Search Engine Marketing
Use Visitor Statistics
## to Improve Web Site Profits

Presented by:

Jay Mock & Dick Myers

May 3, 2004

Class begins at 7:00 pm and ends at 9:00 pm.

(Materials used in the class presentation will be available for download from

http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)

Traffic and Conversion Rate Change for Sites Appearing on Google's First Results Page
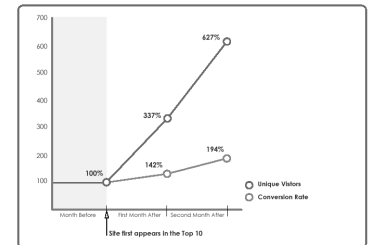
Source: Oneupweb, 2005

Googling the Bottom Line

- First month a site appeared on the second or third page of Google results, traffic increased five times from the previous month

- In the second month, traffic was nine times greater

- The number of unique visitors tripled when a company moved up from page two to page one

- In the second month doubled again to more than six times the traffic it received before it broke the top 10

- Correlating impact on sales: 42 percent more the first month, and nearly double the second month

"Googling the Bottom Line" By Adam L. Penenberg http://www.small-business-consultants.net
http://www.wired.com/news/culture/0,1284,66485,00.html

Googling the Bottom Line (2)

- Eastwood is a niche seller of automotive refurbishing tools
  - In the five years since the company revamped its website to become more friendly to search engines, it has seen online sales climb to 44 percent of total sales,
  - which have also increased 40 percent.
  - With 267 words or phrases related to auto refurbishing in Google's top 10 and
    - (It's No. 1 for "auto tools" and "auto powder coating," for example),
  - 421 related keywords in the top 30 of all search engines, the site attracts about 1 million unique visitors a month -- most of them hard-core, web-savvy hobbyists.

Googling the Bottom Line (3)

- The company estimates about 13 percent of its traffic comes from search engines and

- Another 12 percent from pay-per-click advertising, much of it on Google, Yahoo, etc.

- The company's success with optimizing its search engine results enabled him to home in on the most effective keywords in its pay-per-click program,
    - which between 2003 and 2004 grew by 95 percent.
    - With search engines, Eastwood concentrates on broad terms, but with pay-per-click searches, it goes for terms that are more specific.
    - "It costs me 15 cents in advertising for every buck I get back in sales. That's a great margin in any business."

Googling the Bottom Line (4)

- One company you won't encounter on Google is Traffic-Power.com (also known as First Place),
- which was banned, along with its clients, for various shady practices, like
  - allegedly creating "link farms," networks of sites that link to one another to increase popularity;
  - concealing keywords in backgrounds; and
  - leaving out search engine bait -- long lists of keywords and links that are added to a site for the express purpose of attracting search engine spiders.
  - Some dissatisfied customers mulled a class-action suit, which has been dropped.

Googling the Bottom Line (5)

- Oneupweb's Wehr says she has helped two former Traffic-Power clients who were banned from Google
  - That required about 80 hours of work to track down all of the link farms, phony domain names, search engine spider "attraction pages" and other nefarious tactics she says the company used to cheat the system.
  - At about $300 an hour, it was an expensive lesson for her clients, and in the end, it took six months before Google agreed to reinstate them.
  - "It's harder to do it our way," she said, "but the results last much longer."

Impact of Rank - 1

Google AdWords			
Rank[4]	Relative Impressions	Relative CTR	Click Potential
1	100.0%	100.0%	100.0%
2	77.2%	77.4%	59.8%
3	71.3%	66.6%	47.5%
4	67.9%	57.4%	39.0%
5	65.8%	52.9%	34.8%
6	62.3%	50.2%	31.3%
7	60.6%	39.7%	24.0%
8	58.3%	34.3%	20.0%
9	58.6%	26.0%	15.3%
10	52.6%	26.3%	13.9%

Figure B: Google AdWords data

Overture			
Rank[4]	Relative Impressions	Relative CTR	Click Potential
1	100.0%	100.0%	100.0%
2	97.2%	80.0%	77.7%
3	94.5%	62.2%	58.8%
4	91.2%	45.9%	41.8%
5	86.2%	35.0%	30.2%
6	74.3%	32.3%	24.0%
7	67.7%	26.6%	18.0%
8	59.5%	23.6%	14.1%
9	42.9%	21.0%	9.0%
10	36.8%	21.1%	7.8%

Figure C: Overture Precision Match data

How Search Engine Rank Impacts Traffic, Nico Brooks, Atlas One Point,, http://www.atlasdmt.com/media/pdfs/insights/RankReport.pdf
http://www.small-business-consultants.net

Impact of Rank - 2

- Assume your CTR is 7% for 1st rank.
- Research shows 1,000 searches/month for a keyword.
- Purchasing 1st rank should earn 70 clicks.
- Purchasing 3rd rank should provide 41 clicks.
  - 70 x 0.558 = 41
  - 3rd rank will be less expensive.
  - Cost effectiveness may be substantially greater.

Impact of Rank - 3

- Note the increase in conversion rates for low volume keywords as rank declines!!

- This illustrates the high value of lower ranking keyword terms to your business.

	Google AdWords	
	Relative Conversion Rate	
Rank	High Volume	Low Volume
1	100.00%	100.00%
2	85.93%	98.60%
3	71.51%	83.24%
4	68.96%	94.89%
5	71.50%	93.83%
6	70.40%	101.79%
7	64.40%	110.96%
8	65.91%	127.67%
9	67.31%	133.51%
10	90.89%	135.46%

	Overture	
	Relative Conversion Rate	
Rank	High Volume	Low Volume
1	100.00%	100.00%
2	89.76%	105.22%
3	95.16%	104.78%
4	86.88%	110.72%
5	86.49%	104.91%
6	88.07%	108.91%
7	71.92%	105.29%
8	77.55%	96.17%
9	63.27%	97.74%
10	57.71%	101.19%

Figure C: Relative conversion rates for high volume versus low volume keyword ads

How Search Engine Rank Impacts Traffic, Nico Brooks, Atlas One Point,,
http://www.atlasdmt.com/media/pdfs/insights/RankReport.pdf   http://www.small-business-consultants.net

Miscellaneous Comments

- Google Finally Files IPO
- Site resolution analyzer and web tv.:
  - http://www.ycoln-resources.com/services/_content/viewer.htm
- Examples:
  - http://www.coral-calcium-supplement.net
  - http://www.visionmasters.com
- Key word density analyzer:
  - http://www.xseo.com/download.htm
- Link Request:
  - http://www.shelltech.com/
  - this site is using java to redirect

http://www.small-business-consultants.net

Miscellaneous Comments

- Adsense by google

- http://www.searchengineshowdown.com/stats/
  - Measuring the size of the constantly changing Web search engine databases is a complex task. The following Size Showdowns are based on the hits from actual search results.

- http://ranking.thumbshots.com/
  - check ranking on two search engines. For example, the majority of sites that are ranked highly in Google rank poorly in Yahoo, and vice-versa. This suggests that webmasters optimizing for Google alone may be missing significant traffic from other search engines.

How to use visitor statistics to improve web site profits.

1. Tracking interactive behavior even if the data is not 100% accurate in some way, as long as you continue to use data collected in the same way each time.
   - Example: eliminate spider traffic, link crawlers, your ip address. takes to much time to sort out. In my opinion everything is relevant "are sales increasing or decreasing?

2. Build Trend Charts to look at relative performance stats. Work with clean data, but don't waste a lot of time and effort looking for needles in a haystack.

3. Create key measurements around your objectives:

How to use visitor statistics (cont.)

3. Create key measurements around your objectives:
   A. Objective of the site is product sales.
   B. Counting page views is not very meaningful. Page views up or down sales remain flat, example of pageviews-accesses from statistics. http://www.visionmasters.com/webstats/monthly/2004/04/01/index.html
   C. Tracking Sales Per Visit. Sales per visit is a productivity measurement, it tells you how good you are at converting traffic into sales. If you can improve sales per visit, you make more money.
   D. Key measurements are usually a ratio of something measuring an "action" to visits or visitors. Listed below are examples of key measurements that might be aligned with the objectives of your site. Think about what your objective is; what action you want people to take at the site – and then think about how you might measure the success of this action.
      1) What percent of visits signed up for the newsletter?
      2) What percent of visits lasted for more than 20 minutes?
      3) What percent of visits viewed more than 10 pages?

How to use visitor statistics (cont.)

3. Create key measurements (cont.)

   E. How do you use key measurements? Measure, manage, maximize

      1) Measure and track to see where you are

      2) Manage key measurements by making changes to the site

      3) Maximize the measurements by making further changes. Every time you learn something new about your visitors, think to yourself, what could I change to take advantage of this knowledge?

   F. How to take advantage of key measurements

      A. Measure total sales per visit, and track it over time.

      B. Test changes to the navigation structure.

      C. Make a change, track the result. Did sales per visit go up or down?

      D. Sales per visit by search engine, for example – some search engines will produce much higher thanothers

      E. Track sales and visits from newsletters.

      F. Track reciprocal link sales

Searches vs. Results
in maximizing profits:

- A technique you can use to find an excellent keyword search term is to
  - compare how many searches there were for a keyword to
  - how many search engine results there are in that keyword.
- Using Word Tracker to find less competitive terms.

Localizing your Keywords:

- If your web site offers products and/or services locally, you can take advantage of that fact, and optimize accordingly.
- Review, the building blocks of site architecture to increase sales:
  - How directories are set up on your server, Subdirectories, file names and URL structure
  - Site navigation scheme large sites >250 page divide into subcats, <250 keep on root.
  - URL structure hyphens or no hyphens
  - Type of Web page dynamic or static
  - Page layout and structure
  - Cross-linking

Web Server Statistics Summary

Month of 4/1/2004 to 4/30/2004

Important Totals

Item	Accesses	Bytes	Visits	Charts
All Documents	912,262	3,375,238,880	30,441	**View Chart**
Home Page	24	251,440	205	**View Chart**

Executive Summary

The web site received 30,441 visits. A typical visitor examined 30.62 documents before leaving the site. A typical visit lasted for 1.33 minutes. The longest visit lasted for 561 minutes.

Visitors came from 18,593 distinct Internet addresses.

The web server delivered 1,383 unique documents one or more times each.

12 distinct types of documents were delivered.

The web server was visited by 2 distinct authorized users. Authorized users are required to log into the web server with a specific name and password.

0 distinct Internet web sites were accessed via the proxy server.

There were 194 requests for documents which did not exist on the web server. The web server was linked to by 1,730 distinct pages on other web servers.

The web server was linked to by one or more pages found on 607 distinct web sites.

3,654 distinct search keywords were used to locate documents on the web server via Internet search servers, such as Altavista(tm) and Yahoo(tm).

13 distinct Internet search servers were used to reach the site.

Visitors used 104 distinct web browsers and other web access programs to reach the web server. Visitors used 45 distinct operating systems on their computers. Visitors followed a total of 28,003 distinct, non-trivial "trails" among the documents found on the web server.

Produced by Wusage 7.1

http://www.small-business-consultants.net

Statistics Analysis

- The web site received 30,441 visits.

- The Home page received 205 visits.

- Fewer than 1 % of the visitors even saw the Home page.

- A typical visit lasted for 1.33 minutes
  - Good "on site" time means that people are reading material on site.

- The longest visit lasted for 561 minutes.
  - This information is not usable, probably some user stayed connected after leaving the computer.

- The web server delivered 1,383 unique documents one or more times each.
  - A great deal of this site receives exposure to the readers.

Stats Analysis (cont.)

- Review Entry pages information.
- Top Entry page is default at 3,664 (12%).
- Next is recipes.htm (3,064)
- 10% of the visitors are looking for recipes.
- Capture data to Excel for further analysis & retention.

http://www.small-business-consultants.net
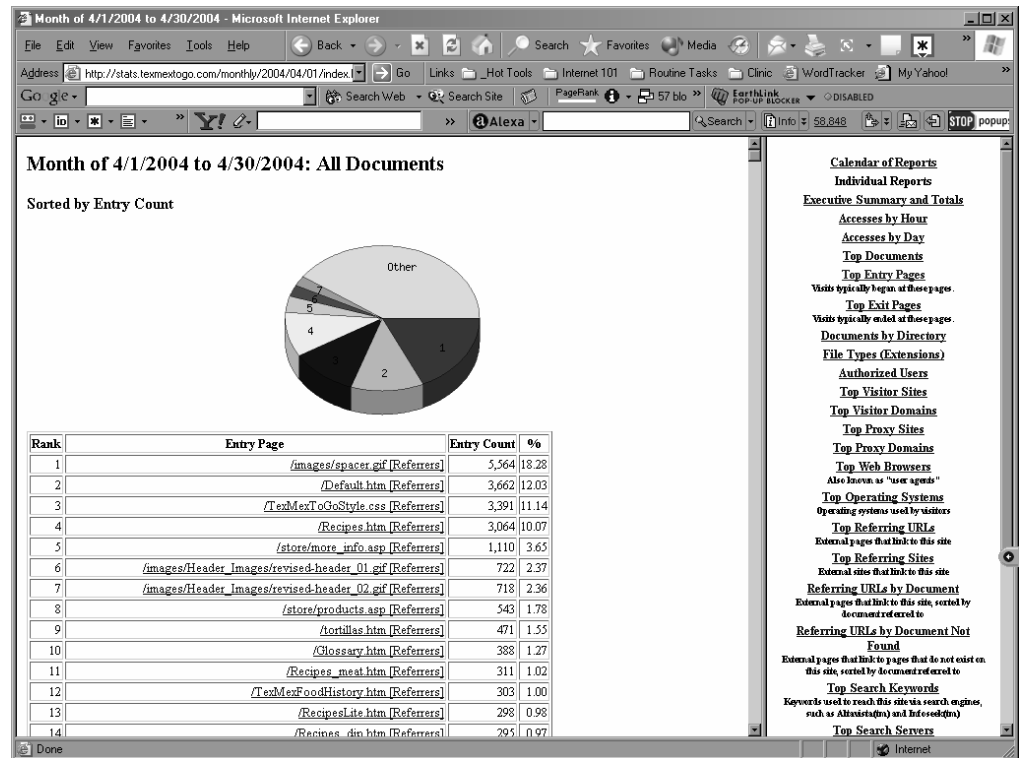
Stats Analysis (cont.)

- Paste selected stats into spreadsheet.
- Set criteria to select "htm" references.
- Sort data to isolate entries of interest.
- Analyze data.

	A	B	C	D	E	F
	Rank	Entry Page	Entry Count	%		
2	2	/Default.htm [Referrers]	3,662	12.03	1	
3	4	/Recipes.htm [Referrers]	3,064	10.07	1	
4	9	/tortillas.htm [Referrers]	471	1.55	1	
5	10	/Glossary.htm [Referrers]	388	1.27	1	
6	11	/Recipes_meat.htm [Referrers]	311	1.02	1	
7	12	/TexMexFoodHistory.htm [Referrers]	303	1	1	
8	13	/RecipesLite.htm [Referrers]	298	0.98	1	
9	14	/Recipes_dip.htm [Referrers]	295	0.97	1	
10	15	/mexican_hand_blown_glass.htm [Referrers]	293	0.96	1	
11	16	/chilipeppersfacts.htm [Referrers]	247	0.81	1	
12	17	/Recipes_tortilla.htm [Referrers]	230	0.76	1	
13	19	/Recipes_chicken.htm [Referrers]	218	0.72	1	
14	20	/SalsaFacts.htm [Referrers]	210	0.69	1	
15	21	/Recipes_soup.htm [Referrers]	207	0.68	1	
16	22	/_vti_bin/shtml.dll [Referrers]	191	0.63	1	
17	24	/Recipes_Vegetable.htm [Referrers]	187	0.61	1	
18	26	/TMforum/_disc2/0000000e.htm [Referrers]	137	0.45	1	
19	27	/Recipes_specialty.htm [Referrers]	128	0.42	1	
20	29	/potatoes/Default.htm [Referrers]	122	0.4	1	
21	30	/TexMexFoodFacts.htm [Referrers]	115	0.38	1	
22	36	/salsafacts.htm [Referrers]	80	0.26	1	
23	41	/tmforum/_disc2/0000000e.htm [Referrers]	75	0.25	1	
24	43	/_disc21/00000016.htm [Referrers]	69	0.23	1	
25	44	/Salsa on sale.htm [Referrers]	68	0.22	1	
26	46	/tmforum/_disc2/00000066.htm [Referrers]	64	0.21	1	
27	49	/newslettern00.htm [Referrers]	61	0.2	1	
28	1	/images/spacer.gif [Referrers]	5,564	18.28	0	
29	3	/TexMexToGoStyle.css [Referrers]	3,391	11.14	0	
30	5	/store/more_info.asp [Referrers]	1,110	3.65	0	

http://www.small-business-consultants.net

Stats Analysis (cont.)

- Get rid of unwanted data.

- Create new worksheets to retain data for multiple time periods.

- Use the same procedure to capture new data.

- Rename the worksheets for easy reference.

http://www.small-business-consultants.net

Stats Analysis (cont.)

- Create a "Pivot Table" to compare different periods easily.

- "Date" field must be added manually.

- Data must be consolidated into one table.

End of Presentation

- Time for your questions?

http://www.small-business-consultants.net