Associates, Central Jersey Division</b></p> <p>How do you support a friend or loved one with cancer? What can you do? What should you say?</p> <p><a href="#">🔗 What can I do? What can I say?   Susan G. Komen®</a></p> <p>(Post) October 15, 2016 9:31 am</p>	—	—	4.4%	23
 <p><b>Regional Cancer Care Associates, Central Jersey Division</b></p> <p>The best cancer treatment starts with prevention.</p> <p><a href="#">🔗 Lower Your Risk for Breast Cancer</a></p> <p>(Post) October 12, 2016 3:25 pm</p>	—	—	3.8%	53

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	1,273
Viral Impressions	433
Total Impressions	1,706
Users Reached	870

Total Impressions decreased by

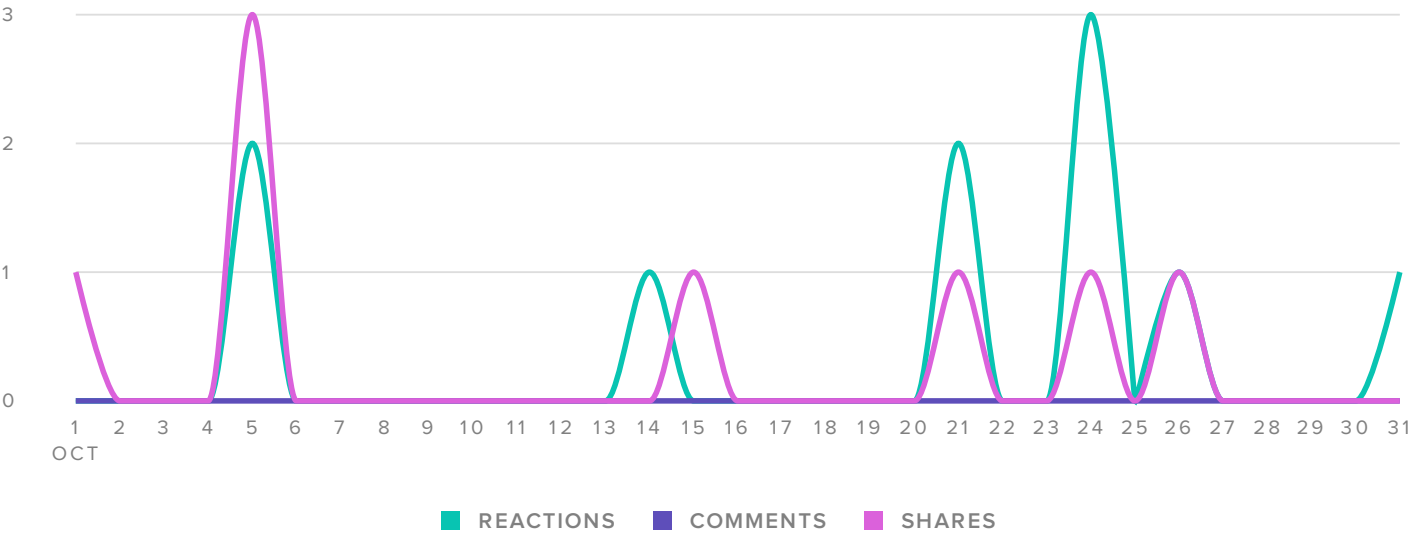
▼ **19.1%**

since previous month



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	10
Comments	–
Shares	8
Total Engagements	18

Total Engagements decreased by  
**▼ 48.6%**  
since previous month

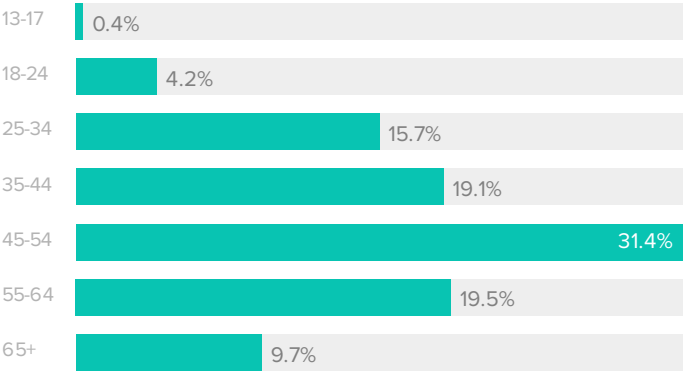
Demographics

PAGE FANS

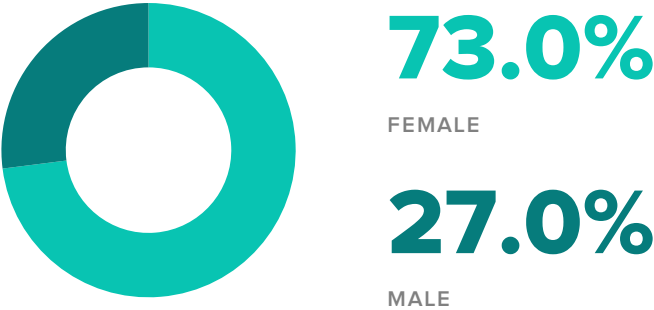
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE




BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.

TOP COUNTRIES		TOP CITIES	
United States	224	East Brunswick, NJ	15
India	3	Edison, NJ	10
Costa Rica	1	Monroe Township, Middlesex County, NJ	9
Peru	1	Sayreville, NJ	9
United Kingdom	1	New York, NY	9

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regional Cancer Care A..	236	–	10	1,706	171	18	1.8	6