

CASE STUDY: INSIGHTS ON WEB TRAFFIC WITH ANALYTICS

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CHALLENGE

The client knew their web traffic had grown because they were receiving increased call volume to their web-site only 1-800 phone number, but they had no way of knowing where that traffic was originating and what services web visitors were viewing.

RESOLUTION

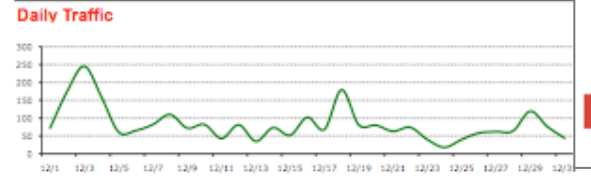
As certified Google Analytics Implementation experts, we quickly tagged the client's website, started collecting website visitor information and proficiently interpreted that traffic data. Within one-month we were able to provide the client with a detailed report identifying all visitors, their physical geographic location, the services they viewed, time on site, and the websites they were previously viewing.

MONTHLY ANALYTICS

Key Metrics

Metric	Nov - 08	Dec - 08	% Change	Target
Pageviews	2,315	2,575	11%	
Sessions	752	855	11.0%	
Visitors	617	710	11.5%	
New Visitors	340	421	21.0%	
Returning Visitors	277	289	10%	
Avg Time On Site	0:01:39	0:01:47	6%	02:30
Search Terms	201	288	-14%	200

KPI	Nov - 08	Dec - 08	% Change	Target
Search Engine Traffic	47.1%	41.8%	-11%	33%
Homepage Bounce Rate	27.8%	24.8%	-10.6%	33%
Website Bounce Rate	38.0%	38.8%	-0.2%	35%
Ratio of New vs. Returning	7.0	7.0	-1%	9.5
Pageviews/Visitor	3.8	3.6	-3%	4.2
Sessions/Visitor	1.2	1.2	0%	1.2



Acquisition

Top 10 Search Terms	Visits	%	Referral Source Breakdown
1. skin medical spa	47	13%	
2. skin medical spa	26	7%	
3. skin medical spa san francisco	12	3%	
4. skin san francisco	12	3%	
5. skin med spa	11	3%	
6. skin medical spa san francisco	9	2%	
7. skin spa	6	2%	
8. robert colvin	5	1%	
9. skin med spa san francisco	5	1%	
10. skin med spa san francisco	5	1%	

Key Performance Indicator Analysis

Traffic was up by 15% in December, mainly due to the increased eMail Marketing send frequency (Holiday Savings of 50% 12/7 and 40% OFF - Only 2 Days left! 12/18). Search Engine traffic fell by -11% from November as a percentage of overall traffic, but was a higher volume in December than in November. Overall there are 99 external links (backlinks) on other websites (a central focus of our off site SEO efforts). The ideal goal is a minimum of 200. There are also 51 internal site links (links between pages on site), these links also help SEO efforts by giving the site volume and a breadth. We recommend an increase to 100 internal site links. Re-forecasting the site and adding more pages to the site can achieve this. The Google bot visits and indexes the site now nearly every day. Daily onsite changes can be quickly seen in the search engine placements. Lastly, there are 33 competitive keyword terms ranking on the 1st page of Google.



SITEMAGNIFY: YOUR INTERNET ADVERTISING SOLUTION

Win customers, not just visitors.



See the forest. And the trees.

- Once WebAnalytics are implemented - all web traffic data recording and monthly reports are FREE.
- Find out exactly what web pages your visitors are viewing and how much time they spend per page.
- Identify the exact physical geographic location of your visitors that convert to prospects & customers.
- WebAnalytics reporting comes standard with all our online marketing services.