

## Reporting & Analytics



### Do I need an analytics report?

Maintaining customers, ranking, sales, and visibility in an online environment requires ongoing effort. An analytics report provides valuable information that helps drive and prioritize improvements, designate resources, and identify barriers to sales and success events on your Web site.

An analytics report is essential to your business if you have questions like these:

*Are visitors finding my site?*

Reporting can help you understand traffic numbers and visitor patterns on your site. You'll have numerical data about daily visitors, time spent, and how visitors navigate your site after they reach you. You'll know whether visitors found your site through organic search, paid search, referral, or if they are visiting you directly, and you will be able to confirm third party data such as referral results from paid listings and inclusions.

Reporting will also identify the keywords that lead visitors to your site, which provides important information about product popularity, fluctuations in the marketplace, and how to create effective paid online advertising.

*What is the value of my online advertising, PR, email blasts, newsletters, etc.?*

Reporting can identify what advertising and PR efforts are most effective in leading visitors to your site. It can also help refine the funnel process that leads visitors to conversion – whether that's defined by making a purchase or simply providing information. In addition, placing monetary values on goals can help track spending and determine ROI.

*How do I reach more visitors and improve my ranking?*

An analytics report is instrumental in driving optimization modifications and improvements that help increase and maintain ranking on the search engines. Measurable data can identify weak areas of visibility, facilitate prompt reaction to changes in the marketplace, provide information for tracking changes in product or service popularity, drive design and usability changes, and help determine marketing decisions.

### What will my report contain?

- **Visitor movement**, including page views, bounce rate, and time on site.
- **Visitor information**, including trending, loyalty, and location.
- **Keyword tracking**, including what keywords brought visitors to the site.
- **Traffic sources**, including organic, paid, direct, and through sales campaigns.
- **Referrals**, including what sources are directing traffic to the site.

- **User movement**, including what pages are viewed, how visitors navigate the site, where visitors enter and exit the site, and how long they spend on a page.
- **Goals**, including whether visitors follow and complete a funnel process to “success”, and measurement of the dollar value of that success.
- **PPC tracking**, including ad effectiveness, traffic, and keyword entry. *Additional charges apply.*
- **User defined**, including site-specific goals and data tailored to needs, current goals and areas of concern.

## What else is included in my report?

- **Analysis.** A clear, easy-to-understand narrative will highlight relevant data, quantify changes in data over time, and explain the impact on your business.
- **Recommendations.** The report will outline and prioritize improvements, and identify goals going forward.
- **Complete data reports** as necessary or requested. For example, reports may include a complete list of referrals, or a full list of keywords that brought visitors.

## What does the report cost?

### \$250/month

- Biweekly, weekly, or daily reporting is also available. If your business has an aggressive sales cycle, if you are running PPC advertising, or if your business is part of a competitive industry, more frequent reporting may be advantageous.
- PPC reporting is done at an additional cost.
- Except where indicated, recommendations included in the report are optional and can be implemented for additional fees.