

## Project Manager, Internet Marketing

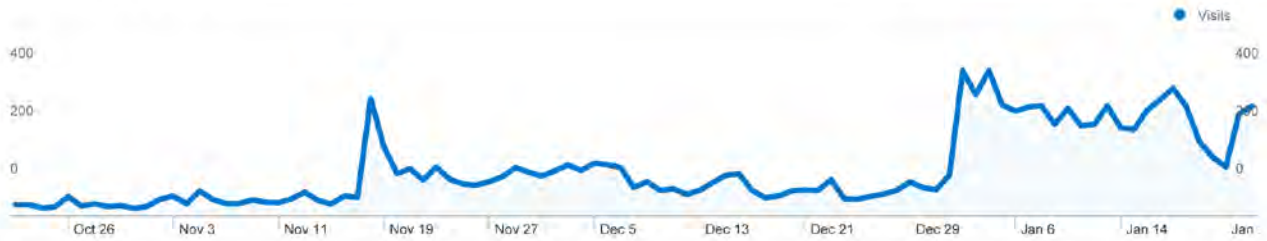
This project spanned 8 days of work over 2 months. 5 of those days were spent on website redesign. Leaving only 3 days for SEO, Social Media Marketing and PPC campaign optimization.

Here are the results from those 3 days of Internet Marketing:

<b>Category</b>	<b>Started 10/22/2009</b>	<b>Finished 12/11/2009</b>	<b>As of Today 1/25/2010</b>
<b>Daily traffic</b>	~30 visitors/day	100+ visitors/day	OVER 200+visitors/day (666% increase!)
<b>Search Eng Traffic</b>	~32%	48%	80%
(as opposed to less desirable "Direct Traffic," which can be generated internally or from existing users)			
<b>Goal Conversions</b>	.5/day	5/day	7.5/day
(Goal conversions track one particular multi-step sales funnel and do not account for all sales)			
<b>PPC Traffic/day</b>	0 Visits (campaigns OFF)	15 Visits (24% of total)	78 Visits (69%)
<b>TOTAL PPC CHARGES</b>	11/29/2009-12/26/2009 =	-\$281.04	
<b>TOTAL SALES</b>	11/29/2009-12/26/2009 =	\$4533.20	
			<b>\$4252.16</b>

Website Overview Analysis  
**Dashboard**

Oct 22, 2009 - Jan 24, 2010  
 Comparing to: Site



**Site Usage**

**10,144** Visits

**70.99%** Bounce Rate

**19,805** Pageviews

**00:01:01** Avg. Time on Site

**1.95** Pages/Visit

**86.26%** % New Visits

**Visitors Overview**



**Visitors**  
**8,835**

**Map Overlay**



**Traffic Sources Overview**



- **Search Engines**  
6,849.00 (67.52%)
- **Direct Traffic**  
1,660.00 (16.36%)
- **Referring Sites**  
1,635.00 (16.12%)

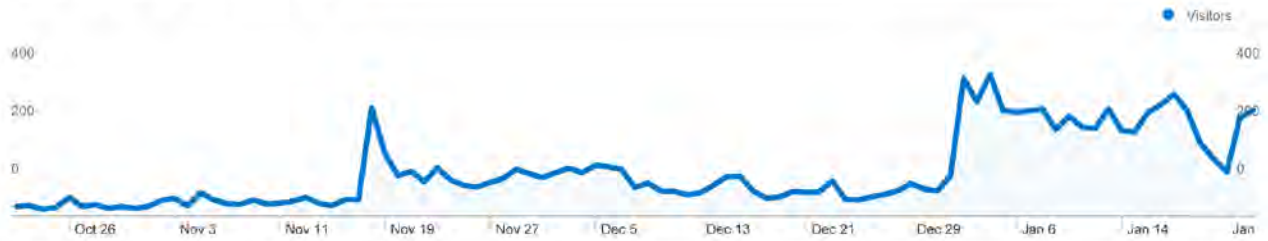
**Content Overview**

Pages	Pageviews	% Pageviews
Subcategory.html	8,429	42.56%
Documentingyourwork.html	3,908	19.73%
Accountwithcreditcard.html	2,511	12.68%
Index.html	1,919	9.69%
Category.html	1,003	5.06%

# Visitors Overview

Oct 22, 2009 - Jan 24, 2010

Comparing to: Site



**8,835 people visited this site**

**10,144** Visits

**8,835** Absolute Unique Visitors

**19,805** Pageviews

**1.95** Average Pageviews

**00:01:01** Time on Site

**70.99%** Bounce Rate

**86.26%** New Visits

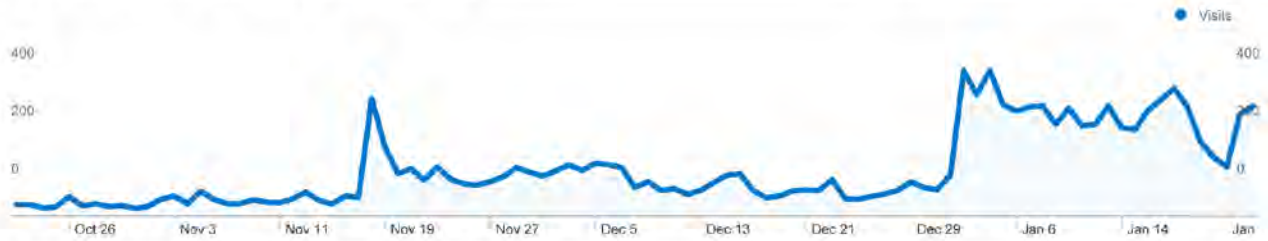
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Safari	4,969	48.98%	Cable	4,779	47.11%
Mozilla Compatible Agent	1,684	16.60%	DSL	2,597	25.60%
Firefox	1,674	16.50%	Unknown	2,112	20.82%
Internet Explorer	1,497	14.76%	T1	534	5.26%
Chrome	273	2.69%	Dialup	111	1.09%

# Traffic Sources Overview

Oct 22, 2009 - Jan 24, 2010

Comparing to: Site



All traffic sources sent a total of 10,144 visits

16.36% Direct Traffic

16.12% Referring Sites

67.52% Search Engines



- Search Engines  
6,849.00 (67.52%)
- Direct Traffic  
1,660.00 (16.36%)
- Referring Sites  
1,635.00 (16.12%)

## Top Traffic Sources


Sources	Visits	% visits	Keywords	Visits	% visits
google (cpc)	5,973	58.88%	(not set)	5,973	87.21%
(direct) ((none))	1,660	16.36%	advertising	139	2.03%
google (organic)	808	7.97%	technology	56	0.82%
www.com (referral)	225	2.22%	the top 100	55	0.80%
socialsignal.com (referral)	181	1.78%	google's number one	33	0.48%


Product iPhone Analytics  
**Goals Overview**


Oct 22, 2009 - Jan 24, 2010  
 Comparing to: Site




**Visitors completed 364 goal conversions**

 **38** conversions, Goal 1: ~~Product "Buy Now"~~ iTunes click thru

 **126** conversions, Goal 6: ~~Product "Buy Now"~~ iTunes click thru

 **56** conversions, Goal 11: ~~Product "Buy Now"~~ iTunes click thru

 **144** conversions, Goal 16: iTunes Store click thru

**Goal Performance**

**Goal Conversion Rate**

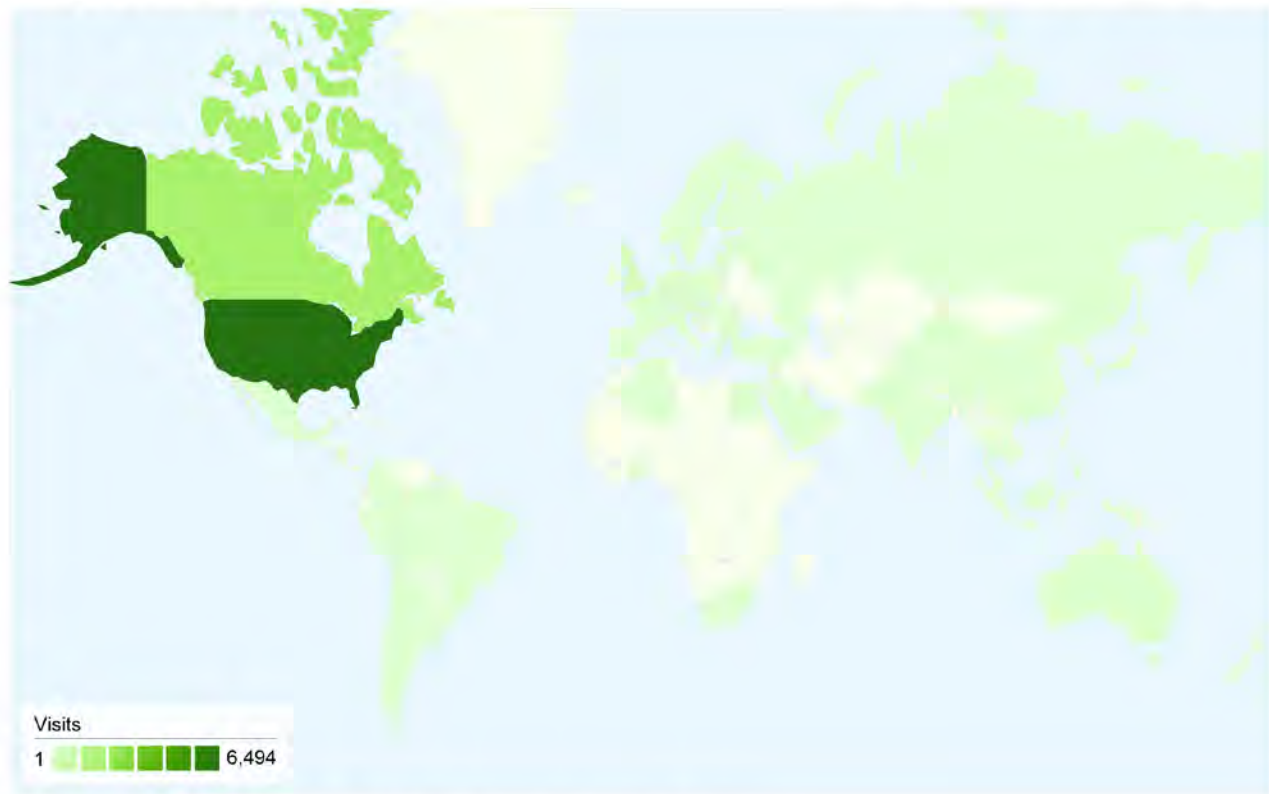


**Goal Conversion Rate**  
**3.59%**

**Total Goal Value**



**Total Goal Value**  
**\$123.20**



**10,144 visits came from 80 countries/territories**

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>10,144</b> % of Site Total: 100.00%	<b>1.95</b> Site Avg: 1.95 (0.00%)	<b>00:01:01</b> Site Avg: 00:01:01 (0.00%)	<b>86.29%</b> Site Avg: 86.26% (0.03%)	<b>70.99%</b> Site Avg: 70.99% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	6,494	2.07	00:01:09	84.52%	71.05%	
Canada	1,974	1.37	00:00:21	90.48%	85.76%	
United Kingdom	434	2.02	00:01:03	89.63%	56.22%	
Australia	127	1.77	00:01:03	87.40%	62.99%	
Japan	110	1.95	00:00:41	70.00%	57.27%	
Germany	83	2.78	00:01:40	81.93%	42.17%	
France	71	2.24	00:01:59	94.37%	50.70%	
Italy	65	2.28	00:01:56	93.85%	47.69%	
Netherlands	61	2.26	00:00:53	91.80%	42.62%	


# Content Overview


Oct 22, 2009 - Jan 24, 2010


Comparing to: Site



**Pages on this site were viewed a total of 19,805 times**

 **19,805** Pageviews

 **13,369** Unique Views

 **70.99%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
Realtime page view	8,429	42.56%
Realtime page view number special item	3,908	19.73%
Realtime page view item	2,511	12.68%
Realtime item	1,919	9.69%
Realtime page view item	1,003	5.06%







