

5 Point Web Marketing Health Check for [the client]

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Prepared for [the client] by



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Introduction

Our **5 Point Web Marketing Health Check** provides a practical, cost-effective introduction to advanced web marketing analysis and optimisation, enabling on-line SMEs to identify the Strengths, Weaknesses, Opportunities and Threats in their on-line marketing strategy.

For the purposes of this report we have analysed all available data since 1st April 2010 to provide a snapshot of your site's current effectiveness through examination of selected Key Performance Indicators (KPIs) across to the following core areas:

1. Analytics and Reporting

- Are your stats optimised for your specific business needs?
- Do the reports support or mislead you when making strategic decisions?

2. SEO Marketing Audit

- How well does your site rank for your targeted key phrases?
- How likely are these key phrases to attract qualified traffic?
- Is your SEO strategy producing a return on investment?

3. Traffic Analysis

- Is the traffic from your marketing channels accurately segmented?
- Which activities produce the best return on investment?
- Are there opportunities to reduce or redirect marketing spend?

4. Checkout Conversion Rate

- Are your hottest prospects falling at the last fence?
- How much more revenue could your site generate with no extra marketing?

5. Web Site Performance

- How does your site's page load time compare with your competition?
- Does your site's speed provide a pleasant or uncomfortable user experience?
- Could your site's performance be compromising your sales and marketing strategy?

Experience and research tells us that mission critical issues are commonplace in one or more of these areas for many eCommerce web sites - even those of otherwise excellent quality.

Our health check has therefore been designed to help identify and resolve these issues quickly and inexpensively, providing instant quick-wins and a lasting return on investment for the client.

1. Analytics and Reporting

Comprehensive analytics provide a clear picture of how well your web marketing strategy is performing and support strategic decision making both for on-going site development and marketing spend. Ensuring these are optimised for your specific business needs removes ambiguity and reduces the risk of strategic thinking being misled.

The following checklist provides an indication of how well optimised your Google Analytics reporting is for your specific business needs.

Enquiry	Result
Has Google Analytics been set up on the site?	YES
Are your internal user sessions being filtered out of your Analytics reports?	YES
Is every section of the site being tracked?	YES
Has the eCommerce setting been enabled in your Analytics set up?	YES
Has the default page of your site been set in Analytics	NO
Has Google Analytics been configured to track conversions to sale?	YES
Has Google Analytics been configured to track revenue from sales?	NO
Is your site's currency been set up in Analytics?	NO
Has custom reporting been set up to fully segment in-bound traffic?	NO
Are your on-site searches being tracked in Analytics?	NO
Is your Analytics account timezone correctly set?	NO
Are your email marketing campaigns being tracked in Analytics?	NO
Have your AdWords campaigns been linked to your Analytics account?	N/A
Are your Social Media campaigns being tracked in Analytics?	N/A

While Google Analytics has been set up to record and report on your web site traffic our checklist suggests that this has not been configured to optimise reporting for your specific business needs.

Items in our checklist which are not currently applicable to your business have been greyed out for future reference.

2. SEO Marketing Audit

Search Engine Optimisation (SEO) is the process of improving the visibility of a website (or single web page) in "natural" or un-paid ("organic" or "algorithmic") search results as part of a wider Search Engine Marketing Strategy.

Search Engine Marketing traditionally aims to drive awareness and traffic to an on-line offering and work has been undertaken on the code of [the client]'s website over the last several months to establish a search engine presence with an emphasis on the Google search engine.

As with all forms of marketing, Search Engine Marketing should be strategised to ensure relevance within the marketing mix with clear goals and metrics being set and continually tested.

Current Strategic Objectives

Since the outset of the new site design and build project it has been assumed that the vast majority of new customers will be driven to [the client]'s website from Google's 'organic' search results.

It is **assumed** that prospects will typically search for a book title and/or ISBN number as and when they are ready to buy. Therefore a good search engine presence for [the client]'s circa 500,000 product pages, ranked against these phrases is considered vital for attracting 'hot prospects' to deliver sales and growth through the on-line channel. High rankings for these terms are currently being pursued as [the client]'s only SEO strategy.

The purpose of this report is to assess the status of [the client]'s Search Engine Marketing Strategy and determine the potential of the strategy to provide a return on investment which, as yet, has not been examined.

Search Term Popularity and Rankings

The following chart provides an assessment of the amount of monthly searches undertaken on Google for book title keyword phrases and their related ISBN numbers (the book titles for this report were taken from the [client]'s Google Analytics reports.

For the purposes of this audit our report criteria is to find **exact match** search enquiries for the number of Local Searches ('local' meaning UK-based) and the estimated Cost-Per-Click (CPC), where available, for each Search Term were it being bid upon using Google's Adwords.

The report also shows the rankings of those keywords in the three most important search engines- Google, Yahoo and Bing. Ideally these rankings should be between 1 and 10 for visibility on the first page of Google.

Keyword- (Exact Match)	Searches	CPC	Current Rankings		
			Google	Yahoo	Bing
handbook of polymer crystallization	0		-	-	-
9780470380239	0		1	-	-
muhammad's grave	0		-	-	-
9780231137430	0		-	-	-
measure of the earth	0		-	-	-
9780465017232	0		-	-	-
kill me once	170	£0.18	-	-	-
9780099550921	0		-	4	-

Keyword- (Exact Match)	Searches	CPC	Current Rankings		
			Google	Yahoo	Bing
a simples life	1000	£0.23	199	-	-
9780091940508	<10	£0.23	23	-	-
jersey girls the fierce and the fabulous	0		-	-	-
9780762441310	0		8	-	-
complex variables	58	£0.06	-	-	-
9780072872521	0		-	-	-
an introduction to credit risk modeling	<10	£0.06	-	-	-
9781584883265	0		-	-	-
great british train journeys	91	£0.38	-	-	-
9780007394760	0		-	-	-
hairy bikers mums still know best	73	£0.20	53	9	71
9780297863236	0		-	8	9
god in the dark	0		-	-	-
9780814633519	0		4	-	-
dukan diet book	590	£0.29	82	10	-
9781444710359	0		13	-	-
raymond blanc kitchen secrets	1600	£0.44	-	-	-
the wise man's fear	<10	£0.25	-	-	-
9780756404734	0		-	-	-
wonders of the universe	6600	£0.22	149	-	-
9780007395828	0		24	5	-
the land of painted caves	260	£0.19	-	33	-
9780739378106	0		-	-	-
the girl who kicked the hornet's nest	58	£0.57	-	-	-
9781906694173	0		-	-	-
jamie's 30-minute meals	28	£0.27	77	42	97
9780718154776	16	£0.17	40	13	73
major pettigrew's last stand	0		-	4	-
9780307712844	0		-	-	-
one day	6600	£0.69	-	66	-
9780340896983	0		-	10	18
room	540	£0.38	-	-	-
9780330519922	0		-	-	-
the long song	320	£0.17	-	15	-
9780755359424	0		29	3	-
christ our high priest	0		-	-	-
9780852447680	0		5	-	-
good thief's guide to venice	0		179	-	-
9781847399595	0		-	-	-

Analysis shows that while high rankings for ISBN numbers are being achieved, very few searches for these terms are being performed by Google's users. As such these rankings are unlikely to produce significant traffic and sales.

Analysis of the same products when searched for by title shows that, where there is high search volume for popular titles such as 'Wonders of the World' (at 6,600 per month), [the client]'s site typically ranks low offering very limited search engine visibility.

This brief analysis suggests that the SEO strategy is not currently providing a return on investment and that a wider strategic review should be considered. Further analysis of the Search Engine Strategy is undertaken in the Traffic Analysis section of this report.

Keyword Density Analysis

Search Engines use a variety of factors to determine the relevance of web sites to particular search phrases when ranking them in search results. A key factor in this is keyword density - that is the prominence and frequency of words and phrases related to the search phrase entered by the user.

Analysing the keyword density of your home page provides an indication of how relevant the most prominent and frequently occurring words and phrases are to your business.

			Current Rankings		
Total Words: 13					
Word	Count	Density	Google	Yahoo	Bing
price	32	10.77%	-	-	-
book	17	5.72%	171	-	-
books	14	4.71%	197	-	-
line	5	1.68%	-	-	-
read	5	1.68%	-	-	-
great	5	1.68%	-	-	-
online	3	1.01%	-	-	-
children	3	1.01%	-	-	-
bible	2	0.67%	-	-	-
christian	2	0.67%	-	-	-
basket	2	0.67%	-	-	-
quick	2	0.67%	-	-	-
search	2	0.67%	-	-	-
2 Word Phrases: 8					
Phrase	Count	Density	Google	Yahoo	Bing
our price	30	10.10%	-	137	-
<i>[client's company name]</i>	4	1.35%	1	1	1
books children	3	1.01%	-	-	-
books online	3	1.01%	89	-	-
books book	2	0.67%	-	-	-
books line	2	0.67%	-	-	-
price 14	2	0.67%	-	-	-
christian books	2	0.67%	18	94	29
3 Word Phrases: 4					
Phrase	Count	Density	Google	Yahoo	Bing
99 our price	24	8.08%	-	30	-
00 our price	6	2.02%	-	-	-
our price 10	3	1.01%	-	136	-
books line books	2	0.67%	-	-	-

Percentage of Website Indexed by Google

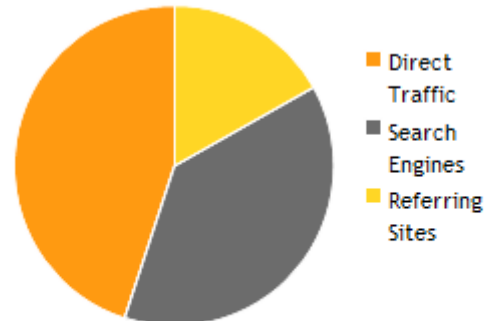
[the client]'s website features approximately 500,000 pages. However, on examination only 21,780 of these have been indexed by Google - just 4.36% of the site's total content. Before any further SEO is undertaken, this issue should be addressed as it will affect the ROI of any optimisation implemented.

3. Traffic Analysis

Google Analytics segments traffic into three distinct sources - Direct Traffic, Search Engines and Referring Sites. Adwords traffic can also be reported when enabled.

Breakdown of Traffic Sources

- *Direct Traffic* originates from users typing `http://[theclient].co.uk` into the address bar
- *Search Engine Traffic* originates from users typing search terms into a search engine and linking through from a result listing
- *Referring Sites* originates from a link on another website - usually an inbound link or banner advert



Conversion to Sales

All traffic sources produced a total of 1,774 visits while 133 total conversions were recorded by the Goal 3 Funnel set up by Web Development Company making an overall conversion rate of 7.50% across the site. Using the current Goal tracking implemented to analyse each traffic source, Google Analytics provides the following break down for Conversions to Sale by segment:

Source	Visits	Number of Sales	Percentage of Sales	Conversion Rate
Direct Traffic	798	60	45.11%	7.52%
Search Engines	677	56	41.10%	8.27%
Referred Traffic	299	17	12.78%	5.69%

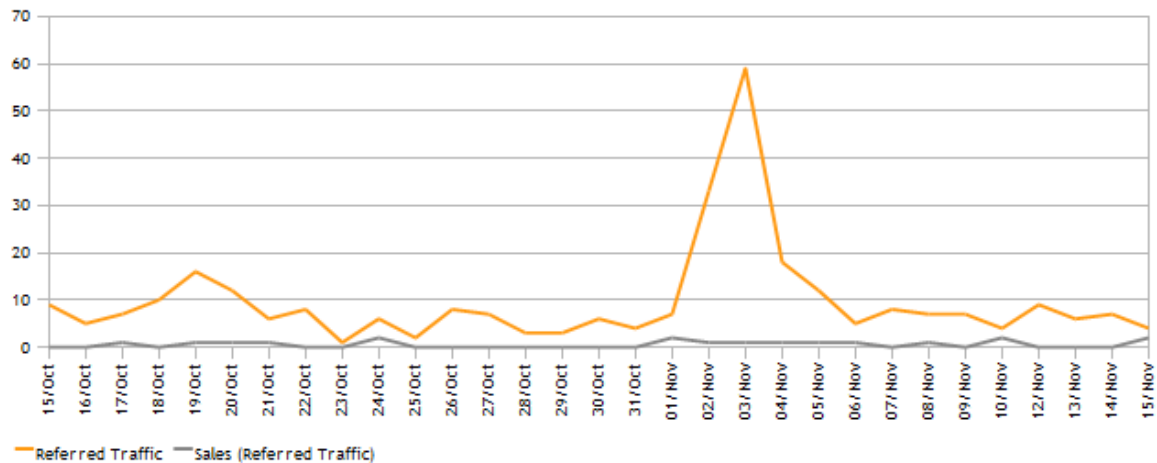
This suggests that Search Engine Marketing is currently an effective channel providing the highest rate of conversion to sales and a comparable quantity of traffic and sales to Direct Traffic.

However, bespoke analysis of the Search Engine traffic segment reveals that **in all but a single case** the referring terms of user sessions which resulted in a sale were either for the [the client]'s domain name - 227 visits in total - or demonstrated clear brand awareness with users specifically searching for [the client]'s web site (eg: search terms including “[the client].co.uk” or “company name, location”) - 274 visits in total.

These visits can therefore be re-qualified as Direct Traffic from a marketing perspective.

Referred Traffic vs. Email Marketing

Likewise segmentation of the Referred Traffic revealed that the majority of visits (at least 169 or 56.52%) were referred by web based email services (eg: hotmail.com). Referencing the timing of hits within this section (below) further shows that these are most likely the result of users following links nested within [the client]'s email marketing campaigns - rather than other web sites per se.



We have therefore re-segmented sales from each of these channels as follows:

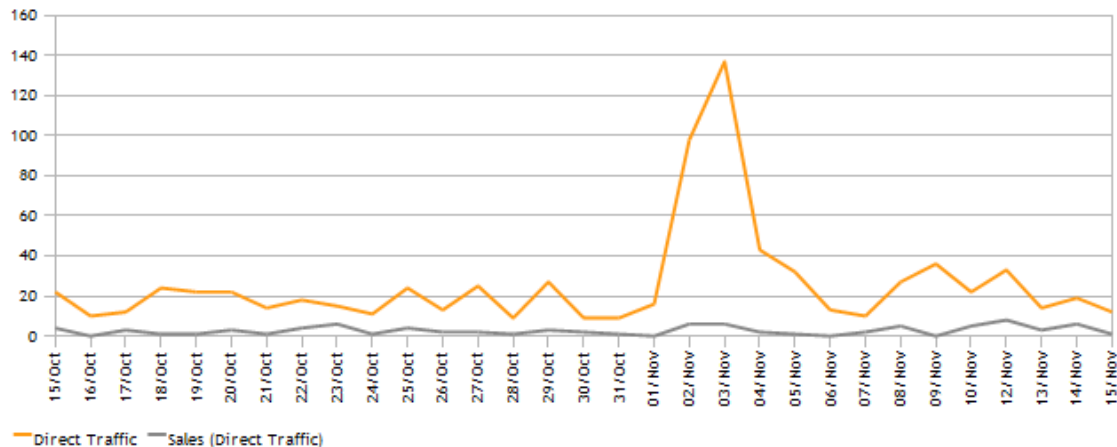
Source	Visits	Number of Sales	Percentage of Sales	Conversion Rate
Direct Traffic	1299	115	86.47%	8.85%
Search Engines	176	1	0.75%	0.57%
Referred Traffic	130	10	7.52%	7.52%
Email Marketing	169	7	5.26%	4.14%

From this data we would conclude that **99.25% of all sales** currently originate from users who were already aware of the [the client]'s brand and/or have been driven to the site by direct marketing with only 0.75% of sales resulting from general search referrals for which the rate of conversion is extremely low.

In addition it should be noted that the one search referred visit that did result in a sale originated in Ljubljana, Slovenia requiring the sale to be refunded as [the client] does not ship outside of the UK.

Direct Traffic vs. Email Marketing

As Direct Traffic figures reported by Google Analytics (below) also show a clear 'spike' in visitor numbers coinciding with Email Marketing activity on the 2nd and 3rd November, it is reasonable to assume that a segment of this traffic represents users following links from standard desktop email clients (eg: Microsoft Outlook). These do not provide referrer data for Google to track once again causing traffic from various marketing activities to be mixed up.



We would therefore propose implementation of distinct metrics to track and report on these campaigns as a complement to Google Analytics which would additionally clarify your ROI for all email marketing activity.

Notably though, while there are some conversions to sale attributable to your general Email Marketing campaigns, the rate of conversion is also low compared to general Direct Traffic and Email Marketing to existing customers.

Awareness and Engagement

As the current Search Engine Traffic is failing to drive sales, can any other value be measured in the traffic which could be released/exploited?

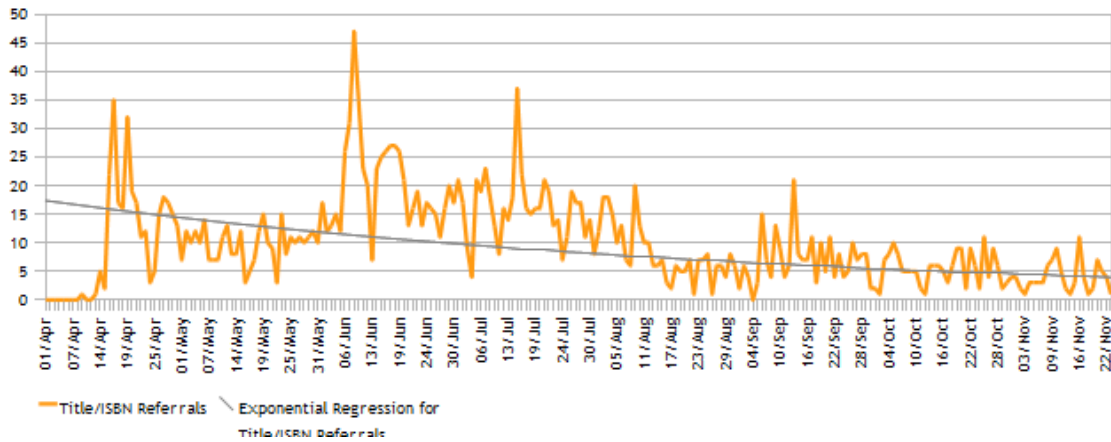
Of the 176 search referred sessions which were driven by actual search terms (eg: “[the client] book club” or similar, a book title/ISBN number) 30 were for returning visitors. However 21 of these sessions originated in Ljubljana, Slovenia and were for the same ISBN number which suggests that the number of unique visits generated by general search was no more than 156. Of these 112 instantly 'bounced' resulting in a recorded session length of less than 1 second for 71.79% of these visitor types.

For the purposes of segmentation, extracting only those search terms which contained book titles, authors and ISBN numbers (in-line with your current search engine strategy) revealed 135 visits (120 unique) with a **high bounce rate of 80.74%**.

Geographical data for these search terms also reveals no particular commonality between users, leading us to believe these were genuine search sessions rather than competitors researching prices. However this also revealed that 72 (70 unique visitors) of these phrases were UK based with a high bounce rate of 80.56% while 76 (52 unique visitors) were from users overseas with a bounce rate of 77.63%.

Therefore **you would currently be unable to fulfill orders for 41.93%** of these potential customers even if they had chosen to stay on the site (in the case of 80.56% of them for more than 1 second) and place an order as you currently do not ship outside of the UK.

Extending the sample period back to 1st April 2010 (below) when your new site was launched and the strategy enacted, we can see that this type of search has produced 2,395 visits (2010 unique visitors) with a bounce rate of 77.04%.

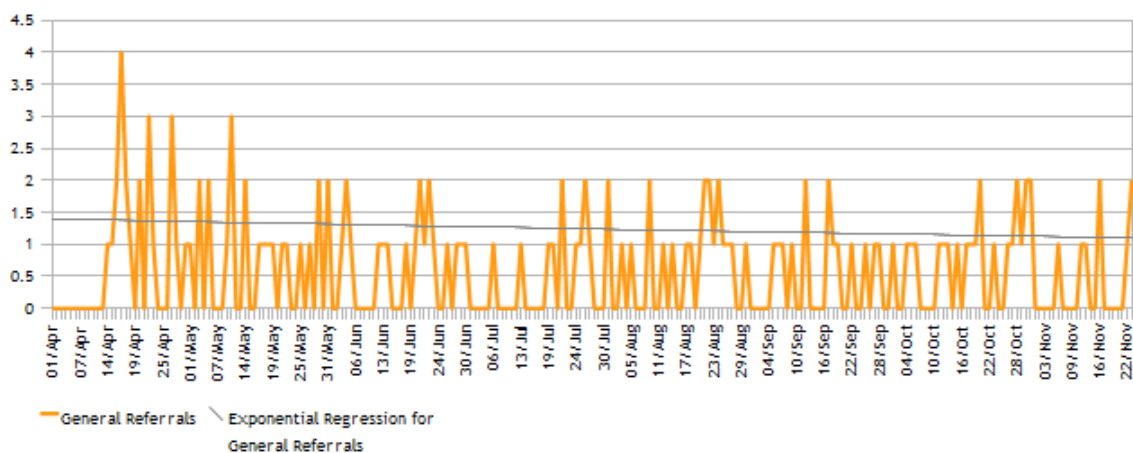


Of these **1,126 (47.01%)** were based overseas with a bounce rate of 84.64% and therefore could not have had their orders fulfilled even if they had chosen to stay on the site and place an order.

It should also be noted from the historical data that the effectiveness of this campaign (including on-site and off-site efforts) has in fact **decreased** over time as indicated by the regressive trend line in the chart above.

By comparison extracting those terms relating to “**book club**” (and variants thereof) as a segment of actual search traffic revealed 19 visits (17 unique) with a low bounce rate of just 31.58% and an average number of pages per visit of 6.42 (average engagement time 04:03).

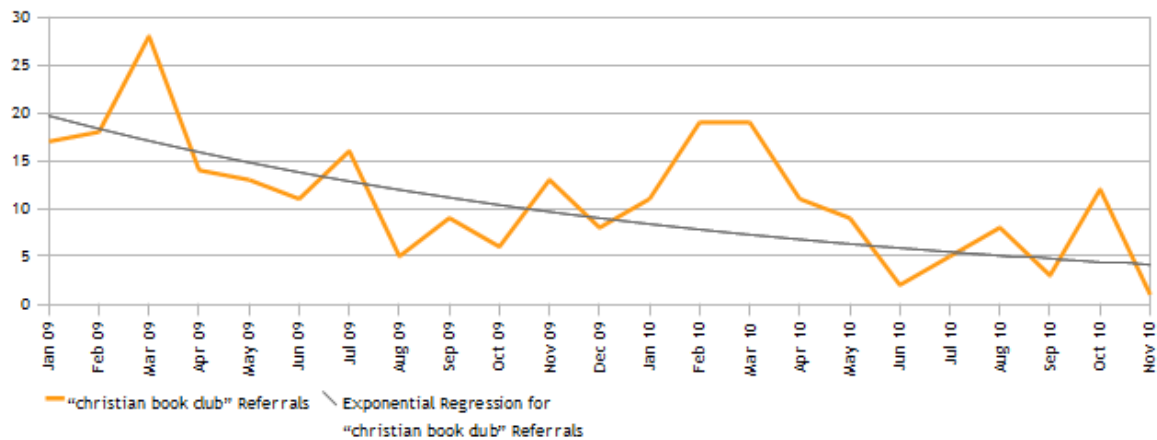
Geographically we can also determine that 15 of those visits (13 unique) were based in the UK while only 4 (4 unique) were based overseas. Therefore 69.23% of these potential customers were relevant to [the client]’s current UK based service.



Extending the sample period back to 1st April 2010 (above) when the new site was launched we can see that this type of search has produced 132 visits (101 unique) since the site was launched with an equally low bounce rate of 33.10%. Additionally referrals appear to have tailed off as the new site was indexed suggesting that the old site was more effective at driving traffic of this kind.

Once again, geographical analysis reveals that 112 visits (81 unique) were from users in the UK with a bounce rate of just **26.79%** while 20 visits (20 unique) were based overseas with a bounce rate of 65%.

Therefore 80.2% of these users were potential UK based customers, 73.21% of whom became engaged with the site. So while the **quantity** of this traffic was low, the **quality** of it could be considered high. However, as visitors may only become book club members and join your mailing lists by buying a book there is currently no other means of maintaining engagement with those prospective customers who choose to spend more than 1 second on the site.



Further analysis of referrals for the search term “[the client] book club” alone - the most popular of these terms - further suggests that the effectiveness of the new site to drive traffic for this important strategic term is weaker than 12-18 months ago (see above).

We would therefore propose introducing a new search engine strategy aimed at converting a percentage of this existing traffic into engaged users to whom legitimate marketing materials can be delivered.

This could be through sign-up to [the client]’s Book Club and/or Social Media channels. However purchase should not be required as the aim is to drive engagement from awareness (as illustrated in the Strategy document submitted in October). In addition we would advocate a campaign to regain (or potentially exceed) the former market share of traffic targeting these and related phrases both on-site - through introduction of new content - and off-site - through use of back-linking and Social Media.

This strategy can either replace, precede or run in tandem with the existing strategy and a comparison of the effectiveness for both of these search types to-date is outlined below for consideration. With regard to the current strategy however it is clear that increasing retention rates should be included as part of this strategy if it is to continue which could require considerable changes to the web site.

It should further be noted that while PPC advertising alongside relevant search results would also likely drive additional traffic to the site, there is no reason to believe that this would convert any better than the organic results.

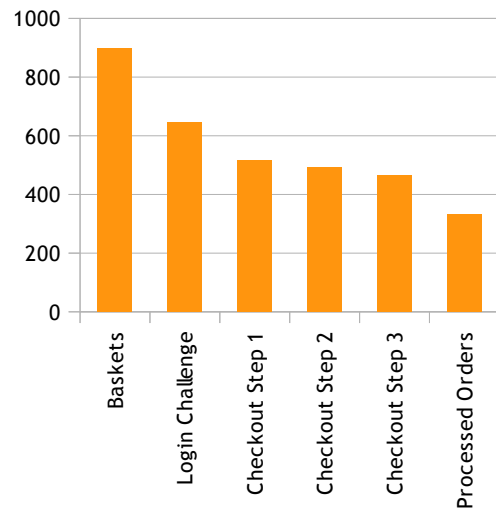
Strategy	UK Visits	UK Bounce	Overseas Visits	Overseas Bounce
ISBN/Title Search	1269	70.29%	1126	84.64%
General Search	112	26.79%	20	65.00%

4. Checkout Analysis

Analysis of the number of orders processed through the web site since 1st April 2010 suggests that the conversion rate of total site visitors to the checkout area was **6.5%**.

In addition basket abandonment following step 1 of the checkout process - when the user has selected their items and registered - is worryingly high at 35.6%.

Stage	Sessions	Conversion	Drop Out
Baskets	898		
Login Challenge	647	72.05%	
Checkout Step 1	516	57.46%	42.54%
Checkout Step 2	492	95.35%	4.65%
Checkout Step 3	464	94.31%	5.69%
Processed Orders	332	71.55%	28.45%
	332	64.34%	35.66%



57.46% of basket sessions appear to have converted to Step 1 with 72.05% of users not logged-in at the point of entering the checkout. 8.56% of these users ended their session rather than registering or logging-in.

The full range of challenge responses is shown below suggesting that less than half of challenged users proceed directly to checkout following this step.

User Responses to Login Challenge

8.56% Drop Out

91.44% Conversion 43.74% Actions Proceed With Checkout

Content	Page	Conversion
/products/checkout.html	Checkout Step 1	22.05%
/index.php	Homepage	20.07%
/checkout/getshippingaddress.html	Checkout Step 2	19.80%
/component/user/reset.html	Password Reminder	10.26%
/component/virtuemart/cart.html	Shopping Basket	10.08%
/book-club-membership.html	Membership Information	3.51%
/	Homepage	2.43%
/virtuemart/checkout.html	Checkout Step 1	1.89%
/user-login.html	Login Page	1.80%
/order-delivery.html	Delivery Information	1.26%
/help-and-faqs.html	FAQ	0.81%

While it would be unrealistic to expect a 100% conversion rate within the checkout, we would expect higher rate than is currently being achieved and would recommend review of the checkout process with the aim of reducing abandonment as a simple way of increasing ROI from your existing marketing.

5. Performance Metrics

Performance Metrics considers the download speeds associated with your web site affecting confidence and comfort for prospective customers viewing your site as well as the efficiency with which search engines can index your site.

In many cases prospective customers will become frustrated and abandon sites which they consider to be slow and unresponsive - as will search engine spiders affecting both the procurement and conversion of qualified traffic.

The following report was generated using a request for your web site's home page over a 1.5Mbit/s ADSL connection within the UK. This speed is set to reflect the experience of a typical user - although naturally some variation from this will occur for both faster and slower connections and the results should be treated as a benchmark rather than absolute values.

For guidance our selected rate of 1.5Mbit/s is derived from average ADSL speeds for a variety of UK suppliers which can be found at http://www.broadbandspeedchecker.co.uk/speed_ratings.aspx

OfCom currently suggests that the average UK ADSL speed is 6.2Mbit/s. However as this is the median average most home and (increasingly) mobile users will typically experience speeds below this rate.

					Completed Document		
Load Time (seconds)	First Byte (seconds)	Start Render (seconds)	DOM Elements	Result (error code)	Time (seconds)	Requests	Bytes In
35.66	5.7	11.46	2268	0	35.66	130	1629 KB

Page Load Summary

The total load time of **35.66 seconds** for this page is significantly above average and will likely be having a detrimental impact on user experience and potentially search engine indexing.

The report suggests that a user will need to wait approximately 12 seconds from requesting the page before it even begins to render.

There are a total of 108 images in the page accounting for **1.3 MB** (1356551 bytes) of data. Reducing the total number of image requests, their individual file sizes and possibly serving them from a sub-domain could greatly reduce the overall page load time.

Likewise caching images would allow subsequent pages which share common graphic elements to load more quickly.

MIME Type	Requests	Bytes
image/gif	13	112885
image/jpeg	79	643425
image/png	16	600241
javascript	11	185786
text/css	7	49751
text/html	4	75516

Testing for this report is limited to the home page for indicative purposes. Further testing of additional key pages may be advisable.

Waterfall View of Home Page Loading Test

The following chart provides a visual representation of the cumulative effect of each of the elements of your home page on load time from initial request to completed rendering of the page.

