

Retail Foods Client Website

SEO 6-month Year-over-Year Report
from November 2017 to April 2018 & 12 months prior



A CASE STUDY: FOOD PRODUCER 6 MONTH ANALYSIS (WITH 12 MONTH YOY DATA COMPARISONS)

THE REQUEST:

ZenFires was asked to take over SEO activities for a leading national retail store foods producer in late 2017. Previously SEO was handled by the company's web maintenance provider.

REPORTING:

In addition to monthly reporting, after 6 months, a 6-month/year-over-year report was generated to show overall results. The report showed the results of our SEO activities for the website over the 6-month period, compared to search engine traffic from the same period 12 months prior.

RESULTS:

- Organic (non-advertising) search engine traffic rose dramatically year over year, peaking at just over 8,100 sessions (website visits) in January 2018 vs. just over 4,200 in January 2017.
- New users (via organic search engines) rose dramatically year over year, peaking at just over 7,000 in January 2018 vs. almost 3,500 in January 2017. Users overall were up over 58% in the recent 6-month period when compared to the previous.
- Organic (non-advertising) traffic from Google specifically rose dramatically year over year, peaking at just over 2,000 sessions (website visits) in a week of early February 2018 vs. just over 1,100 same period in 2017. New users specifically were up 71% overall for the newer 6-month period.
- Organic search engine (non-advertising) traffic represented over 33% of overall website visits from November 2017 to April 2018 (and was the top source of website traffic).
- Organic search engine traffic increased from 7,000 sessions in November 2017 to 7,500 sessions in April 2018.
- From May 2017 through April 2018, users visiting the website grew from less than 5,000 users to over 7,000 users. There was an obvious spike in growth in November/December, which was when we began implementing SEO on the website.
- During the 6 months in which we did SEO for the website, there were 139k visits to the website, 6k users registered for the coupon club and 1100 people logged in to the coupon club.
- During that time 45.4% of website traffic was on mobile phone, 44.8% was on desktop and 9.9% was on tablet.

The Data Behind the Summary Points

All Organic Search Traffic (website visits via SEO)

Organic (non-advertising) search engine traffic has risen dramatically year over year, peaking at just over 8,100 sessions (website visits; blue) in January 2018 vs. just over 4,200 in January 2017.

ALL » DEFAULT CHANNEL GROUPING: Organic Search ▾

Nov 1, 2017 - Apr 30, 2018
Compare to: Nov 1, 2016 - Apr 30, 2017 ▾

All Users
+20.01% Users

+ Add Segment

Explorer

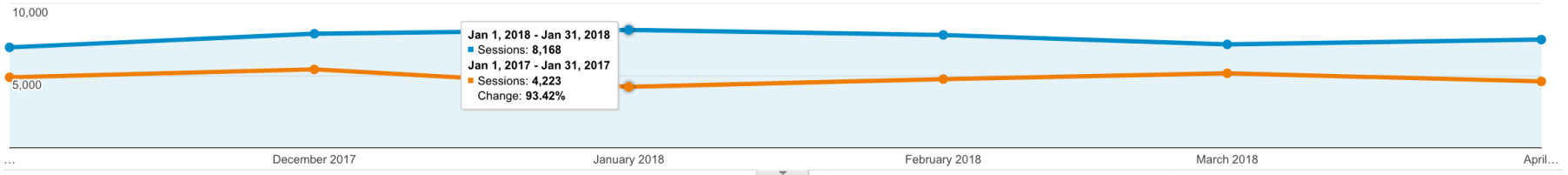
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Sessions ▾ VS. Select a metric

Day Week Month  

Nov 1, 2017 - Apr 30, 2018: ● Sessions










Nov 1, 2016 - Apr 30, 2017: ● Sessions



Primary Dimension: Keyword Source Landing Page Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

 advanced     

Keyword ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	58.42%  39,207 vs 24,749	60.63%  38,684 vs 24,082	56.62%  45,505 vs 29,054	21.20%  76.83% vs 63.39%	22.64%  1.86 vs 2.41	31.53%  00:00:56 vs 00:01:22	392.54%  0.12% vs 0.02%	671.43%  54 vs 7	577.91%  \$1,828.47 vs \$269.72

All Organic Search Traffic

New users (via organic search engines) has risen dramatically year over year, peaking at just over 7,000 (blue) in January 2018 vs. almost 3,500 in January 2017. Users overall were up over 58% in the recent 6-month period when compared to the previous.

ALL » DEFAULT CHANNEL GROUPING: Organic Search ▾

Nov 1, 2017 - Apr 30, 2018
Compare to: Nov 1, 2016 - Apr 30, 2017 ▾

All Users
+20.01% Users

+ Add Segment

Explorer

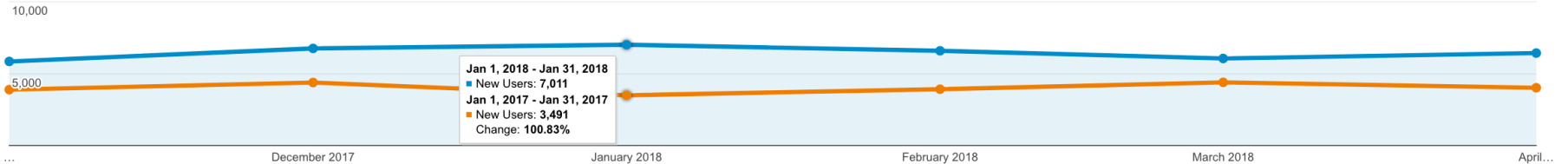
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

New Users ▾ VS. Select a metric

Day Week Month  

Nov 1, 2017 - Apr 30, 2018: ● New Users










Nov 1, 2016 - Apr 30, 2017: ● New Users



Primary Dimension: Keyword Source Landing Page Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

 advanced     

Keyword ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	58.42%  39,207 vs 24,749	60.63%  38,684 vs 24,082	56.62%  45,505 vs 29,054	21.20%  76.83% vs 63.39%	22.64%  1.86 vs 2.41	31.53%  00:00:56 vs 00:01:22	392.54%  0.12% vs 0.02%	671.43%  54 vs 7	577.91%  \$1,828.47 vs \$269.72

Organic (non-advertising) traffic from Google specifically has risen dramatically year over year, peaking at just over 2,000 sessions (website visits; blue) in a week of early February 2018 vs. just over 1,100 same period in 2017. New users specifically were up 71% overall for the newer 6-month period.

ALL » SOURCE / MEDIUM: google / organic

Nov 1, 2017 - Apr 30, 2018
Compare to: Nov 1, 2016 - Apr 30, 2017

All Users
+19.87% Users

+ Add Segment

Explorer

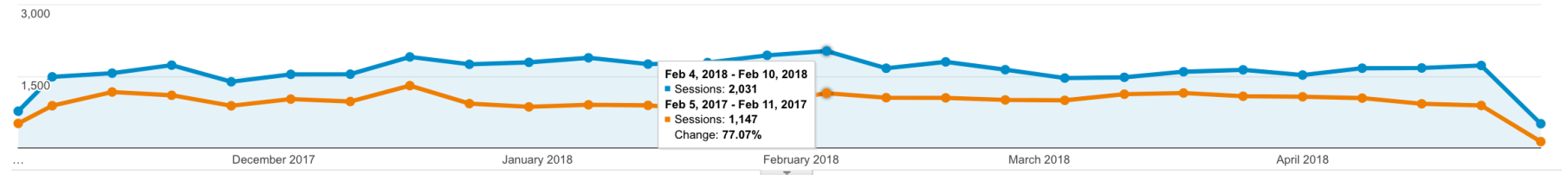
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Sessions vs. Select a metric

Day Week Month

Nov 1, 2017 - Apr 30, 2018: Sessions

Nov 1, 2016 - Apr 30, 2017: Sessions



Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

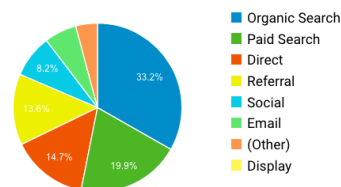
advanced

Source / Medium ?	Acquisition			Behavior			Conversions <div>eCommerce ▾</div>			
	Users ? <div>↓</div>	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?	
	68.25% <div>37,354 vs 22,202</div> <div>▲</div>	70.87% <div>36,911 vs 21,602</div> <div>▲</div>	67.20% <div>43,307 vs 25,901</div> <div>▲</div>	18.11% <div>78.51% vs 66.48%</div> <div>▼</div>	22.19% <div>1.77 vs 2.27</div> <div>▼</div>	31.59% <div>00:00:52 vs 00:01:17</div> <div>▼</div>	293.02% <div>0.11% vs 0.03%</div> <div>▲</div>	557.14% <div>46 vs 7</div> <div>▲</div>	488.39% <div>\$1,587.00 vs \$269.72</div> <div>▲</div>	
1. google / organic										
Nov 1, 2017 - Apr 30, 2018	37,354 (100.00%)	36,911 (100.00%)	43,307 (100.00%)	78.51%	1.77	00:00:52	0.11%	46 (100.00%)	\$1,587.00 (100.00%)	
Nov 1, 2016 - Apr 30, 2017	22,202 (100.00%)	21,602 (100.00%)	25,901 (100.00%)	66.48%	2.27	00:01:17	0.03%	7 (100.00%)	\$269.72 (100.00%)	
% Change	68.25%	70.87%	67.20%	18.11%	-22.19%	-31.59%	293.02%	557.14%	488.39%	

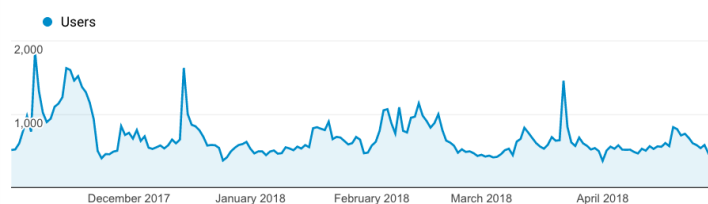
All Organic Search Traffic

Organic search engine (non-advertising) traffic has represented over 33% of overall website visits from November 2017 to April 2018.

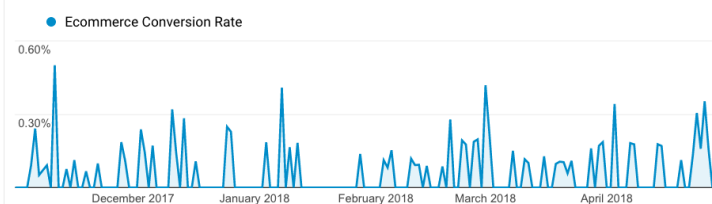
Top Channels



Users



Conversions



Acquisition

Users	New Users	Sessions
113,458	112,104	138,795

Behavior

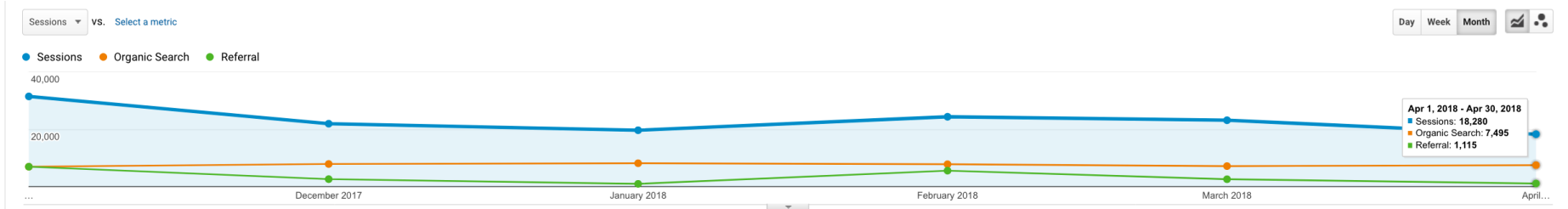
Bounce Rate	Pages / Session	Avg. Session Duration
64.77%	2.33	00:01:19

Conversions

Ecommerce Conversion Rate	Transactions	Revenue
0.06%	81	\$2,873.92

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1 Organic Search	39,207			76.83%			0.12%		
2 Paid Search	23,483			49.80%			0.03%		
3 Direct	17,315			74.42%			0.05%		
4 Referral	16,073			35.59%			0.03%		
5 Social	9,681			85.92%			0.00%		
6 Email	7,296			55.55%			0.03%		
7 (Other)	4,937			76.27%			0.00%		
8 Display	2			60.00%			0.00%		

Even though organic search appears to be flat (in orange below), it has actually increased from 7,000 sessions in November 2017 to 7,500 sessions in April 2018.

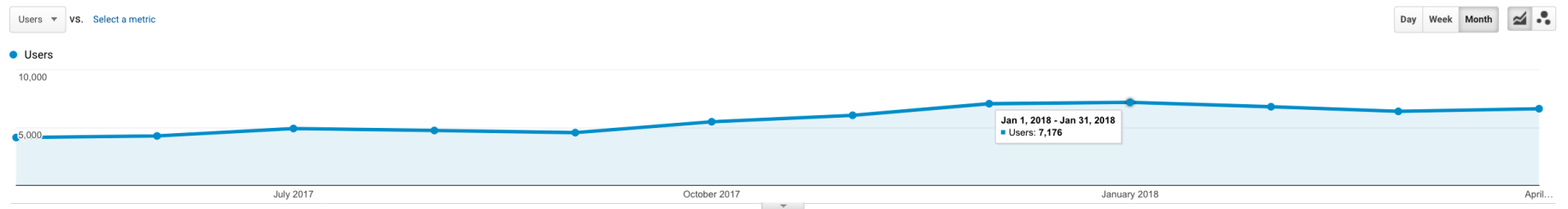


Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Default Channel Grouping		Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		113,458 (% of Total: 100.00% (113,458))	112,114 (% of Total: 100.01% (112,104))	138,795 (% of Total: 100.00% (138,795))	64.77% (Avg for View: 64.77% (0.00%))	2.33 (Avg for View: 2.33 (0.00%))	00:01:19 (Avg for View: 00:01:19 (0.00%))	0.06% (Avg for View: 0.06% (0.00%))	81 (% of Total: 100.00% (81))	\$2,873.92 (% of Total: 100.00% (\$2,873.92))
<input checked="" type="checkbox"/>	1. Organic Search	39,207 (33.23%)	38,684 (34.50%)	45,505 (32.79%)	76.83%	1.86	00:00:56	0.12%	54 (66.67%)	\$1,828.47 (63.62%)
<input type="checkbox"/>	2. Paid Search	23,483 (19.90%)	23,060 (20.57%)	25,783 (18.58%)	49.80%	3.17	00:01:53	0.03%	7 (8.64%)	\$359.34 (12.50%)
<input type="checkbox"/>	3. Direct	17,315 (14.67%)	17,029 (15.19%)	22,525 (16.23%)	74.42%	1.84	00:01:14	0.05%	11 (13.58%)	\$411.82 (14.33%)
<input checked="" type="checkbox"/>	4. Referral	16,073 (13.62%)	15,272 (13.62%)	19,862 (14.31%)	35.59%	3.52	00:01:53	0.03%	6 (7.41%)	\$215.42 (7.50%)
<input type="checkbox"/>	5. Social	9,681 (8.20%)	9,550 (8.52%)	10,522 (7.58%)	85.92%	1.37	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Email	7,296 (6.18%)	3,724 (3.32%)	9,215 (6.64%)	55.55%	2.37	00:01:53	0.03%	3 (3.70%)	\$58.87 (2.05%)
<input type="checkbox"/>	7. (Other)	4,937 (4.18%)	4,795 (4.28%)	5,368 (3.87%)	76.27%	1.74	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. Display	2 (0.00%)	0 (0.00%)	15 (0.01%)	60.00%	1.60	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)

All Organic Search Traffic

The chart below shows the growth in users visiting the website from May 2017 through April 2018. From less than 5,000 users to over 7,000 users. Note the spike in growth in November/December, which was when we began implementing SEO on the website.



Primary Dimension: Keyword Source Landing Page Other ▼

Plot Rows

Secondary dimension ▼

Sort Type: Default ▼

advanced

Grid View

Keyword ?	Acquisition			Behavior			Conversions eCommerce ▼		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	66,396 % of Total: 31.34% (211,842)	65,847 % of Total: 31.31% (210,300)	77,307 % of Total: 30.34% (254,812)	75.30% Avg for View: 64.95% (15.93%)	1.95 Avg for View: 2.29 (-14.80%)	00:01:00 Avg for View: 00:01:17 (-22.64%)	0.10% Avg for View: 0.05% (106.01%)	80 % of Total: 62.50% (128)	\$2,974.45 % of Total: 60.56% (\$4,911.17)
1. (not provided)	65,249 (98.30%)	64,796 (98.40%)	76,093 (98.43%)	75.44%	1.94	00:01:00	0.10%	79 (98.75%)	\$2,943.51 (98.96%)
2. lindsay olives	84 (0.13%)	75 (0.11%)	96 (0.12%)	17.71%	5.64	00:02:53	1.04%	1 (1.25%)	\$30.94 (1.04%)
3. amazon	31 (0.05%)	31 (0.05%)	31 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	22 (0.03%)	21 (0.03%)	23 (0.03%)	52.17%	3.00	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. lindsey olives	15 (0.02%)	14 (0.02%)	19 (0.02%)	42.11%	3.16	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. https://my.ilovelindsay.com/club	8 (0.01%)	8 (0.01%)	9 (0.01%)	22.22%	3.89	00:04:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. olive brine	8 (0.01%)	8 (0.01%)	8 (0.01%)	75.00%	1.25	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. lindsay olives coupon	7 (0.01%)	7 (0.01%)	7 (0.01%)	14.29%	3.71	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. lindsay olive	6 (0.01%)	5 (0.01%)	6 (0.01%)	16.67%	5.50	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

All Organic Search Traffic

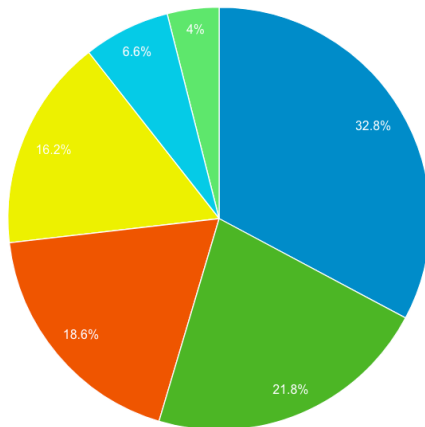
During the 6 months in which we have done SEO for the website, there were 139k visits to the website, 6k users registered for the club and 1100 people logged in to the club.

During that time 45.4% of website traffic was on mobile phone, 44.8% was on desktop and 9.9% was on tablet.

The top source of website traffic was organic (SEO) at 32.8%.

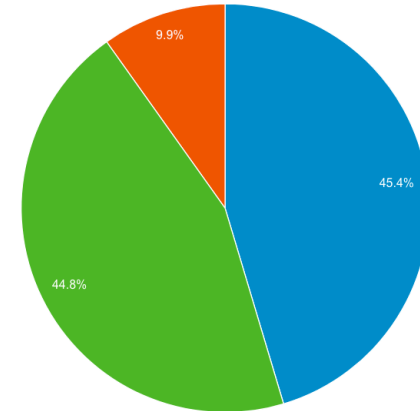
Visits by Traffic Source

■ organic ■ referral ■ cpc ■ (none) ■ email ■ Other



Sessions by Device Category

■ mobile ■ desktop ■ tablet



SEO Report for April 2018

