

Organic

866MyMajor.com

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Client contracted in late January of this year and was paying for traffic in order to garner more educational leads.

February of 07 saw 83 goal conversions which were generated through lead drives. The majority of the incoming traffic was non-targeted (as a result of being non-organic) with a bounce rate of 96.44% and an average time on site of less than 10 seconds.

Dashboard

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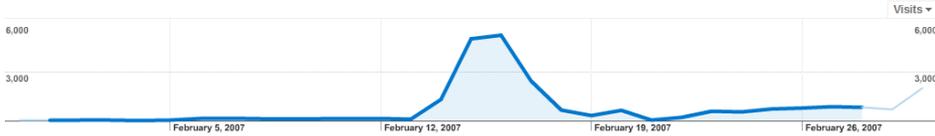
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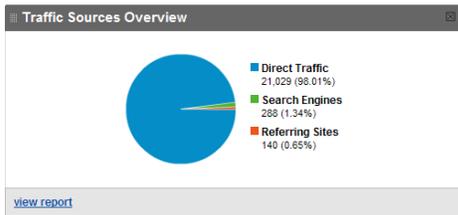
- About this Report
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Dashboard Feb 1, 2007 - Feb 28, 2007



Site Usage

- 21,457 [Visits](#)
- 25,695 [Pageviews](#)
- 1.20 [Pages/Visit](#)
- 96.44% [Bounce Rate](#)
- 00:00:09 [Avg. Time on Site](#)
- 81.65% [% New Visits](#)



Content Overview

Pages	Pageviews	% Pageviews
/?source=Redirect	13,855	53.92%
/?source=HPMEDIAI	6,743	26.24%
/	691	2.69%
/online_Career_Training_z1_1_3.html	147	0.57%
/on_campus_college_degree.html	120	0.47%

[view report](#)



Goals

- Overview
- Total Conversions
- Conversion Rate
- Goal Verification
- Reverse Goal Path
- Goal Value
- Abandoned Funnels
- Funnel Visualization

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Goals Overview Feb 1, 2007 - Feb 28, 2007



Visitors completed 83 goal conversions

83 [conversions, Goal 1: 866MyMajor Lead](#)

Goal Performance

Goal Conversion Rate

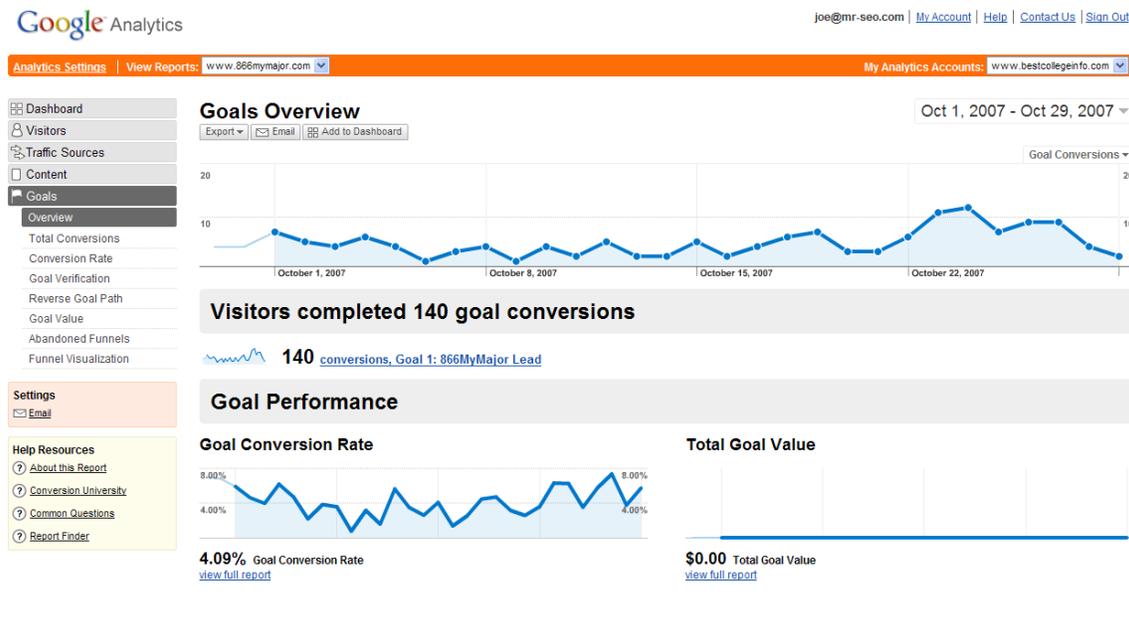
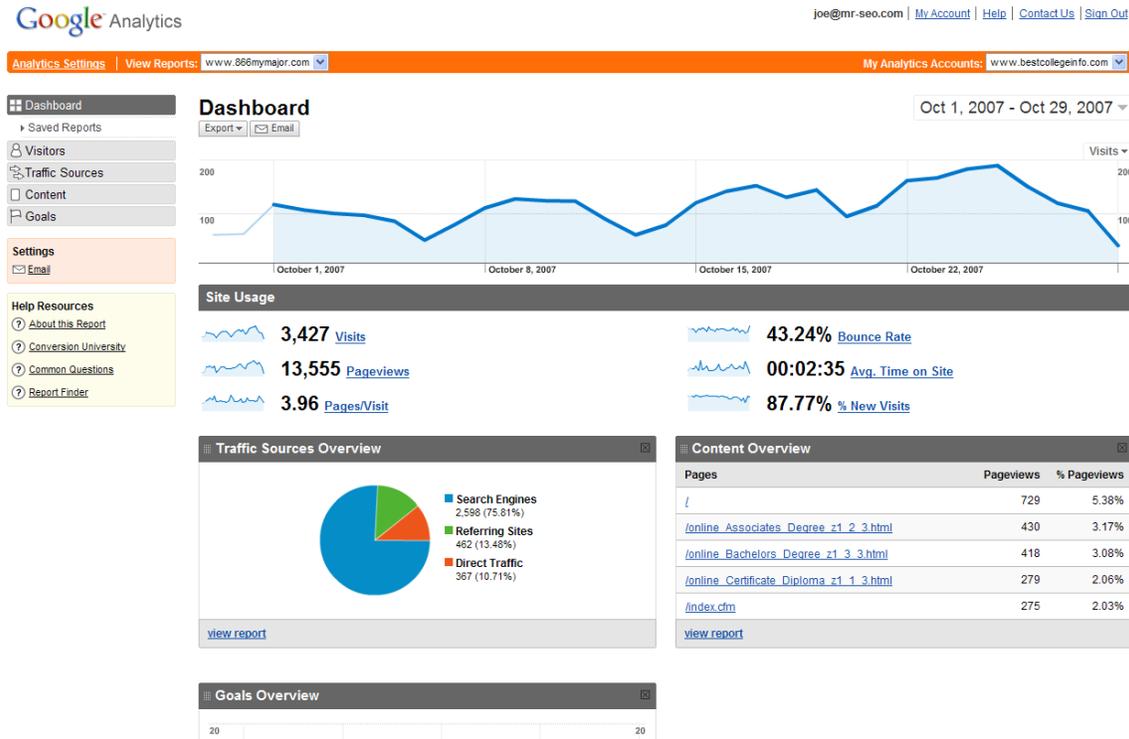
0.39% [Goal Conversion Rate](#)
[view full report](#)

Total Goal Value

\$0.00 [Total Goal Value](#)
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We optimized the site through extensive KW research, added content, improved meta data and the addition of a CSS dropdown menu to get more PR to what were tier three pages and beyond. We also generated incoming links through article creation and syndication, blog posts and social bookmarking. The client no longer pays for traffic

generation or lead development outside of SEO services. Below are the current stats for October through the 28th.



The client's traffic is now majority organic (note miniscule pie chart) and aided by the much more reasonable bounce rate of 43% and an average time on site of 2:35. Goal

conversions are up substantially from the period when the client was paying for traffic, and the rankings will continue to rise as more link building measures are instituted. For the first 4 months, we primarily focused on the on-site optimization as the client had an abundance of pages with little to no optimization whatsoever. Results were predictably slow in the first few months, but setting up realistic expectations and maintaining positive communication with the client throughout the process assured them that they were taking the necessary steps toward improved organic performance.

This client, with minimal maintenance and further link-building, will continue to perform at this level or higher as a result of the SEO investment. What they offer (educational leads) is virtually unaffected by seasonal performance and the number of organic leads per month has steadily climbed to the point that paying for traffic is no longer necessary. Our goal for the client is to provide enough targeted traffic to generate in excess of 250 organic leads by this time next year, provided I'm still managing their account.

PPC (SEM)

We're subcontracted through another agency (PartnerCentric) to handle PPC for the client, which we can't disclose. Any requests for information regarding my performance can be directed to Linda at PartnerCentric (Linda@partnercentric.com).

The client, an online furniture retailer, had a landmark month in June of this year amidst otherwise sporadic performance and poor ROAS. Since that time, competition for brand specific terms has risen numerically while competition on generic terms rose exponentially. In order to maintain a low CPC, the client's former PPC manager backed off the bids on competitive brand terms (their highest converters) and raised the bids on organic terms. Impressions stayed relatively stable through the adjustments, though the click through rate fell substantially.

The client contracted with PartnerCentric for affiliate marketing and PPC management. They were interested in increasing revenue while getting back to their previously respectable ROAS for the month of June. I began working on their PPC the last week of August.

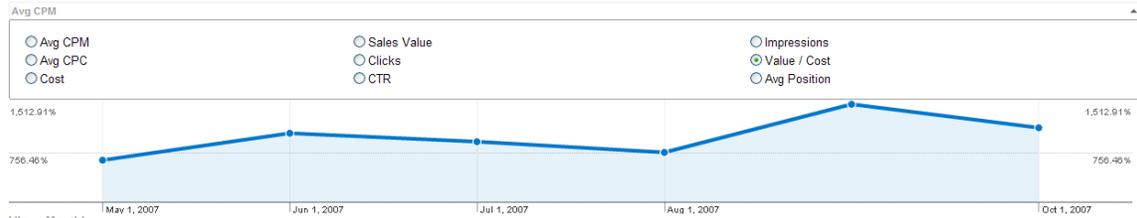
First, we greatly reduced the amount of contextual search they were engaging in. Sponsored search is more targeted for product sales, especially for high dollar goods. We then performed keyword research to re-establish their terms and targeted their ads accordingly. We performed a cost benefit analysis of brand terms to establish ideal placement of ads (to set the bids) and for which brands they could still compete for with reduced risk of a loss (those responsible for a respectable ROAS).

Campaign ROAS monthly for 6 mos

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May 1, 2007 - Oct 29, 2007



Month ↓	Impressions	Clicks	CTR	Avg CPC	Avg CPM	Cost	Avg Position	Value / Cost	Sales Value
May 2007	2,973,134	19,975	0.67%	\$0.50	\$3.38	\$10,054.03	3.5	645.7%	64,917.0
Jun 2007	4,139,972	18,233	0.44%	\$0.52	\$2.31	\$9,561.24	3.1	1,063.0%	101,633.4
Jul 2007	3,522,044	7,680	0.22%	\$0.40	\$0.87	\$3,056.51	3.3	931.8%	28,481.2
Aug 2007	2,211,583	8,704	0.39%	\$0.41	\$1.61	\$3,562.56	3.4	766.8%	27,318.2
Sep 2007	236,337	7,665	3.24%	\$0.56	\$18.07	\$4,270.01	6.0	1,512.9%	64,601.4
Oct 2007	164,628	7,286	4.43%	\$0.64	\$28.21	\$4,643.34	4.4	1,146.7%	53,230.3

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Hopefully, you can see the attached graph. The changes were implemented just prior to the first day of September. Their campaigns are far more targeted and CTR is above 3% as impressions are running at approximately 10% of the previous month. Sales value doubled from the previous two month and the September's ROAS surpasses their best month by close to 500%.

We're now managing their campaigns, consulting on improved landing pages development and testing extensively at the client's request on generic terms (hence the reduced ROAS for October). The client is experiencing stable performance that exceeds their targeted ROAS. The long term goal is to steadily improve performance through long tail, generic bid terms, targeted placement and improved landing pages in an effort to establish market share outside of the influx of new competition.