



Sparkdog Better Findability

Sept 2008 report for [REDACTED]

BIG PICTURE

- Traffic is increasing and the site is doing well attracting more visitors.
- My optimization strategy: 1) build traffic by ranking higher in Google and developing helpful content for the blog. 2) Later, as traffic builds, explore ways to increase the conversion rate of that traffic. (Unchanged from last month)
- [REDACTED] is likely to continue its decline for the next 12 months. If born out, it means we will be marketing in a difficult climate with a greatly reduced potential number of leads. I will work to generate maximum exposure for the web site in the hope of generating leads that would otherwise be missed. (Unchanged from last month)
- I will also promote content on the site that portrays [REDACTED] as experts, or thought leaders, in their field. That way, when the market rebounds, [REDACTED] will be marketing from a trusted position. (Unchanged from last month)

THE MOST IMPORTANT THING TO DO ONLINE

- Is put up good, original content on the blog. When [REDACTED] creates value through good content, like we do with our search feature and our blog, the *minimum impact* is to build trust and reputation. All potential clients who go online see this difference between sites.
- **** NEW **** Gain links to the site. I've been working, and continue to work, on link building. This is also something that can happen within your office – anytime you have the opportunity to get a link to the site, as long as it is from a reputable source, **GET THE LINK**. Where you can control the phrase used on the other site as link text [REDACTED] is our preferred text to link to the home page.

GOOGLE RANKING RESULTS

- These reported results are accurate as of 10/4/2008 but change daily.
- We rank for a broad set of terms and variations – hundreds. These are the main ones.
- I will not always be reporting these ranking results, as my focus is getting people to become leads. Over time, watching the Google rank changes will be a bit of a sideshow.

Main Keywords:	On 9/6:	On 10/4:	Change:
[REDACTED]	1st	1st	0
[REDACTED]	1 st page	1 st page	0
[REDACTED]	9th	14th	-5
[REDACTED]	10th	11th	-1
[REDACTED]	17th	13th	+4
Other Keywords:			
[REDACTED]	29th	9th	+20
[REDACTED]	13th	8th	+5
[REDACTED]	53rd	17th	+36
[REDACTED]	14th	4th	+10
[REDACTED]	>100	19th	+ a lot
[REDACTED]	10th	10th	0

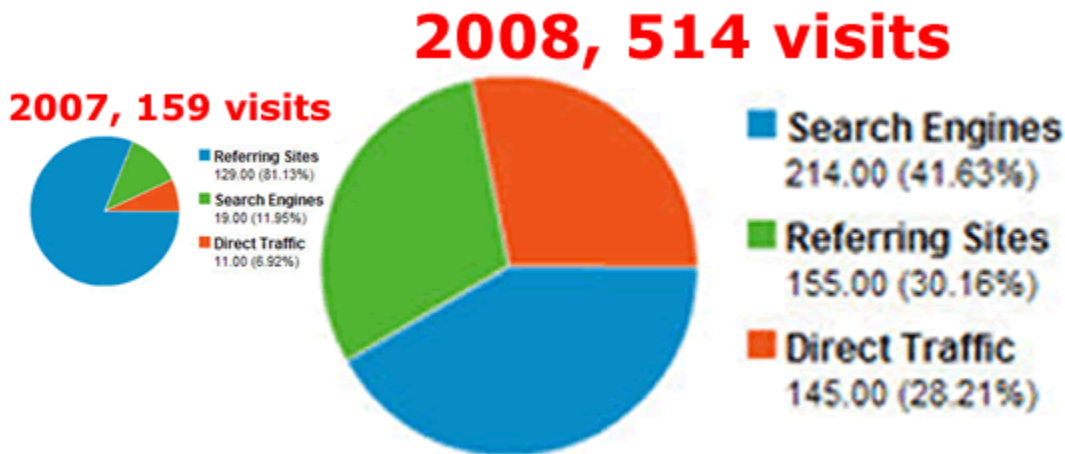
TRAFFIC FROM OUR HIGH SEARCH RANKINGS

Traffic to the site is very different from a year ago. Each day, people who have no prior knowledge of [REDACTED] visit the site after finding it on a search engine. These visitors did not exist a year ago.



214 Search visitors
Previous: 19 (+1,026.32%)

This is a tremendous result. In the graph below, note that visits are not quite the same as unique visitors. One unique visitor can make more than one visit during a day, which is why visits will always be higher than unique visitors. Here's our change in traffic, including the addition of the many search visits, as a graph:



Thus we don't just have more traffic, *we have a new audience*. In 2007, visitors were almost all from referring sites – probably [REDACTED] and people typing in the URL off a business card. Notice how those groups have changed on the pie chart.

OVERALL AUGUST SITE PERFORMANCE SUMMARY

Our work to link to the site, optimize code, create good content, and, generally speaking, attract visitors has resulted in 360 unique visitors in September 2008, compared to 132 unique visitors in August 2007. This is **an increase of 172.73%**. Other measures improved as well.

██████████ Sept 2008 compared to Sept 2007. This data is from all traffic sources combined:



360 Unique visitors
Previous: 132 (+172.73%)



49.61% Bounce Rate
Previous: 40.88% (+21.36%)



1371 Pageviews
Previous: 413 (+231.96%)



00:02:52 Avg Time on the site
Previous: 00:01:55 (+49.50%)



2.67 Pages/visit
Previous: 2.6 (+2.69%)



64.59% New visits
Previous: 76.10% (-15.12%)

RESULTS OF KEYWORD SEARCHES

Last month I attached a report of Keyword Searches to my email. This week it is included below as it will be going forward. For each term, the report shows the results this month compared with a year ago. Each phrase is from a search on a search engine.

UNFINISHED BUSINESS

The “About Us” page is *still* incomplete. Let’s finish this page – I had hoped to finish it before the end of Sept. After Oct 31st, I will charge my regular rate for any updates to this page.

ONGOING GOALS

1. To generate more leads for ██████████

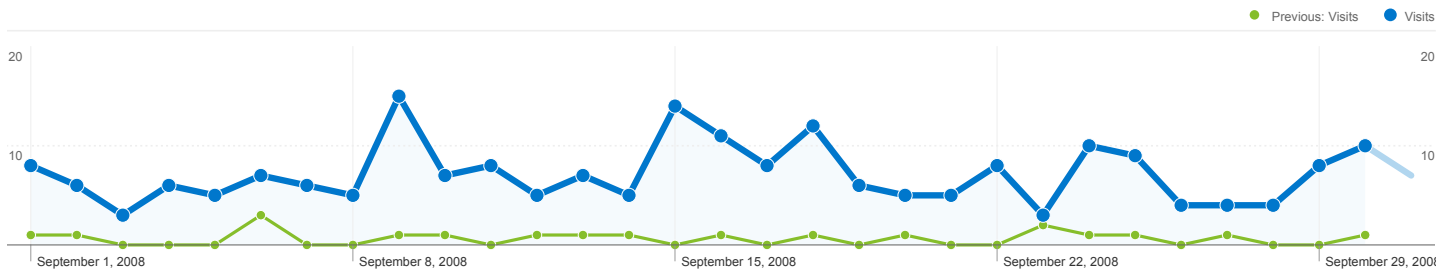
Thanks for your business!

Sincerely,
Clark Mackey

Can you name one thing you wish this report included? **Or left out?** clark.mackey@gmail.com.

Keywords

Sep 1, 2008 - Sep 30, 2008
Comparing to: Sep 1, 2007 - Sep 30, 2007



Search sent 214 total visits via 128 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
214 Previous: 19 (1,026.32%)	2.43 Previous: 3.00 (-18.85%)	00:02:28 Previous: 00:02:03 (20.75%)	77.57% Previous: 73.68% (5.27%)	55.61% Previous: 36.84% (50.93%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
[Redacted]					
September 1, 2008 - September 30, 2008	75	2.07	00:02:40	73.33%	68.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[Redacted]					
September 1, 2008 - September 30, 2008	5	2.80	00:01:11	100.00%	40.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[Redacted]					
September 1, 2008 - September 30, 2008	4	6.50	00:13:17	0.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	0.00%
[Redacted]					
September 1, 2008 - September 30, 2008	4	3.75	00:07:16	75.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[Redacted]					
September 1, 2008 - September 30, 2008	3	1.00	00:00:00	100.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[Redacted]					
September 1, 2008 - September 30, 2008	3	1.33	00:00:09	100.00%	66.67%

September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	3	4.67	00:02:09	100.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	3	3.00	00:00:45	0.00%	33.33%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	3.00	00:01:34	50.00%	50.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:00	100.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	2.50	00:01:59	50.00%	50.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	20.00	00:06:24	50.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:00	50.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	3.50	00:02:10	50.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	2.50	00:02:15	50.00%	0.00%

September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:00	0.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	0.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:49	0.00%	50.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	2.50	00:01:31	100.00%	50.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	2.50	00:00:25	50.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:00	100.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	1.00	00:00:00	50.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	2	4.00	00:04:20	50.00%	0.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	1	1.00	00:00:00	100.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	1	1.00	00:00:00	0.00%	100.00%

September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	0.00%	100.00%
[REDACTED]					
September 1, 2008 - September 30, 2008	1	1.00	00:00:00	0.00%	100.00%
September 1, 2007 - September 30, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	0.00%	100.00%
					1 - 25 of 128