RIVERSIDE JUNE ANALYTICS & SEO REPORT

PUNCH CREATIVE

Design for print, web & new media

RAR™ RECOMMENDED

Analytics Overview

Apr 2nd 2016 to Jun 10th 2016

Google Analysis

Sessions **2,018**

Users **1,688**

Page views **4,922**

Average Session Duration **01:39**

Bounce rate **58.08%**

Acquisition Overview

Total: **2,018**
Organic Search **1,042**
Paid Search (PPC) **469**
Direct **250**
Referral **244**
Social **13**

Paid Search (In Focus)

+baling +twine **106**
+baler +machine **83** **(big increase)**
+cardboard +balers **70**
+cardboard +baler **64**
+plastic +baler **30**
cardboard baler **28**
+baler +machine **18**
+bailing +twine **14**
+best +shredder +uk **8**
baler **8**

Analytics Overview

Top 10 landing pages over last period

Homepage **740**

waste balers **567**

used waste balers **341**

contact **31**

75 compact waste baler **27**

500 mill sized waste baler **23**

400 mill sized waste baler **21**

Contact.html **19**

Cardboard Balers **14**

Consumables **12**

New launched items (landing Pages)

Referral Scheme News **4**
Referral Scheme Landing Page **5**

Cardboard Balers **14**
Plastic Balers **7**
Paper Balers **3**

Overall top pages over last period (page views 4,923)

Homepage **971**

waste balers **882**

used waste baler **686**

contact **192**

500 mill sized baler **141**

75 compact waste baler **130**

cardboard balers **115** **(looks like this will be gaining more traffic at month 3)**

250 mid range waste baler **89**

about **74**

consumables **66**

Quick Review

CPP Campaign

Development of:

1. New Menu section
2. New Landing Pages
3. Email Campaign
4. Floating side widget

Landing Page Views/time/bounces

Cardboard

115 page views
01:49 Average time spent on page
64.29% Bounce rate (this is where the user just visits this page and then exists)

Plastic

40 page views
01:10 Average time spent on page
71.43% Bounce rate

Paper

21 page views
01:37 Average time spent on page
100% Bounce rate

Email Campaign

Sent to 1,801
Opened 244 (13%)
Clicked 17

URLs

http://wastemachinery.co.uk/cardboard-balers/ **9** - list sent to JO & KM

http://wastemachinery.co.uk/ **5**

http://wastemachinery.co.uk/plastic-balers/ **3** - list sent to JO & KM

http://wastemachinery.co.uk/paper-balers/ **2** - list sent to JO & KM

Quick Review

Referral Campaign (very early report)

Development of:
1. New side widget
2. New Landing Pages
3. Email Campaign
4. Email Signature

Landing Page Views/time/bounces

16 page views
05:03 Average time spent on page
40% Bounce rate (this is where the user just visits this page and then exists)

News Page Views/time/bounces

8 page views
02:02 Average time spent on page
25% Bounce rate

Email Campaign

Sent to 1,778
Opened 220 (13%)
Clicked 3

URLs

http://wastemachinery.co.uk/ **3**

http://wastemachinery.co.uk/referral-scheme/ **0**

PPC Quick Review

Balers PPC

Quick Overview

Clicks 216
Impressions 41,400
CTR 0.52%
Average cost per click £1.38
Average position 2.5

Total Cost £297.98

Tracked Conversions 2
Cost/conv £148.99
Conversion rate 0.93%

Devices (clicks)

Computers 155
Tablets with full browsers 34
Mobile 27

Baling PPC

Quick Overview

Clicks 253
Impressions 14,414
CTR 1.76%
Average cost per click £0.72
Average position 2.1

Total Cost £182.20

Tracked Conversions 0
Cost/conv 0
Conversion rate 0%

I'm tempted to reduce baling down and pump money elsewhere - thoughts?

Our Notes

CPP

Cardboard interests look to be rising compared to last month which could be the side widget now found on every page. Paper & plastic are not as popular and I wonder if this is reflective or the industry requirements? could you confirm this or do we need to look at pushing more for paper & plastic.

I am happy that we can leave this section for the while and track progress over next 3 months.

Used Balers

This is the third most visited page on the website and i'm keen to open up discussions about trying to raise this further (without effecting sales of brand new balers)

- User subscription to new products alerts via a newsletter (we can build a template for RWM to manage if required)
- Used banner email alerts
- Homepage flashes?

Points to discuss

1. Think we may need to look at the consumables pages and others like it and re-code part of the site so we can have the options to reduce the number of side widgets as there is a large amount of white space on this page - Thoughts?

2. Would you be interested in doing a series of services campaigns? Each month we could highlight a new section. This might be a good idea for existing customer engagement with the servicing, maintenance and consumables.

3. Is it worth considering doing a mailer campaign on costs? The first banner suggests from £11 a week - are there anymore cost comparisons we could use to create a wider campaign? If so we could look to create a nice infographic or series of animations on a landing page.