



Sample Web Traffic Analysis Report - September 2009

For: Emofaces.com

Emofaces.com (<http://www.emofaces.com>)

Version: 1.0

21st October 2009

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This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

1. Introduction

This is a sample web traffic report providing insight into how web traffic reports can be used as a tool within your business, using the site www.emofaces.com as a sample. It shows a selection of real reports providing insight to clients how their website is used. All visitor and sales data in this report is fictional.

1.1. Goals

Each web traffic report is bespoke to your requirements, possible goals for web traffic reports are to gain insight into:

- The use of your website;
- The profitability of your website;
- The profitability of your online marketing campaigns;
- Additional areas where improvements can be made.

Exadium provides this information in plain English, which means your company can get the most use and relevant data from each report.

1.2. ROI sample: Emofaces.com

Emofaces.com is a website containing over 6,000 original designs of Emofaces (Emoticons, Buddy Icons and Smilies).

Visitors can view and use all the designs for free. The website offers a single download containing all the designs for a small fee. This web traffic report looks at the performance of this paid download to provide insight into the Return On Investment (ROI) of the website.

1.3. Measuring ROI for non sales websites

A large proportion of businesses use their website as a sales tool, but the completion of the sale doesn't take place online. It only takes place days, weeks or even months after the initial contact has been made online. The performance of the website can still be measured based on estimated ROI. Instead of using a sale as a conversion, the initial enquiry by e-mail or web form can be used. If required, a value can be assigned to this, which allows the report to calculate an estimated ROI.

1.4. Apply within your business

Contact Marijn at Exadium for more information on how web traffic reports could benefit your business.

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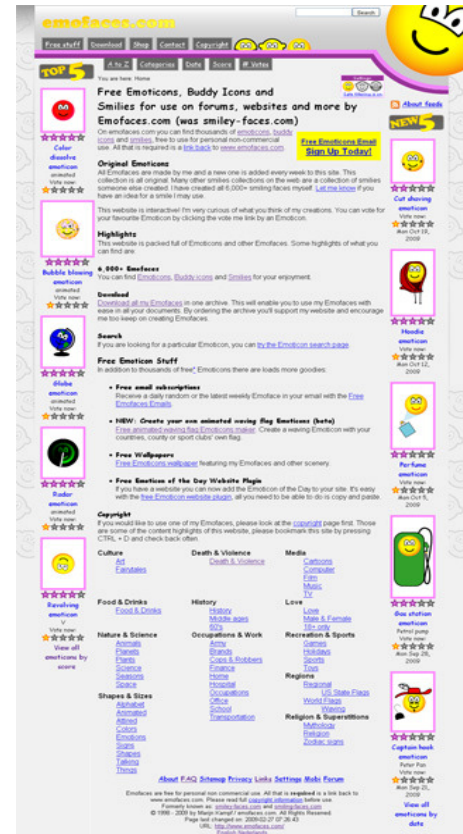
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www.emofaces.com

2. Executive overview

Conversions	Averages		Movement for	
	June 2009 - August 2009	September 2009	month +/-	%
Downloads	603	701	98	16%
Conversion rate downloads	1.1%	1.2%	0.1%	10%
Turnover downloads	£2,413.67	£2,804.00	390	16%

AdWords Analysis				
Impressions	159,552	168,876	9,324	6%
Click through rate	8.2%	7.5%	-0.7%	-9%
Clicks	13,151	12,656	-495	-4%
Cost	£244	£251	£7	3%
Cost per click	£0.02	£0.02	£0.00	0%
Downloads	149	172	23	16%
Conversion rate downloads	1.1%	1.4%	0.2%	20%
Turnover downloads	£594	£688	£94	16%
ROI downloads	144%	174%	30%	21%

Visitors Analysis				
Visits	54,036	56,815	2,779	5%
Page views	119,755	129,531	9,776	8%
Average visits per day	1,801	1,894	93	5%
Average pages viewed per day	3,992	4,318	326	8%
Absolute unique visitors	50,625	52,064	1,439	3%
Bounce rate	66%	66%	0%	0%
Avg. time on-site	00:00:57	00:01:01	0:00:04	7%
Repeat visits	9.6%	10.3%	1%	7%

The executive overview compares September 2009's results with the average result for the previous three months (June 2009 - August 2009).

In total there were 701 downloads with a turnover of £2,804 income in September.

The AdWords campaign sent 12,656 clicks resulting in 172 downloads with a turnover of £688 from the AdWords campaign, resulting in a ROI of 174%.

Taking the steady seasonal drop into account, the figures for September are better than anticipated, with a still very positive ROI.

Based on seasonal trends, Exadium expects the visitor numbers to increase in October.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

3. Executive summary

3.1. Background

This report is a sample Web Traffic Report prepared for Emofaces, which presents the online activities of visitors to the www.emofaces.com website and puts them in a historic perspective.

This report is meant for people interested in learning more about web traffic analysis.

3.2. Goals

The www.emofaces.com website's goal is to:

- Increase the number of visitors to the website;
- Increase the number of paid downloads;
- Run the AdWords campaign based on Return On Investment (ROI).

3.3. Highlights

As anticipated, in September the number of organic visitors increased (2%). The number of advertising visits increased slightly (1%).

Due to higher conversion rates, the total number of downloads increased by (19%) from 590 in August to 701 in September.

Each individual group of the AdWords campaign resulted in a positive ROI. A number of the keywords made a small loss, due to low visitor volumes. These are expected to be profitable when measured over a longer period. Exadium will continue to monitor the AdWords campaign.

The turnover of the website in September 2009 was £2,804.

Visitor trends from previous two years show a gradual increase from August to October with a small decline towards the end of the year. Based on these seasonal trends, Exadium expects the visitor number to increase in October.

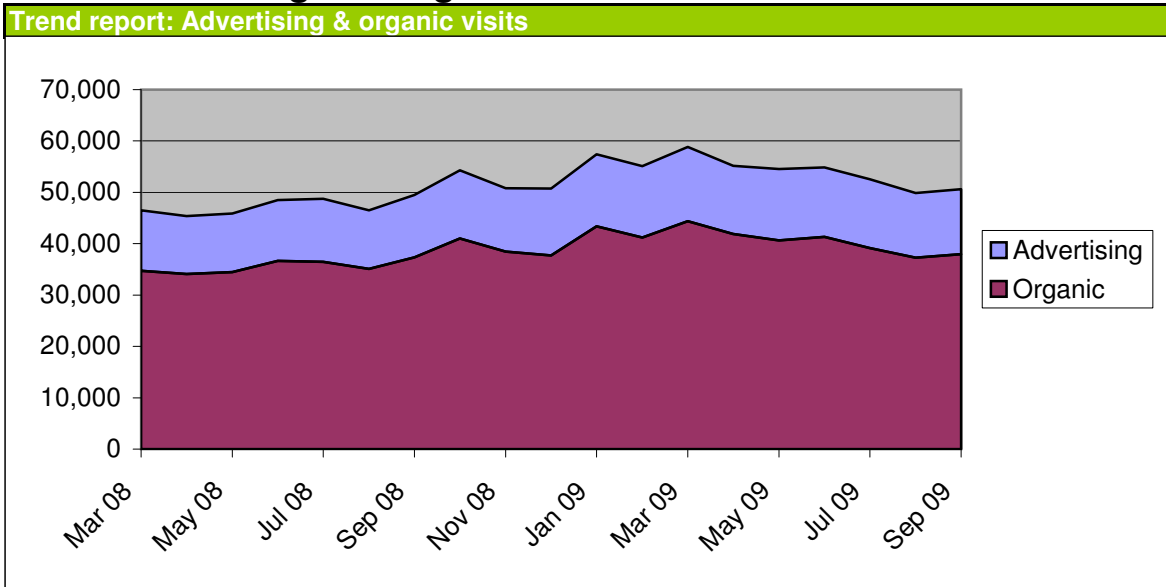
3.4. Recommendations

Based on the negative ROI of the keyword "email emoticons" it is recommended to lower the cost per click on this keyword. If lowering the cost per click doesn't result in a positive ROI, the keyword will be removed.

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4. Overviews

4.1. Advertising and organic visitors



Month	Advertising	Organic	Total	Growth Advertising	Growth Organic	Growth Total
March 2008	11,814	34,691	46,505	7%	4%	5%
April 2008	11,280	34,076	45,356	-5%	-2%	-2%
May 2008	11,433	34,442	45,875	1%	1%	1%
June 2008	11,886	36,624	48,510	4%	6%	6%
July 2008	12,285	36,472	48,757	3%	0%	1%
August 2008	11,407	35,108	46,515	-7%	-4%	-5%
September 2008	12,182	37,325	49,507	7%	6%	6%
October 2008	13,273	40,991	54,264	9%	10%	10%
November 2008	12,336	38,455	50,791	-7%	-6%	-6%
December 2008	13,035	37,718	50,753	6%	-2%	0%
January 2009	14,065	43,361	57,426	8%	15%	13%
February 2009	13,900	41,230	55,130	-1%	-5%	-4%
March 2009	14,449	44,405	58,854	4%	8%	7%
April 2009	13,301	41,867	55,168	-8%	-6%	-6%
May 2009	13,923	40,627	54,550	5%	-3%	-1%
June 2009	13,479	41,345	54,824	-3%	2%	1%
July 2009	13,387	39,173	52,560	-1%	-5%	-4%
August 2009	12,587	37,265	49,852	-6%	-5%	-5%
September 2009	12,656	37,969	50,625	1%	2%	2%
Average	12,773	38,586	51,359			

This trend report shows the number of visits for the paid and organic (free) results.

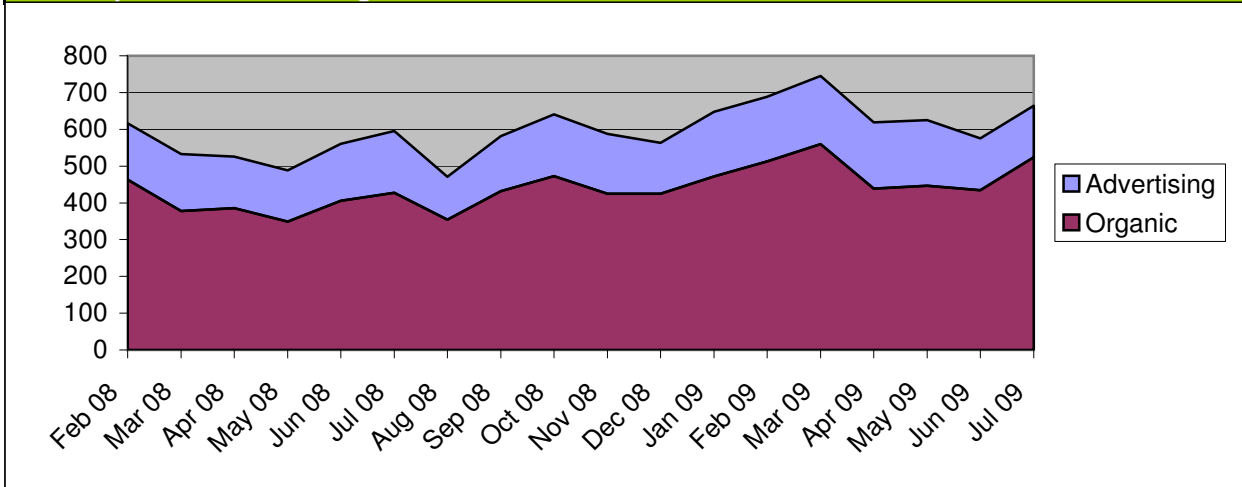
As anticipated, in September the number of organic visitors increased (2%). The number of advertising visits increased slightly (1%).

Based on seasonal trends, Exadium expects the visitor numbers to increase in October.

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4.2. Online bookings

Trend report: Online bookings



Month	Advertising		Organic		Total		Adv.	Org.	Total
	Down-loads	Turnover	Down-loads	Turnover	Down-loads	Turnover			
Feb 2008	153	£611	463	£1,852	616	£2,464	1.4%	1.4%	1.4%
Mar 2008	155	£619	378	£1,512	533	£2,131	1.3%	1.1%	1.1%
Apr 2008	141	£562	385	£1,541	526	£2,104	1.2%	1.1%	1.2%
May 2008	139	£557	349	£1,398	489	£1,954	1.2%	1.0%	1.1%
Jun 2008	155	£618	406	£1,623	560	£2,241	1.3%	1.1%	1.2%
Jul 2008	168	£672	427	£1,710	595	£2,381	1.4%	1.2%	1.2%
Aug 2008	117	£468	354	£1,417	471	£1,885	1.0%	1.0%	1.0%
Sep 2008	149	£597	432	£1,729	581	£2,326	1.2%	1.2%	1.2%
Oct 2008	168	£672	473	£1,892	641	£2,564	1.3%	1.2%	1.2%
Nov 2008	162	£650	425	£1,701	588	£2,350	1.3%	1.1%	1.2%
Dec 2008	139	£555	424	£1,698	563	£2,252	1.1%	1.1%	1.1%
Jan 2009	176	£702	472	£1,887	647	£2,589	1.2%	1.1%	1.1%
Feb 2009	176	£704	513	£2,051	689	£2,756	1.3%	1.2%	1.2%
Mar 2009	186	£743	560	£2,238	745	£2,981	1.3%	1.3%	1.3%
Apr 2009	180	£721	438	£1,753	619	£2,475	1.4%	1.0%	1.1%
May 2009	179	£716	446	£1,785	625	£2,501	1.3%	1.1%	1.1%
Jun 2009	141	£566	434	£1,736	575	£2,302	1.0%	1.0%	1.0%
Jul 2009	140	£560	524	£2,097	664	£2,657	1.0%	1.3%	1.3%
Aug 2009	164	£658	426	£1,702	590	£2,360	1.3%	1.1%	1.2%
Sep 2009	172	£688	529	£2,116	701	£2,804	1.4%	1.4%	1.4%
Averages	151	£673	431	£1,930	582	£2,603	1.3%	1.3%	1.3%

This trend report shows the number of online bookings, turnover and the percentage of visitors making a booking from the paid visitors and organic (free) results.

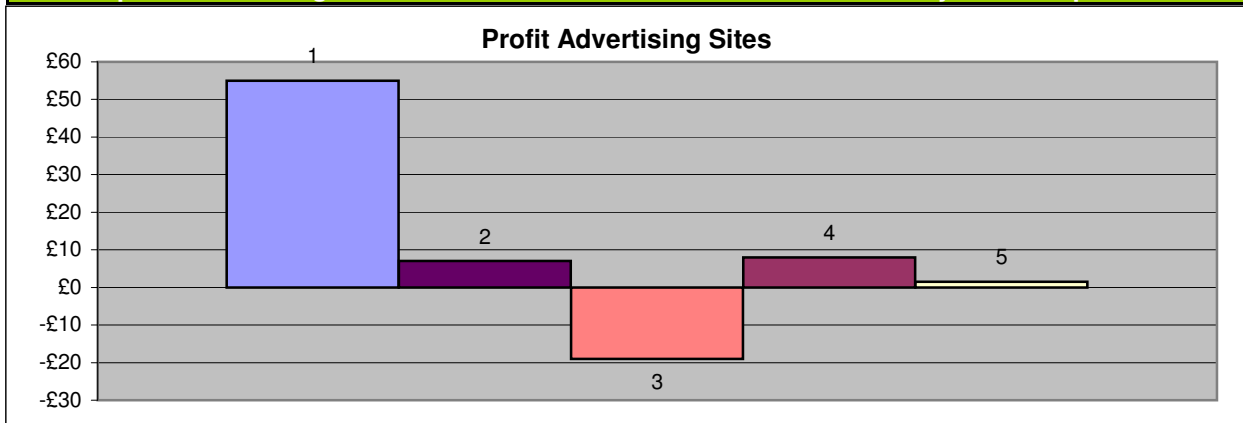
Due to higher conversion rates, the total number of downloads increased by (19%) from 590 in August to 701 in September.

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4.3. Advertising sites

Trend report: Advertising sites

January 2009 - September 2009



Id	Name	Visits	# Sales	Turn-over	Conversion rate	Cost per month	Profit	ROI
1	1000smilies.com	365	25	£100	6.8%	£45	£55	122%
2	abFlags.com	97	8	£32	8.2%	£25	£7	28%
3	abScreensavers.com	75	5	£20	6.7%	£39	-£19	-49%
4	Digii.eu	521	2	£8	0.4%	£0	£8	-
5	Marijn.org	174	1	£4	0.6%	£3	£2	60%
Totals		1,232	41	£164	3.3%	£112	£53	47%

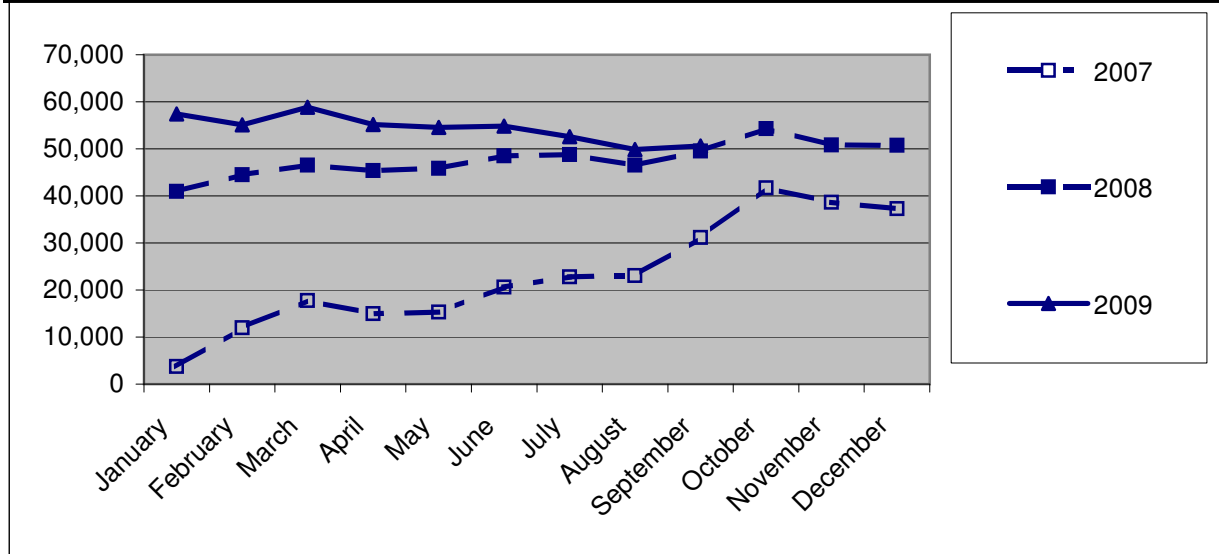
This report shows the number of visitors sent via websites with paid listings by Emofaces.com. The table contains the cost per year for each paid listing as provided by Emofaces.com.

The listing on abScreensavers.com should be reviewed as it is not providing value for money.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

4.4. Historic overview

Trend report: Historic overview January 2006 - September 2009



Trend report: Historic overview				Growth previous month			Growth by year	
Month	2007	2008	2009	2007	2008	2009	07/08	08/09
January	3,750	40,976	57,426	16945%	10%	13%	993%	40%
February	11,964	44,483	55,130	219%	9%	-4%	272%	24%
March	17,738	46,505	58,854	48%	5%	7%	162%	27%
April	14,992	45,356	55,168	-15%	-2%	-6%	203%	22%
May	15,296	45,875	54,550	2%	1%	-1%	200%	19%
June	20,582	48,510	54,824	35%	6%	1%	136%	13%
July	22,759	48,757	52,560	11%	1%	-4%	114%	8%
August	23,083	46,515	49,852	1%	-5%	-5%	102%	7%
September	31,173	49,507	50,625	35%	6%	2%	59%	2%
October	41,689	54,264		34%	10%		30%	
November	38,624	50,791		-7%	-6%		32%	
December	37,245	50,753		-4%	0%		36%	
Averages	23,241	47,691	54,332	1442%	3%	0%	195%	18%

This trend report shows the number of visitors in 2007, 2008 and 2009 to date.

Results saw a 18% increase in September 2009 compared with September 2008.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

5. Advertising budgets

Advertising Campaign Segment Summary



Google	Position	Ad Views	Site Visits	CTR	Avg. CPC	Cost	Turn-over	# Sales	Profit / loss	ROI
1	Emoticons	60,795	4,683	7.7%	£0.01	£62.25	£310	77	£247	397%
2	Smiley Faces	41,712	3,797	9.1%	£0.03	£122.99	£238	59	£115	93%
3	Smilies	66,368	4,177	6.3%	£0.02	£65.76	£141	35	£75	114%
Total		168,876	12,656	7.5%	£0.02	£251.00	£688	172	£437	174%

This overview provides detailed information of each campaign segment. It shows the average position of the advert, the number of times the advert has been viewed, the number of people visiting the website after clicking, the click through rate, the average cost per click and the total cost. Turnover, number of sales, profit / loss and return on investment (ROI) columns have been included.

Each individual group of the AdWords campaign resulted in a positive ROI. A number of the keywords made a small loss, due to low visitor volumes. These are expected to be profitable when measured over a longer period. Exadium will continue to monitor the AdWords campaign.

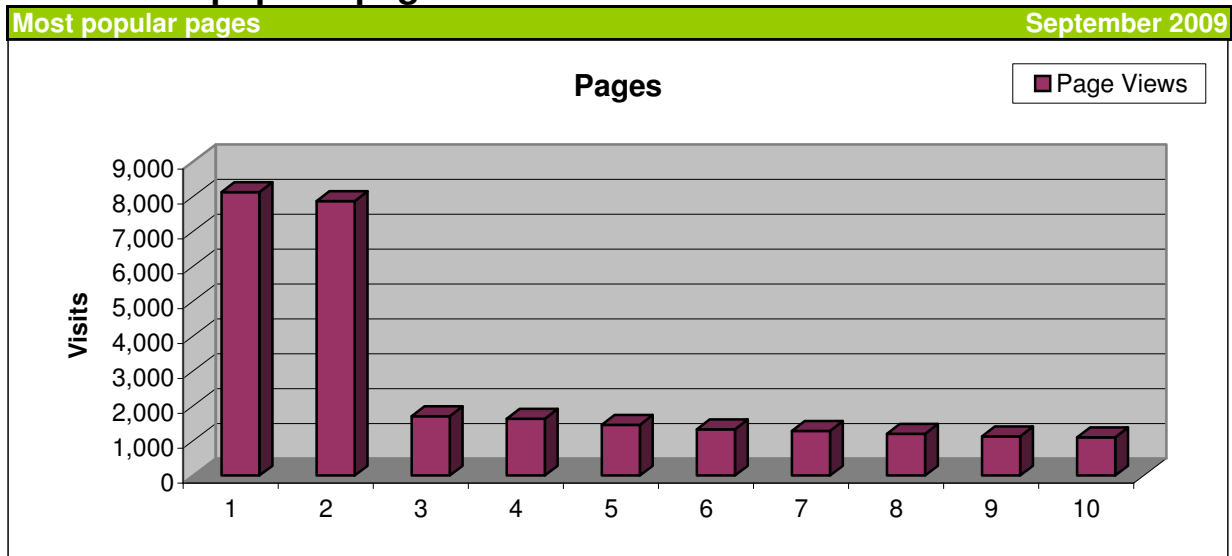
CTR: Click Through Rate

Avg. CPC: Average Cost Per Click

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6. Popularity

6.1. Most popular pages

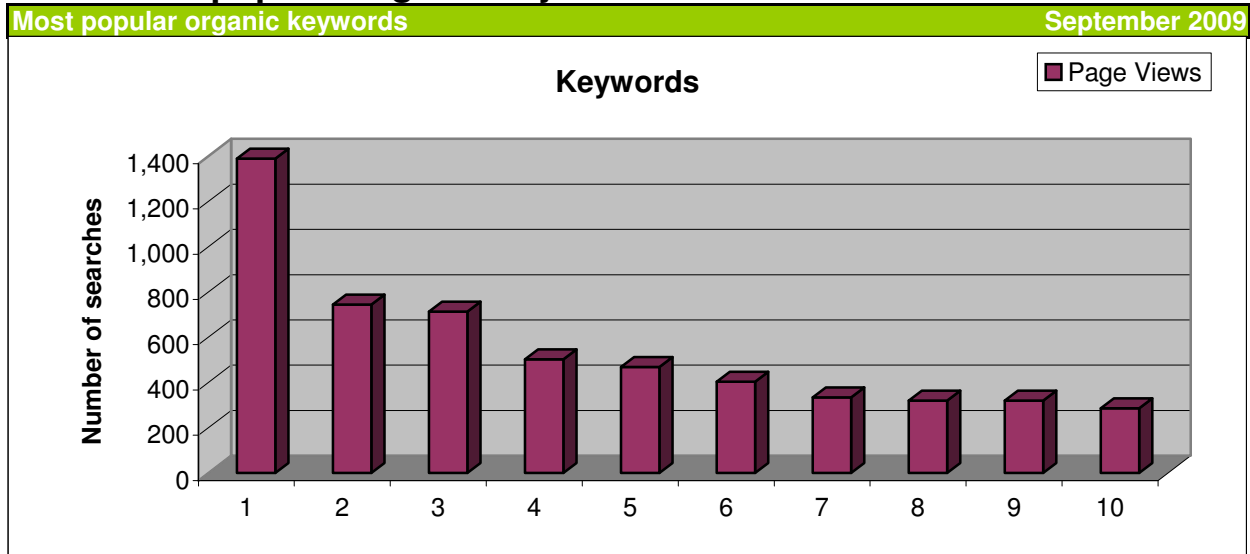


Most popular pages		Page Views	Unique Page	Time on Page	Bounce Rate	% Exit
1	Homepage	8,130	6,142	00:00:47	47.2%	45.7%
2	Download	7,876	5,661	00:01:05	68.3%	67.8%
3	Free Stuff / Wallpaper	1,705	1,186	00:00:23	31.1%	9.7%
4	Emoticons / Categories	1,628	898	00:01:14	43.9%	37.4%
5	Free Stuff / Waving Flag Maker	1,453	1,128	00:00:31	51.3%	31.8%
6	Emoticons / Categories / Love	1,325	1,123	00:01:11	73.4%	71.6%
7	Emoticons / Emo Emoticon	1,285	1,020	00:00:25	13.3%	11.6%
8	Emoticons / A to Z	1,202	963	00:00:28	39.4%	24.1%
9	Free Stuff / E-mails	1,125	998	00:00:47	67.9%	39.7%
10	Emoticons / Categories / Shapes and Sizes	1,096	893	00:00:45	59.8%	31.8%
Subtotal for rows 1 - 10		26,825	20,012	00:00:46	49.6%	37.1%
Total for all rows		129,531	98,595	00:00:47	66.6%	45.1%

This report displays how frequently visitors have read each page on the website as well as the retention levels of each page.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

6.2. Most popular organic keywords



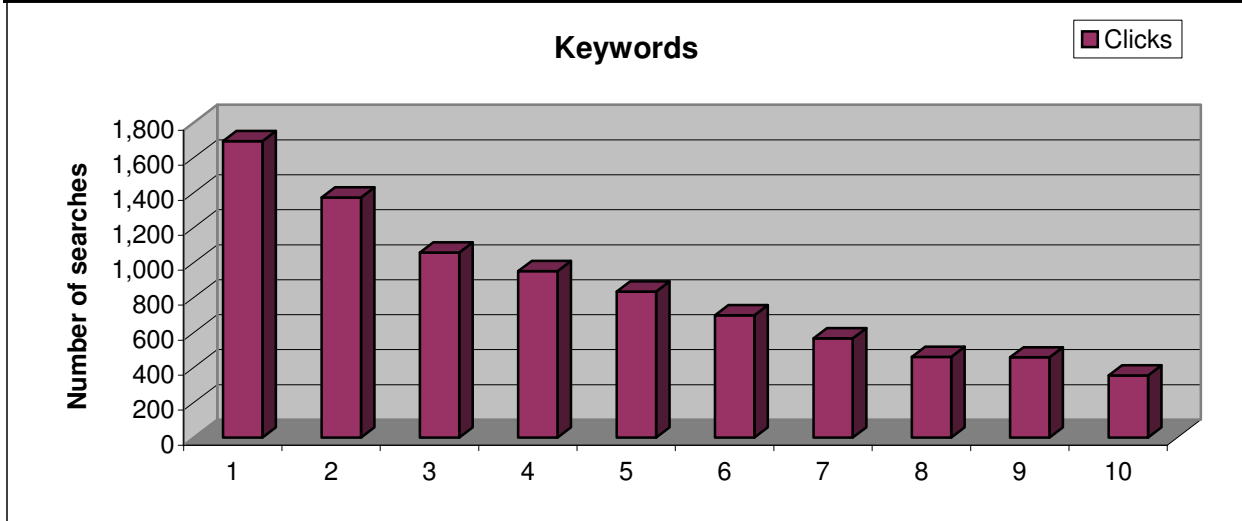
Most popular organic keywords	Page Views	Pages / Visit	Avg. Time on	Bounce Rate	# Down-loads	Turn-over
1 smiley faces	1,390	3.7	00:01:16	55%	23	£92.00
2 emoticons	744	3.8	00:01:17	58%	15	£60.00
3 zodiac signs	714	1.5	00:00:34	74%	15	£60.00
4 emoticon	502	4.5	00:01:46	51%	14	£56.00
5 smiling faces	468	3.2	00:01:36	55%	17	£68.00
6 free emoticons	404	5.7	00:01:54	47%	0	£0.00
7 smilies	334	1.5	00:00:16	84%	4	£16.00
8 fingers crossed emoticon	320	1.3	00:00:27	84%	5	£20.00
9 smile faces	320	1.7	00:00:37	80%	2	£8.00
10 emo emoticon	286	1.4	00:00:23	84%	5	£20.00
Subtotal for rows 1 - 10	5,482	2.9	00:01:01	67%	100	£400.00
Total for all rows	47,260	2.1	00:00:52	68%	529	£2,116.00

This report reveals the keywords and phrases that visitors have used in search engines to find the website through an organic search. This report is an indicator of the type of content that interests visitors. The number of downloads for each keyword indicate that the keywords are targeting the right audience.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

6.3. Most popular advertising keywords

Most popular advertising keywords September 2009



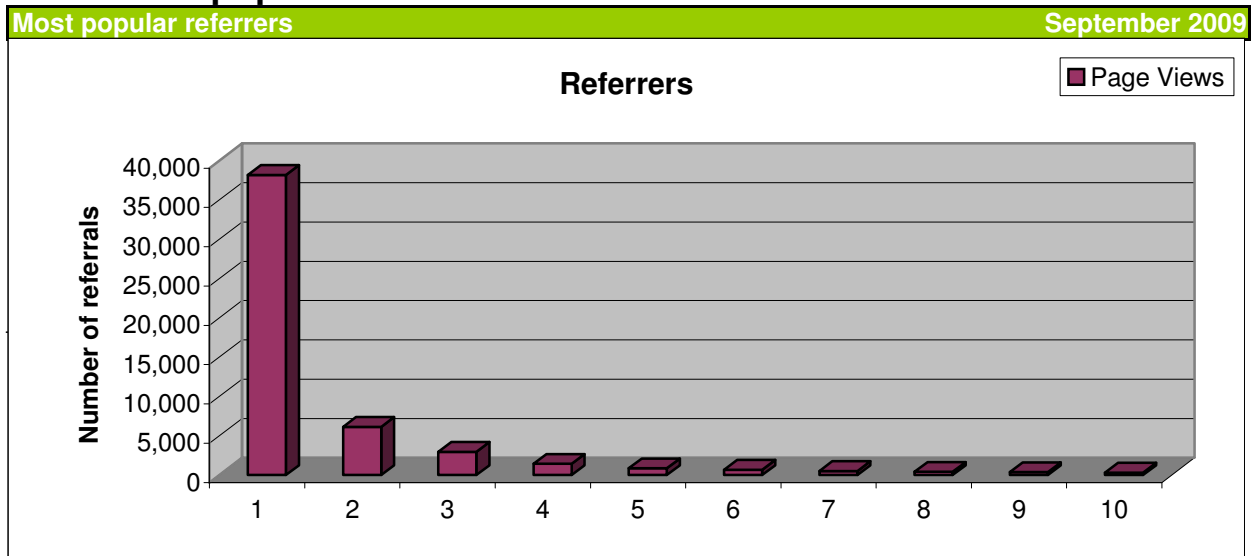
Most popular advertising keywords	Clicks	Costs	# Down-loads	Turn-over	Profit	ROI
Keywords						
1 emoticons	1,695	£33.62	9	£36.00	£2	7%
2 smiley faces	1,372	£27.21	9	£36.03	£9	32%
3 emofaces	1,057	£20.96	7	£27.76	£7	32%
4 smiling faces	951	£18.86	6	£24.97	£6	32%
5 animated smily faces	834	£16.54	5	£21.90	£5	32%
6 buy emoticons	698	£13.84	13	£52.00	£38	276%
7 emoticon pack	567	£11.24	4	£16.00	£5	42%
8 download emoticons	460	£9.12	3	£12.08	£3	32%
9 email emoticons	458	£9.08	2	£8.00	-£1	-12%
10 download smilies	354	£7.02	5	£20.00	£13	185%
Subtotal for rows 1 - 10	8,446	£167.50	55	£221.80	£54	32%
Total for all rows	26,198	£251.00	172	£688.00	£437	174%

This report reveals the key phrases that visitors have used in paid search engines to find the website and how many downloads they resulted in, complete with turnover, profit and ROI.

Based on the negative ROI of the keyword "email emoticons" it is recommended to lower the cost per click on this keyword. If lowering the cost per click doesn't result in a positive ROI, the keyword will be removed.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

6.4. Most popular referrers



Most popular referrers		Page Views	Pages / Visit	Avg. Time on Site	Bounce Rate	# Down-loads	Turn-over
Source / Medium							
1	google / organic	38,193	2.0	00:00:49	70.0%	265	£1,060.00
2	google / cpc	6,120	2.1	00:00:56	61.9%	172	£688.00
3	images.google / organic	2,938	4.1	00:02:10	53.3%	65	£260.00
4	(direct) / (none)	1,423	3.4	00:01:21	56.6%	75	£300.00
5	yahoo / organic	852	1.7	00:00:37	62.9%	17	£68.00
6	google.com / referral	670	2.9	00:01:18	58.5%	0	£0.00
7	digii.eu / organic	521	2.8	00:01:49	53.9%	0	£0.00
8	bing / organic	406	2.9	00:01:20	58.4%	10	£40.00
9	1000smilies.com / organic	365	3.8	00:02:08	49.7%	25	£100.00
10	search / organic	298	3.4	00:01:46	50.3%	10	£40.00
Subtotal for rows 1 - 10		51,786	2.9	00:01:25	57.5%	639	£2,556.00
Total for all rows		54,036	2.2	00:00:57	66.6%	701	£2,804.00

This report shows which websites sent the most visitors to the Emofaces.com website.

A value of '(direct) / (none)' indicates visitors who arrived without being referred by another site: for example, by clicking a bookmark, by typing the URL for the Emofaces site, or by clicking a link in an e-mail message. 'google / organic' is currently attracting the most visitors.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

7. Glossary

Bounce rate

The percentage of single-page visits resulting from this set of pages or page. A high bounce rate indicates that the visitors are not targeted or can indicate issues with the landing page.

Clicks

The number of times a visitor followed a link to the website.

CPC (Cost Per Click)

The average cost of clicks received on individual keywords or paid adverts.

CTR (Click Through Rate)

The percentage of clicks compared to the number of searches received.

% Exit

The percentage of site exits that occurred from this set of pages or page.

Impressions

The number of times a paid advert is shown.

Key Phrases

A keyword or phrase that a visitor used in a search engine in order to find your site.

Link Building Referrers

A specific referrer found through link building that sent visitors to your site.

New Visitors

The number of visitors who visited the site for the first time ever this month. (If someone visited the site once last month and once this month, they would not be counted as a new visitor this month.)

Organic Keywords

A keyword or phrase that a visitor used in a search engine in order to find your site (this does not include when a paid advert is clicked).

Organic Traffic

Traffic received through free search engine listings.

Paid Keywords

This section presents the paid keywords and phrases that visitors used in a search engine to find and click through on a paid advert in either Google or Yahoo.

Paid Traffic

Traffic received through the paid advertising campaigns.

Position

Ranked position within a search engine, for instance number one would be the first result seen in the results list.

Referrers

A specific referrer that sent visitors to your site.

Repeat Visitors

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!

The number of visitors this month who had been to the site previously. (If someone visited the site once last month and once this month, they would be counted as a repeat visitor. Or, if they visited the site for the first time ever this month and then made a second visit this month, they would be counted as both a new visitor and a repeat visitor.)

ROI (Return On Investment)

Performance measure used to evaluate the efficiency of an investment. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

$$\text{ROI} = \frac{\text{(Gain from investment - Cost of investment)}}{\text{Cost of investment}}$$

Turnover

Volume of sales

Unique Visitors

The number of distinct visitors who visited the site. (If someone visited the site four times in the month, they would be counted as one unique visitor.) The number in the Unique Visitors column will not necessarily be the sum of the New Visitors and Repeat Visitors columns because a single visitor can be both a new visitor and a repeat visitor in the same month.

Views

The number of times visitors viewed a page.

Visits

The number of visits to a page.

Visit Duration

The length of visits resulting from searches using this keyword. A value of Didn't Stay means that, the visitors only viewed one page on your site.

Visitor Repeat Rate

The percentage of the visitors who had been to the site previously.

This is a sample web traffic report. Contact Exadium to gain insight into your analytics!