

RIVERSIDE BRANDING  
JUL AUG ANALYTICS  
& SEO REPORT MARKETING  
AL STRATEGY SOCIAL  
PUNCH CREATIVE ILLUSTRATION

Design for print, web & new media

**RAR+**  
RECOMMENDED

# Analytics Overview

Apr 2nd 2016 to Jul 2nd 2016

## Google Analysis

Sessions **2,678 (-556)**

Users **2,234 (-253)**

Page views **6,378 (-1448)**

Average Session Duration **01:38 (-27 seconds)**

Bounce rate **58.78% (same)**

## Acquisition Overview

Total: **2,678 (-556)**

Organic Search **1,378 (-301)**

Paid Search (PPC) **616 (-137)**

Referral **351 (-214)**

Direct **306 (-26)**

Social **27 (-5)**

## Paid Search (In Focus)

+baling +twine **138 (+33)**

+baler +machine **118 (+49)**

+cardboard +balers **82 (- 3)**

+cardboard +baler **76 (-15)**

cardboard baler **41 (-29)**

+plastic +baler **32**

+baler +machine **24 (-41)**

+bailing +twine **21 (+28)**

baler **15**

balers **11 (-18)**

# Analytics Overview

## Top 10 landing pages over three months

Homepage **1005 (-11)**  
waste balers **748 (-116)**  
used waste balers **408 (-228)**  
contact **37 (-9)**  
75 compact waste baler **33 (-24)**  
500 mill sized waste baler **32 (-5)**  
400 mill sized waste baler  
Contact.html **26 (same)**  
250 Mid range waste baler **18**  
Cardboard Balers **14**

## New launched items (landing Pages)

Referral Scheme News **9**  
Referral Scheme Landing Page **17**  
Cardboard Balers **138**  
Plastic Balers **62**  
Paper Balers - **closed for the moment but had 29 hits**

## Overall top pages over last period (page views 6,378)

Homepage **1292 (-161)**  
waste balers **1153 (-121)**  
used waste baler **829 (-357)**  
contact **254 (-58)**  
500 mill sized baler **181 (-77)**  
75 compact waste baler **159 (-49)**  
cardboard balers **138 (+28)**  
250 mid range waste baler  
about **96 (-72)**  
news **96**

# 3 Month Review

In comparison to the Jan to Apr results the overall site results are **down by approx 10%** apart from the recent CPP campaign which has shown a **rise of 25%** on the cardboard page.

As a precautionary measure I've done a quick comparison with this current month to see if there is still a slide/slump.

## Last month (2nd Jun to 2nd Jul)

users: 770

Sessions 908

page views 2083

Average session: 01:34

Bounce rate 59.14%

## Current month (2nd Jul to 2nd Aug)

users: 786 **(+16)**

Sessions 955 **(+47)**

page views 2150 **(+67)**

Average session: 01:40 **(+6 seconds)**

Bounce rate 60.31% **(-1%)**

As you can see that a quick comparison shows a turn in trend and users look to be returning to the website.

And if we compare this to exactly the same dates 1 year ago there looks to be another drop around these months but only 7% not 10%.

A few quick questions:

1. Is this dip being reflected on your current sales or calls?
2. Is this dip a trend as per our suggestion?
3. Could this also be linked with the recent political unrest with Brexit?
4. Are there any other dips that have been noticed in the past?

# PPC Review

## **Balers PPC**

### **3 Month Overview**

Clicks 274

Impressions 56,832

CTR 0.48%

Average cost per click £1.41

Average position 2.4

Total Cost £387.27

Tracked Conversions 3

Cost/conv £129.09

Conversion rate 1.09%

### **Devices (clicks)**

Computers 204

Tablets with full browsers 42

Mobile 28

### **Ad Schedule**

Thursday + 20% 51 clicks ( I have increased this to 30% )

Monday +10% 47 clicks ( I have increased this to 20% )

Tuesday +0% 47 clicks ( I have increased this to 10% )

Wednesday +20% 47 clicks

Friday +0% 39 clicks ( I have increased this to 20% )

Saturday - 20% 23 clicks ( I have reduced this to -40% )

Sunday - 20% 20 clicks

### **Best Advert (98.35%)**

#### **Riverside Waste Machinery**

Great Deals On Industrial Balers.

Voted Best For Aftersales Care!

[wastemachinery.co.uk/waste-balers/](http://wastemachinery.co.uk/waste-balers/)

# PPC Review

## **Baling PPC**

### **3 Month Overview**

Clicks 340

Impressions 18,927

CTR 1.80%

Average cost per click £0.72

Average position 2.2

Total Cost £250.10

Tracked Conversions 2

Cost/conv £125.05

Conversion rate 0.59%

### **Removed keywords and placed as negative**

Hay bale & variants

Ken Burns

john deer

farm machinery

ebay

### **Further Updates**

We have added call extensions to the account but we could also include the following into the listing:

- Sitelink extensions - this allows adding of additional links to the ad - you usually see these under the adverts and would be something like: used balers, cardboard balers, plastic balers consumables. You can have a sentence but a list works best.
- Review extensions - I haven't seen a live version of this but you can have a link to an external review site to qualify the quality of your service. It's usually done when the reference is a recognised brand name within the sector.

**I do think that sitelink extensions would be a good choice and will leave the review to yourselves to decide if there is a decent review from a trusted brand name.**

# Our Notes

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- As mentioned previously is there any merit in a newsletter for used balers? How frequently are these sold on the site and do you think that there would be a need for this or are these one - off purchases?
- I do think campaigns to existing customers to push services to increase engagement would be worth considering. Do we have a database with client details on and also dates so we can categorise these by purchased date?
- I would also like to bring back last months suggestion on an email campaign regarding cost. £11 a week with a nice infographic / message highlighting the running costs. Are there anymore cost savings or just savings that we could pull together to make a full campaign?