



# ClearSight Design Online Marketing Report

**Battle Ground Catapult Supply**

**July 2009**

## Overview

### Performance

- Your overall website traffic for the month of July was sub-par. Your organic keywords and Google AdWords are performing poorly; however there was a surge in the amount of people entering the site who searched for **Large Projectiles**. Your direct traffic could stand to be improved and we have some exciting recommendations to do so. Your site's Inbound Marketing could be improved as well. See the section on Inbound Marketing for specific details.

### Problem Areas

The site's direct traffic was unusually low. There are potential missed opportunities in the lack of email marketing and social networking. This could help improve direct traffic.

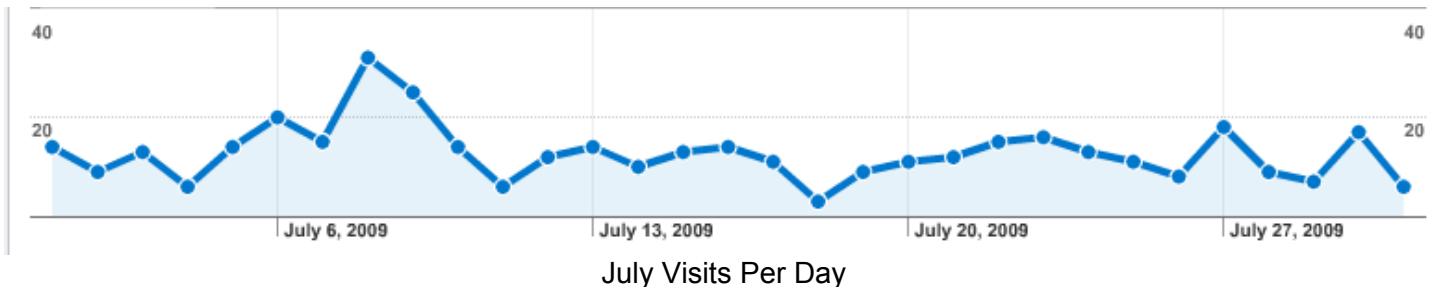
### Recommendations

- Track and tweak current keywords to make improvements.
- A e-mail newsletter could benefit you greatly. It would help increase your direct traffic and name recognition while also giving key information to current and potential clients.
- Creating more content to draw people in to your site (See Inbound Marketing for specifics)

## Organic Search Traffic

### July Performance

- **Visits:** In the month of July the site had 240 visitors, with an average of over 8 visits per day.
- **Visit quality:** Around 30% of visitors left immediately. This is an acceptable number; typically the average for websites like yours is around 40-45%. The average time a visitor spent on the site was 2:15, which is normal.
- **Where are they coming from?** About 2/3 of the site's traffic came from Google, over half of which came from AdWords. Only 20% of visitors typed the URL in directly, which is well below average. Other significant traffic came from [trebuchetbuildersreferenceguide.com](http://trebuchetbuildersreferenceguide.com).
- **What are they searching for?** There were 2 visits to the site via keywords. Filtering out all Battle Ground Catapult Supply variances, the top keywords were "big boulders" and "ballista". No other keywords had a significant impact, although 20 visitors searched "catapult supply" by itself.
- **Where are they searching from?** Out of the 240 visitors, around 110 were from the Seattle/Tacoma area, 100 from Vancouver and 30 from the Portland area. It's interesting to see that so much traffic is coming from the Seattle/Tacoma area. We may want to look into this region to find out why.



### Problem Areas

- **Direct Traffic:** Your site's direct traffic (users that physically type the URL in) was significantly lower than average; this is not necessarily a bad thing because your focus has been on generating search engine traffic. However, it could be improved.
- **Organic Keywords:** Under-performing target keywords, keywords are not utilized in the website well enough.

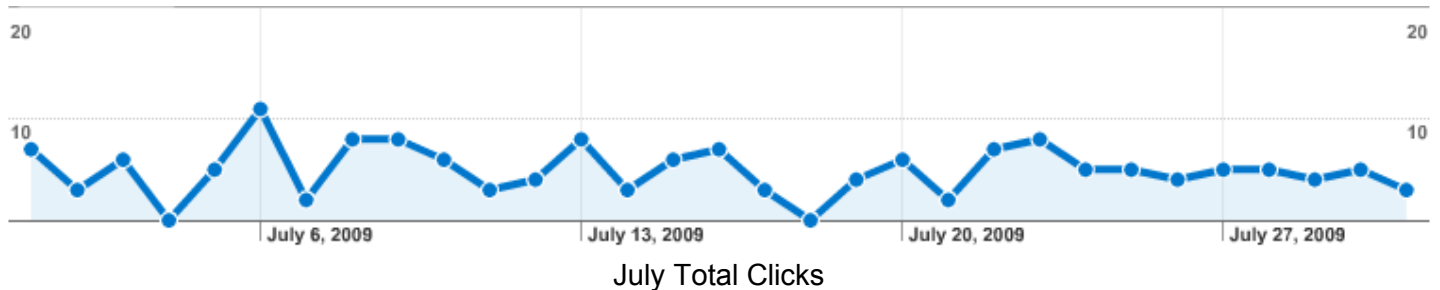
### Recommendations

- **Direct Traffic:** Email marketing can have a positive effect on direct traffic, as will other, non-internet marketing avenues.
- **Organic Keywords:** See inbound marketing recommendations.
- **Track and tweak current keywords to make improvements.**

## Pay-per-click (Google AdWords)

### July Performance

- **Overall clicks:** In the month of July there were 153 total visits from pay per click advertising, about 3 per day.
- **Best performing keywords:** **Large Projectiles** and **Flammable Oil** were your best performing keywords. The keyword **Large Projectiles** had 5 clicks out of 226 impressions with a click through rate of 2.21%. **Flammable Oil** had 8 clicks out of 873 impressions with a click through rate of 1.19% (note that for deck railing the maximum bid is too low for it to show up on the first page. An increase in impressions and clicks would be expected if the max bid for that keyword was raised.



### Problem Areas

- **Geo-targeting:** Your geo targeted setting of 75 miles around Portland OR, might be too restrictive.
- **Certain keywords under performing:** 10 keywords are not appearing on the front page of search results do to a low maximum bid of 50 cents. See recommendations for specifics.

### Recommendations

- **Geo-targeting:** Tweaking your geo-targeted settings from 75 miles to 200 miles might increase the effectiveness of your keywords and will allow ads to be shown to people who search from Seattle. If these changes are made we will track them and see if it increases or decreases keyword effectiveness and make changes next month.
- **Monitor current keywords and create new ones:** Tracking, tweaking and monitoring your current keywords would help weed out the ineffective and the keywords that aren't cost effective. Adding additional keywords is a part of the process to replace the ones that aren't performing well.

## **Email Marketing (Constant Contact)**

### **Performance**

There is currently no email marketing campaign in progress.

### **Problem Areas**

Potential missed opportunity.

### **Recommendations**

Email marketing can be quite useful to help top-of-mind awareness. Your business, like many others, gets a lot of new customers from referrals; one way to keep your past customers in the loop is to send periodic newsletters.

#### **Some potential ideas for newsletter articles that may be of interest:**

- Effective Siege Techniques
- Boulders Or Flammable Oil; What works for you?

In your case a quarterly newsletter would seem to be plenty. Monthly newsletters tend to overwhelm.

## Inbound Marketing

### Performance

There is a lot of opportunity for improvement in this area. Current organic traffic has been less than satisfactory and we have a lot of great ideas that could have a positive influence.

### Problem Areas

- **Lack of consistency in blog:** In order to draw a consistent readership, the reader needs to know when to check back (monthly, weekly, quarterly etc.). See recommendations for ways we can help you accomplish this best.
- **Lack of targeted content**

### Recommendations

- **Target popular AdWords keywords organically:** By analyzing your AdWords keywords we can look at what AdWords are getting the most clicks and incorporating them into our organic keywords. Then we could build pages around them to increase the organic search results; once the organic keywords start performing we could eliminate that keyword from your PPC to save you money.
- **Blog consistency:** Create new blog content monthly, weekly, quarterly etc. We can help you with this by giving you article ideas or even writing a rough draft of an article for you that you can fine-tune and post and by developing ways to direct traffic to your blog.

## **Social Networking**

### **Performance**

There is currently no social networking campaign.

### **Problem Areas**

Potential missed opportunity

### **Recommendations**

Social Networking is an inexpensive way to increase name recognition, and can increase website traffic as well. By utilizing LinkedIn and/or Facebook you can keep potential customers informed and also give them another avenue to discover your company. There are other social networking sites out there such as Twitter or MySpace but we do not have any specific recommendations regarding those. Of course, you need to commit to keeping any social media up to date, and we can help with that as well.