

Social Media Optimization Driving Traffic to Website

A Case Study of our Social Media Activity 2015



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Social Media Marketing impact on Startup Small Business Website - Reporting

As evidenced by the following data, the small business client website (a blogsite which Zen Fires designed, built and executed basic social media marketing) showed strong growth for visits during our initial 4-month period of activity.

Our activities were to build a new blog site on a new domain, build primary social media pages and promote via daily social media posting.

The analytics show increasing impressions, new visitors and return visits to the site.

Also analytics showed a reduction in bounce rate; in other words, more people who visited the site didn't immediately "bounce" off. Other important metrics also demonstrated value for the site's success. For example data in the pages that follow show steady rise in Google-displayed views to searchers, actual users clicking through to the website, and YouTube video views over 6 months; mainly a steady rise from start to over 400 video plays for this new YouTube channel with only 9 videos (added across the period, with minimal organic and no paid promotion).

This growth was achieved via SMO (social media optimization) tech implementations with YouTube, Google+ and website syncing. Keeping in mind all starting from ground zero; new website, Google+ and YouTube content, pages and videos.

Website analytics - Reporting

Google Analytics Report – Comparing Oct 31, 2014 – Dec 31, 2014 to Jan 1, 2015 – Mar 1, 2015

- Audience Overview
 - Sessions
 - Users
 - Pageviews
 - Pages/Sessions
 - Avg. Session Duration
 - Bounce Rate
 - % New Sessions
 - New Visitors vs. Returning Visitors
- Acquisition Overview
 - Search Engine Optimization
 - Queries

Google Webmaster Tools Report – Current Data

- Crawl Errors

Social Media Analytics Report

- Facebook
- Twitter
- Google+
- Youtube
- LinkedIn

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Reporting



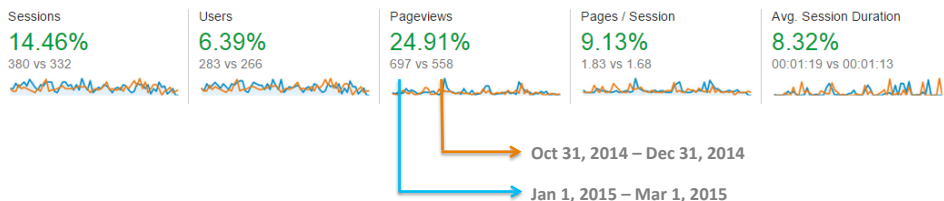
Google Analytics Report and Google Webmaster Tools Reporting

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Google Analytics Reporting – Audience Overview

Jan 1, 2015 - Mar 1, 2015

Compare to: Oct 31, 2014 - Dec 31, 2014



Google Analytics: Metrics Glossary

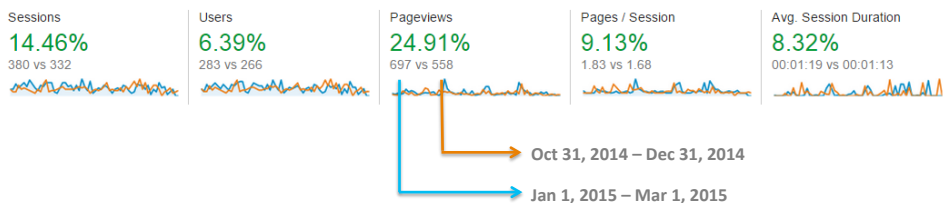
- **Sessions:** A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.
- **Users:** Users that have had at least one session within the selected date range. Includes both new and returning users.
- **Pageviews:** Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
- **Pages/Sessions:** Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
- **Avg. Session Duration:** The average length/time of a Session.
- **Bounce Rate:** The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
- **% New Sessions:** An estimate of the percentage of first time visits.

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Google Analytics Reporting – Audience Overview

Jan 1, 2015 - Mar 1, 2015

Compare to: Oct 31, 2014 - Dec 31, 2014



Google Analytics: Insights and Comments

- Even though the number of **Users** (both new and old) that visited the site only increasing 6.39%, **Pages/Sessions** reflects an increase of 9.13%. Meaning that those who visited the website during the first 3 months of 2015 averaged a higher number of pages viewed, which also complements the 8.32% increase in **Avg. Session Duration**, all being indicators of higher engagement and prolonged customer journey development.
- **Bounce Rate** also decreased -5.43%. A decrease in **Bounce Rate** reflects that visitors found the content in the site to be more relevant to what they were searching for.

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Google Analytics Reporting – Audience Overview

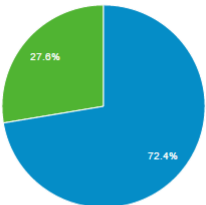
Google Analytics: Insights and Comments

- **% New Sessions** portrays a decrease of -6.87% because of the higher number of returning visitors during the first months of 2015.
- Nonetheless, the amount of **Sessions** for both New and Returning visitors have increased during the first months of 2015.

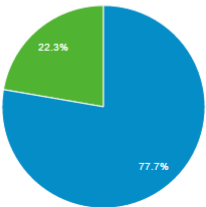
| User Type ? | Acquisition | |
|-----------------------------|--------------|------------|
| | Sessions ? | ↓ |
| | 14.46% ↑ | 380 vs 332 |
| 1. New Visitor | | |
| Jan 1, 2015 - Mar 1, 2015 | 275 (72.37%) | |
| Oct 31, 2014 - Dec 31, 2014 | 258 (77.71%) | |
| % Change | 6.59% | |
| 2. Returning Visitor | | |
| Jan 1, 2015 - Mar 1, 2015 | 105 (27.63%) | |
| Oct 31, 2014 - Dec 31, 2014 | 74 (22.29%) | |
| % Change | 41.89% | |

■ New Visitor ■ Returning Visitor

Jan 1, 2015 - Mar 1, 2015



Oct 31, 2014 - Dec 31, 2014



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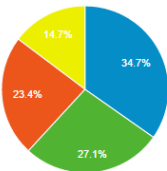
Google Analytics Reporting – Acquisition Overview

Google Analytics:
Metrics Glossary –
Types of Traffic

- **Referral:** The segment of traffic that arrives on your website through another source, like through a link on another domain.
- **Organic Search:** Are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements.
- **Social:** Traffic that arrives on your website through another source, like through social media.
- **Direct:** Visitors who visited the site by typing the URL directly into their browser.

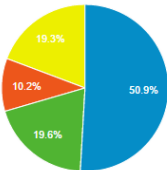
Top Channels

Jan 1, 2015 - Mar 1, 2015



■ Referral
■ Organic Search
■ Social
■ Direct

Oct 31, 2014 - Dec 31, 2014



■ Referral
■ Organic Search
■ Social
■ Direct

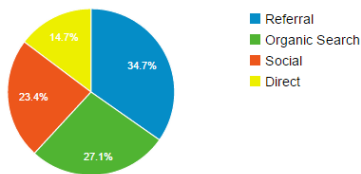
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Google Analytics Reporting – Acquisition Overview

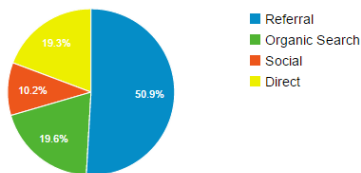
Google Analytics:
Insights and Comments

- Note how **Referral** and **Direct** are not as dominant in the past.
- **Organic Search** is now a major source of traffic, leveraging the positive impact of designing and executing **SEO** strategies.

Top Channels
Jan 1, 2015 - Mar 1, 2015







Oct 31, 2014 - Dec 31, 2014



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Google Analytics Reporting – Search Engine Optimization Queries

| Impressions ? | Clicks ? | Average Position ? | CTR ? |
|--|--|--|---|
| 38.78%  2,040 vs 1,470 | 40.00%  35 vs 25 | 13.54%  48 vs 55 | 0.88%  1.72% vs 1.70% |

Google Analytics:
Metrics Glossary – SEO

- **SEO Queries:** what users typed to reach your site via search engines (organic search). These keyword phrases are evaluated based on number of:
 - **Impressions:** The number of times any URL from your site appeared in search results viewed by a user, not including paid AdWords search impressions.
 - **Clicks:** The number clicks on your website URLs from a Google Search results page, not including clicks on paid AdWords search results.
 - **Avg. positing** (in SERP): The average ranking of your website URLs for the query queries.
 - **CTR** (click- through-rate): Clicks / Impressions * 100.

Google Analytics:
Insights and Comments

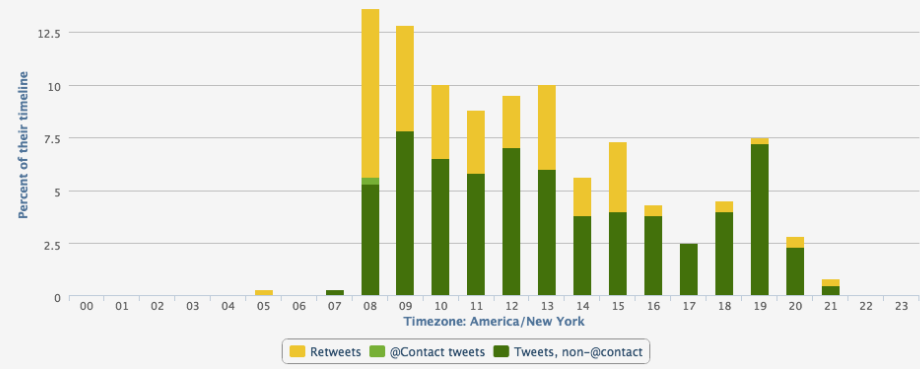
- In terms of overall SEO, most keyword phrases have leveraged an increase in the number of **Clicks** during the first months of 2015.
- The keyword phrases with the highest **Clicks** include:
 - *Career aptitude test*
 - *Career test*
 - *Degrees worth pursuing*
 - *Happiest majors*
 - *Online career counseling*

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Twitter Continued

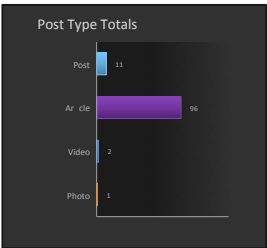
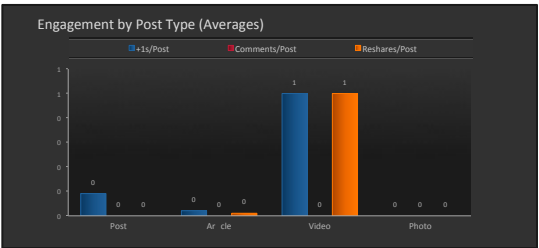
Most active hours for our client Tweeting;
Tweet timing research for posting

we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet.
Compare to the above chart to see how their activity compares to their followers.

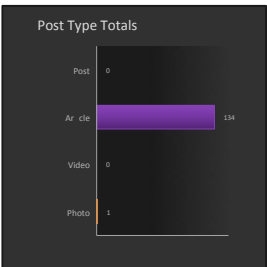
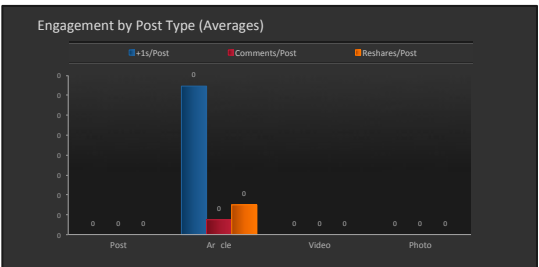


Google+

September 2014:

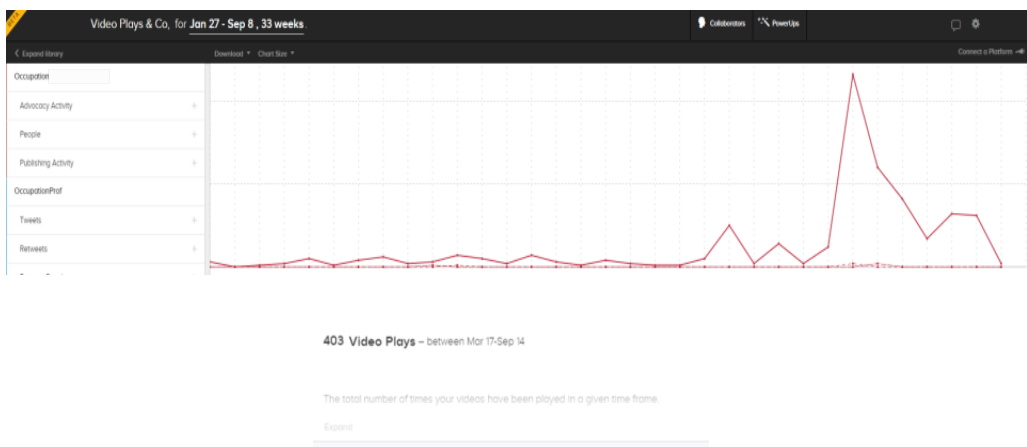


March 2015:



Could use more variety of posts, and more engagement with other users.

YouTube Results over only 9 videos



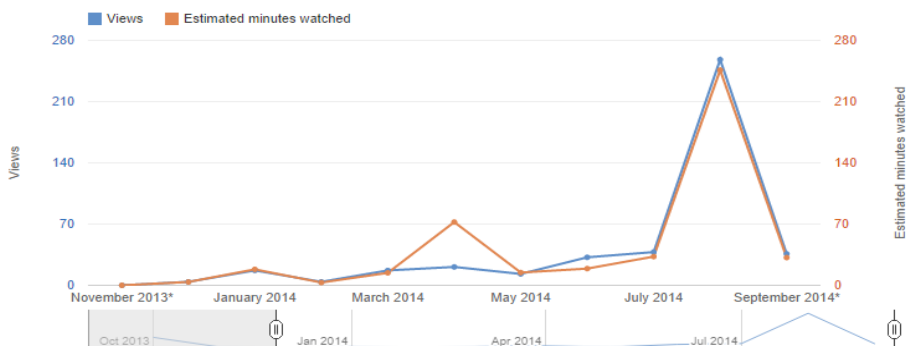
YouTube

Nov 26, 2013 – Sep 10, 2014

VIEWS
440

ESTIMATED MINUTES
WATCHED
457

Compare metric Monthly Show growth



Facebook: Analytics from September 2014

Likealyzer
by metwater

Analyze About Statistics FAQ Contact

Category: Education [Visit]

✔ Username: Occupationprofessor

✔ Website: www.occupationprofessor.com

✔ About: Information specified.

✔ Location: Atlanta, United States

✖ Milestones: 0

✔ Pages liked: >10

✔ Likes Growth: 7.22%

✔ PTAT: 10

✔ Engagement Rate: 9.62%



75

Recommendations:

Ask business partners, customers and friends to become fans.

Review the length of your posts.

Publish more photos.

Encourage your fans to ask more questions for you to answer.

Increase the variety in your posts.

Page Comparison

75

OccupationProfessor.com

VS

53

Average
LikeRank

52

Average in
Education

55

Similar
Brands

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Thank You!



Jake Aull | Zen Fires Digital Marketing | GSU Social Media Marketing Instructor

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