

An example of a website and search engine marketing audit

Your
company

By

Ann Stanley

Your
company



Anicca Digital Solutions

- Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006
- We are an East Midlands accredited supplier and carryout work on behalf of Business Link
- In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carryout work for them on a sub-contract basis
- We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.
- The directors includes;
 - Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional
 - Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites

Your
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Business
LINK



ADWORDS
QUALIFIED
COMPANY

Google



Anicca Digital Solution Current Clients



WORLDWIDE-PROPERTY.COM
"Property investment specialists"



Your
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What we do?



Your
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Website Development

- We develop websites with a modern design and content optimised for the search engines
- All of our websites are search engine friendly and incorporate our Reflex Website Content Management System - so you can edit the content, menus and database forms yourself
- You can choose a range of extra modules to meet your business or clients' needs, including:
 - Ongoing content, news and community tools such as blogs and forums
 - Customer registration, profiling and filtering via a customer database,
 - Property, product or service database
 - Ecommerce and shopping carts to take orders or reservations online
- We provide a complete hands-on support package, from the original web specification to hosting and ongoing support

Your
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Reflex
website manager



Online Marketing Training

- We provide a choice of seminars, workshop or lecture formats (from 45 minutes to 3-day Google Master-Class)
- Bespoke or standard courses, covering range of online marketing subjects, with modules for beginners to advanced users:
 - Successful websites
 - Selling online
 - Overview of online marketing
 - Search engine optimisation
 - PPC and paid online marketing
 - Email marketing
 - Affiliate marketing
 - Improving sales conversion and ROI
 - Starting an online business
- All our workshops have online demonstrations and practical sessions so you can apply the lesson to your own website or marketing campaign
- In-house courses - suitable for your own marketing team, agency staff or directly to clients
- Online Marketing School – these open-courses are held in venues around the country working with partners on a shared revenue basis



Online Marketing Consultancy

Initial consultancy and auditing

- **Strategic review** of your website and online marketing activities
- Production of online marketing **strategy and plans**
- **Usability audit** of yours and competitor websites to review the design, content and functionality; in order to improve sales conversion
- **Technical audit** of your site to determine whether it is search engine friendly, keyphrase research, Gap analysis, SEO page plans
- **Online surveys** and customer feedback to determine site strategy

Online Marketing Implementation

Online marketing implementation and campaigns

- **PPC campaigns**, including setting up new plans or improving the effectiveness of current campaigns
- **Search engine optimisation of your site**, including content creation and advice on correcting technical issues
- **Link development strategies**, ePR, directories, social networking
- **Email marketing**, including content creation, list management and broadcasting
- **Ecommerce marketing**, including shopping portals, comparison sites , shopping networking sites, affiliate marketing and CPA models
- **Ongoing management & reporting**

Mini review of your site and online marketing

Your
company



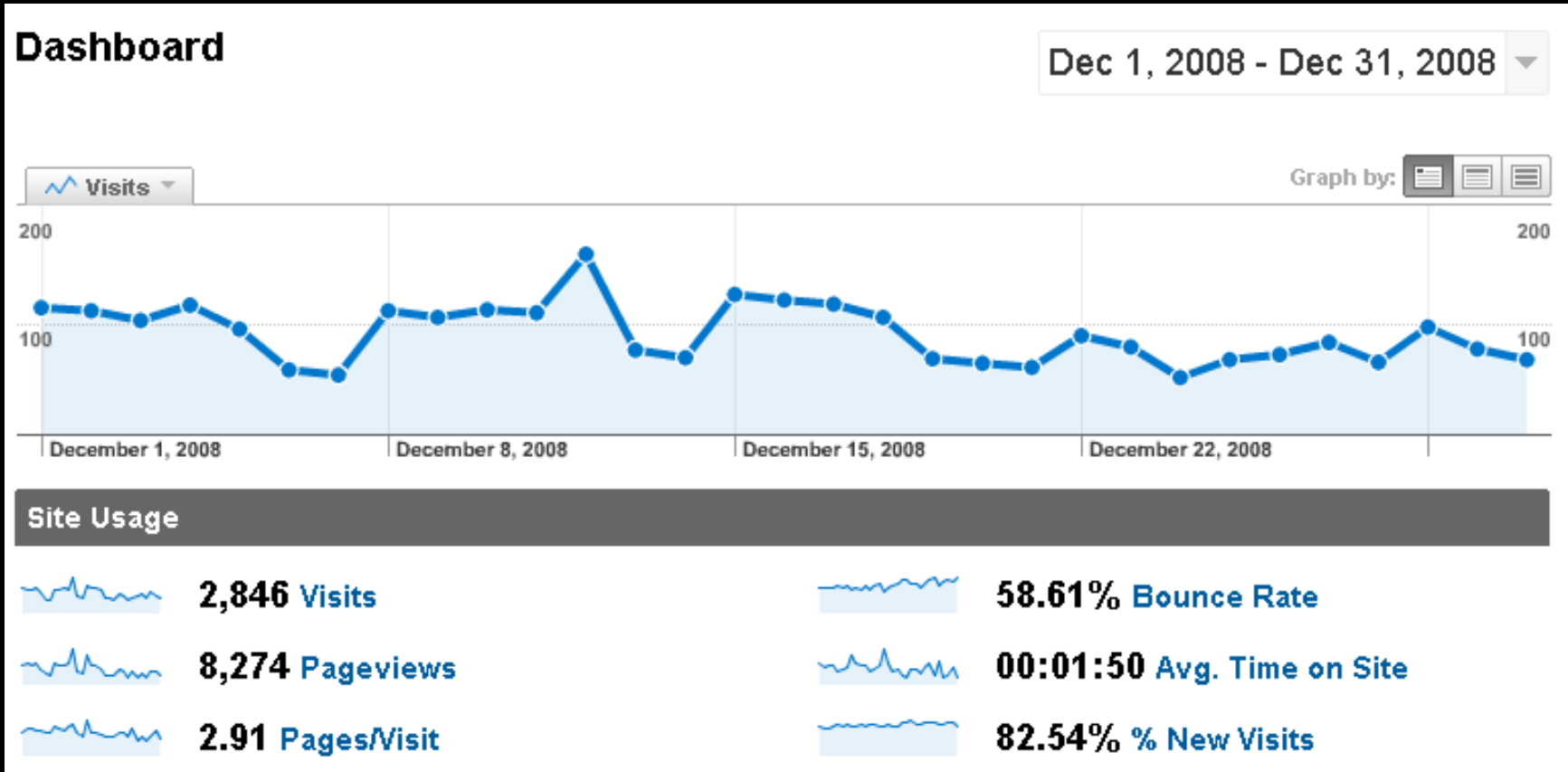
Review of your Analytic results

These are real results and conclusions but any data that would reveal the identity of the company have been removed

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Visits from all traffic



Weekly cycle with lower weekend traffic
Traffic lower over Christmas
Bounce rate, average time on site are poorer than industry averages

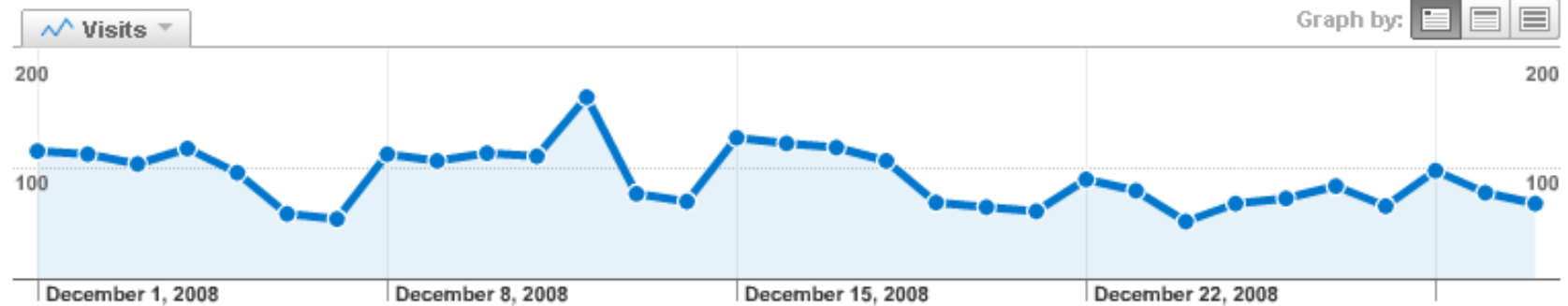
Your
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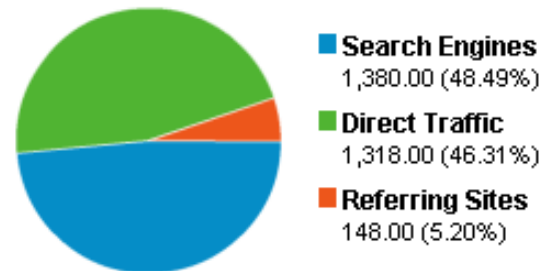
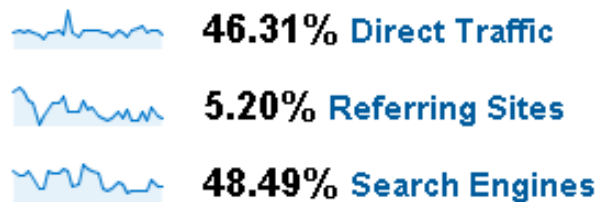
Traffic sources

Traffic Sources Overview

Dec 1, 2008 - Dec 31, 2008



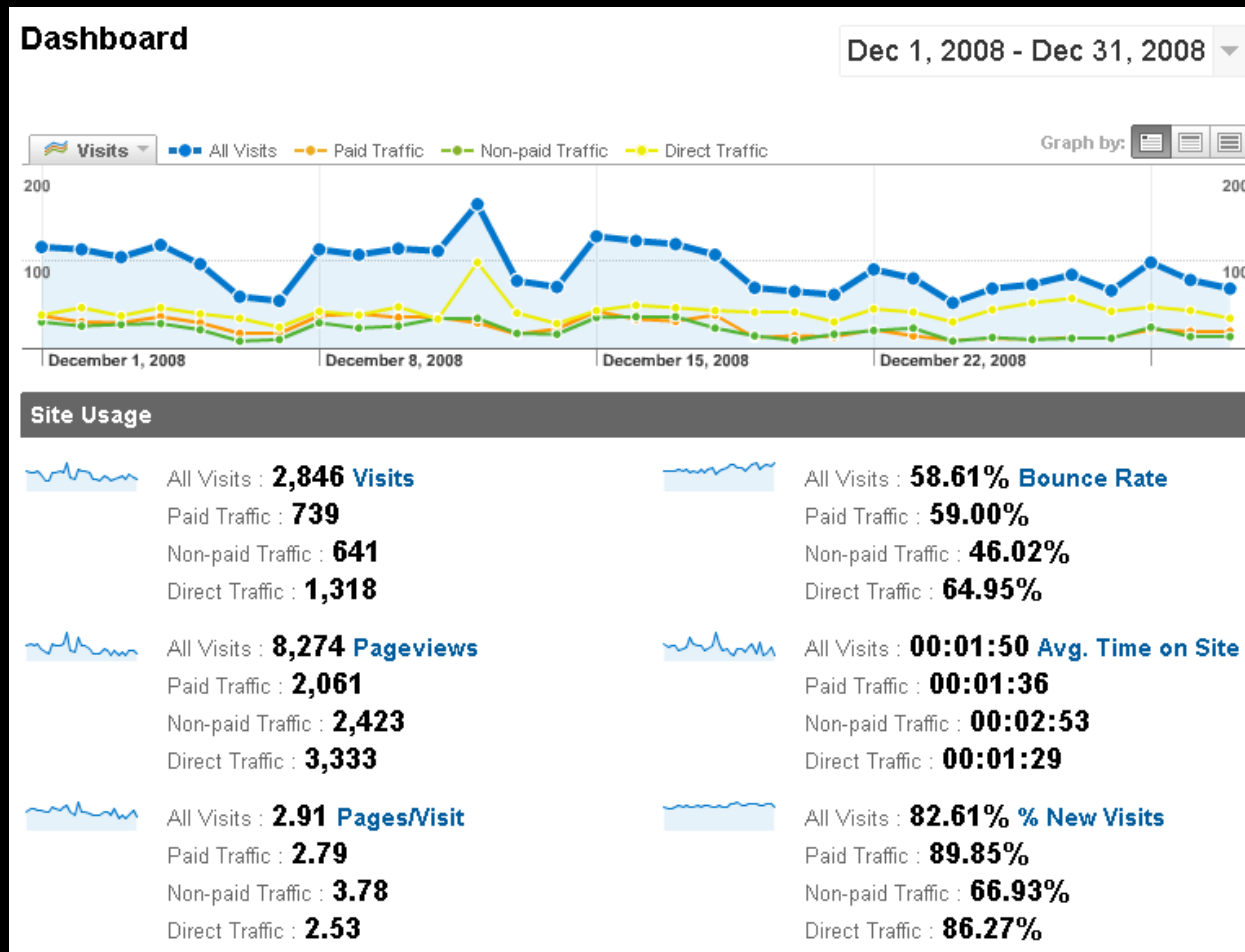
All traffic sources sent a total of 2,846 visits



High level of direct traffic as compared to other sites
Search traffic is average, referral traffic is low

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Split of traffic sources



Search traffic dropped off for Christmas
 Traffic peaks can be seen in direct traffic due to other activities
 Bounce rates are high for direct and paid traffic (>50%)

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Countries

About half the traffic is from outside the UK, most of this is from direct traffic

Visits [?]		Pages/Visit [?]		Avg. Time on Site [?]		% New Visits [?]		Bounce Rate [?]	
2,846		2.91		00:01:50		82.61%		58.61%	
% of Site Total: 100.00%		Site Avg: 2.91 (0.00%)		Site Avg: 00:01:50 (0.00%)		Site Avg: 82.54% (0.09%)		Site Avg: 58.61% (0.00%)	
Detail Level: Country/Territory ▾		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1.	United Kingdom	1,418	3.85	00:02:42	76.09%	45.56%			
2.	United States	809	1.72	00:00:40	93.20%	75.03%			
3.	Canada	124	1.44	00:00:17	90.32%	82.26%			
4.	India	75	3.57	00:03:09	68.00%	49.33%			
5.	Spain	40	1.65	00:00:54	62.50%	72.50%			
6.	Philippines	27	1.30	00:00:12	88.89%	85.19%			
7.	Germany	26	2.42	00:01:03	80.77%	69.23%			
8.	Australia	20	1.65	00:00:38	100.00%	70.00%			
9.	Greece	18	1.67	00:00:16	66.67%	61.11%			
10.	France	12	3.75	00:02:48	91.67%	66.67%			
11.	Norway	12	2.17	00:00:36	91.67%	75.00%			
12.	Thailand	11	3.82	00:03:10	63.64%	54.55%			
13.	Mexico	11	1.64	00:01:30	72.73%	63.64%			
14.	Pakistan	9	2.11	00:00:28	77.78%	55.56%			
15.	Russia	9	4.89	00:03:11	88.89%	66.67%			
16.	Ireland	9	4.22	00:01:52	88.89%	55.56%			
17.	Japan	8	1.25	00:02:00	100.00%	87.50%			
18.	(not set)	8	1.38	00:00:31	100.00%	87.50%			
19.	Sweden	8	1.88	00:00:57	100.00%	62.50%			
20.	China	7	4.00	00:06:44	71.43%	57.14%			
21.	Ukraine	7	2.86	00:03:45	85.71%	28.57%			
22.	Portugal	7	4.71	00:00:45	85.71%	42.86%			
23.	Puerto Rico	6	1.17	00:00:07	100.00%	83.33%			

Your company

1,318 visits came from 69 countries/territories in the "Direct Traffic" segment

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) ▾

Site Usage **Goal Conversion**

Views:

Visits 1,318 % of Site Total: 100.00%	Pages/Visit 2.53 Site Avg: 2.53 (0.00%)	Avg. Time on Site 00:01:29 Site Avg: 00:01:29 (0.00%)	% New Visits 86.27% Site Avg: 86.27% (0.00%)	Bounce Rate 64.95% Site Avg: 64.95% (0.00%)
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Detail Level: Country/Territory ▾		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	United States	638	1.59	00:00:38	93.42%	76.49%
2.	United Kingdom	323	4.76	00:03:32	73.68%	36.22%
3.	Canada	100	1.27	00:00:12	89.00%	86.00%
4.	Spain	30	1.23	00:00:49	60.00%	80.00%
5.	India	22	5.23	00:03:24	95.45%	36.36%
6.	Philippines	22	1.36	00:00:15	90.91%	81.82%
7.	Germany	17	2.76	00:01:15	82.35%	64.71%
8.	Greece	16	1.69	00:00:10	62.50%	62.50%
9.	Norway	10	1.20	00:00:13	90.00%	80.00%
10.	Thailand	8	3.75	00:04:03	50.00%	50.00%
11.	Puerto Rico	6	1.17	00:00:07	100.00%	83.33%
12.	Australia	6	1.83	00:01:20	100.00%	66.67%
13.	Russia	5	7.80	00:05:43	80.00%	60.00%
14.	Ukraine	5	2.40	00:04:19	80.00%	40.00%
15.	Saudi Arabia	5	3.60	00:01:51	60.00%	60.00%
16.	Romania	4	6.25	00:01:47	75.00%	25.00%
17.	Netherlands	4	2.00	00:00:36	75.00%	75.00%
18.	Pakistan	4	1.50	00:00:20	50.00%	75.00%
19.	Singapore	4	3.75	00:02:41	75.00%	50.00%

Much of the direct traffic is from outside the UK and has very high bounce rate, these visitors may be looking for another site



Keywords non-paid

Organic traffic mainly from brand terms
These visitors have a lower bounce rate, spend more time on the site and have more page views

Keywords

Dec 1, 2008 - Dec 31, 2008



Search sent 641 non-paid visits via 114 keywords

Show: [total](#) | [paid](#) | [non-paid](#)

Site Usage		Goal Conversion			Views: [Icons]	
Visits 641 % of Site Total: 22.52%	Pages/Visit 3.90 Site Avg: 2.91 (34.05%)	Avg. Time on Site 00:02:53 Site Avg: 00:01:50 (57.48%)	% New Visits 66.93% Site Avg: 82.54% (-18.91%)	Bounce Rate 46.02% Site Avg: 58.61% (-21.48%)		
Dimension: Keyword		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
		437	4.15	00:03:33	61.78%	42.33%
		34	2.35	00:00:24	85.29%	70.59%
		18	1.78	00:01:19	94.44%	61.11%
		15	3.07	00:00:35	73.33%	40.00%
		9	2.33	00:03:49	22.22%	22.22%
		8	2.12	00:04:16	12.50%	75.00%
		3	5.33	00:10:22	33.33%	66.67%
		3	2.00	00:00:15	100.00%	33.33%
		3	2.33	00:01:03	33.33%	66.67%
		2	4.50	00:00:54	100.00%	50.00%
		2	1.00	00:00:00	100.00%	100.00%

Your data

Your company

Keyphrases
 Non-paid
 Mainly brand
 terms

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
641 % of Site Total: 22.52%	3.90 Site Avg: 2.91 (34.05%)	00:02:53 Site Avg: 00:01:50 (57.48%)	66.93% Site Avg: 82.54% (-18.91%)	46.02% Site Avg: 58.61% (-21.48%)
Dimension: Keyword ▾				
Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
437	4.15	00:03:33	61.76%	42.33%
34	2.35	00:00:24	85.29%	70.59%
18	1.78	00:01:19	94.44%	61.11%
15	3.07	00:00:35	73.33%	40.00%
9	2.33	00:03:49	22.22%	22.22%
8	2.12	00:04:16	12.50%	75.00%
3	5.33	00:10:22	33.33%	66.67%
3	2.00	00:00:15	100.00%	33.33%
3	2.33	00:01:03	33.33%	66.67%
2	4.50	00:00:54	100.00%	50.00%
2	1.00	00:00:00	100.00%	100.00%
2	1.00	00:00:00	100.00%	100.00%
2	2.00	00:02:44	100.00%	0.00%
2	3.50	00:03:26	100.00%	0.00%
2	3.50	00:01:41	0.00%	50.00%
2	9.00	00:02:04	100.00%	0.00%
2	2.50	00:00:22	0.00%	0.00%
2	2.50	00:00:42	0.00%	50.00%
2	12.00	00:07:35	50.00%	0.00%
2	2.50	00:00:26	50.00%	50.00%
2	3.50	00:01:09	50.00%	0.00%
2	17.00	00:05:04	50.00%	0.00%

Your data

Your company



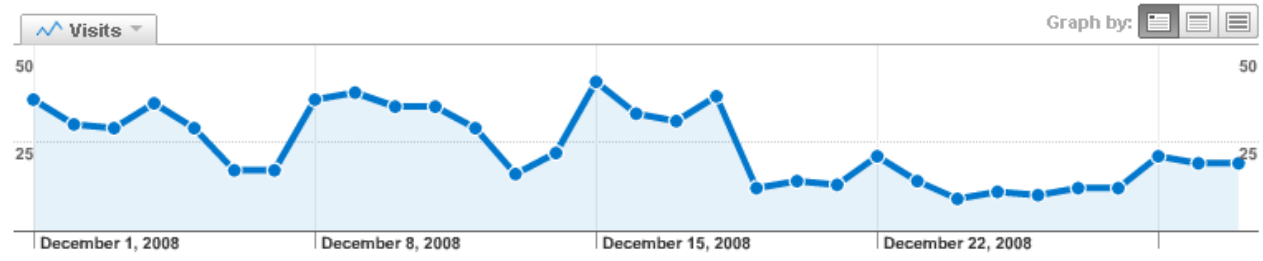
Paid (PPC)

PPC traffic only 20-40 visits per day start of Dec)
 Visitors have a higher bounce rate and spend less time on site and lower page views – phrases may not match landing page content, or they don't like what they see!



Keywords

Dec 1, 2008 - Dec 31, 2008



Search sent 739 paid visits via 124 keywords

Show: [total](#) | [paid](#) | [non-paid](#)

Site Usage		Goal Conversion		Views: [Grid] [List] [Table]					
Visits	739	Pages/Visit	2.75	Avg. Time on Site	00:01:36	% New Visits	89.85%	Bounce Rate	59.00%
	% of Site Total: 25.97%		Site Avg: 2.91 (-5.42%)		Site Avg: 00:01:50 (-13.09%)		Site Avg: 82.54% (8.86%)		Site Avg: 58.61% (0.67%)
Dimension:	Keyword	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1.	bespoke software	74	2.15	00:00:56	89.19%	75.68%			
2.	software companies uk	53	3.40	00:03:50	88.68%	50.94%			
3.	microsoft gold partner	51	2.76	00:01:16	88.24%	49.02%			
4.	custom software	41	2.61	00:01:15	95.12%	75.61%			
5.	software development	41	5.10	00:01:51	92.68%	43.90%			
6.	software engineer	41	2.00	00:00:26	90.24%	73.17%			
7.	software companies london	39	3.10	00:01:48	87.18%	38.46%			
8.	quality software	25	1.52	00:00:36	100.00%	72.00%			
9.	software company london	22	2.27	00:00:37	95.45%	63.64%			
10.	software developer	21	2.24	00:02:04	95.24%	61.90%			
11.	microsoft partner	20	2.10	00:00:25	85.00%	55.00%			



Keyphrases Paid

Visits [?] 739 % of Site Total: 25.97%		Pages/Visit [?] 2.75 Site Avg: 2.91 (-5.42%)		Avg. Time on Site [?] 00:01:36 Site Avg: 00:01:50 (-13.09%)		% New Visits [?] 89.85% Site Avg: 82.54% (8.86%)		Bounce Rate [?] 59.00% Site Avg: 58.61% (0.67%)	
Dimension: Keyword ▾				Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	bespoke software	74	2.15	00:00:56	89.19%	75.68%			
2.	software companies uk	53	3.40	00:03:50	88.68%	50.94%			
3.	microsoft gold partner	51	2.76	00:01:16	88.24%	49.02%			
4.	custom software	41	2.61	00:01:15	95.12%	75.61%			
5.	software development	41	5.10	00:01:51	92.68%	43.90%			
6.	software engineer	41	2.00	00:00:26	90.24%	73.17%			
7.	software companies london	39	3.10	00:01:48	87.18%	38.46%			
8.	quality software	25	1.52	00:00:36	100.00%	72.00%			
9.	software company london	22	2.27	00:00:37	95.45%	63.64%			
10.	software developer	21	2.24	00:02:04	95.24%	61.90%			
11.	microsoft partner	20	2.10	00:00:25	85.00%	55.00%			
12.	contract software	19	1.68	00:00:50	100.00%	84.21%			
13.	software developers	18	2.72	00:00:54	94.44%	55.56%			
14.	software company uk	15	1.93	00:00:25	86.67%	66.67%			
15.	software consultancy	13	3.08	00:02:33	53.85%	46.15%			
16.	agile software	12	2.08	00:00:22	91.67%	75.00%			
17.	customised software	12	1.42	00:00:14	100.00%	75.00%			
18.	software house london	12	6.92	00:02:02	91.67%	33.33%			
19.	software house uk	12	5.50	00:08:27	66.67%	25.00%			
20.	software engineering	10	2.40	00:00:28	100.00%	50.00%			
21.	software consulting	8	3.25	00:03:17	37.50%	25.00%			
22.	microsoft gold certified partner	6	2.17	00:00:16	100.00%	66.67%			
23.	software design company	6	2.83	00:06:55	66.67%	50.00%			



Pageviews 8,274 % of Site Total: 100.00%	Unique Pageviews 6,484 % of Site Total: 100.00%	Time on Page 00:00:58 Site Avg: 00:00:58 (0.00%)	Bounce Rate 58.61% Site Avg: 58.61% (0.00%)	% Exit 34.40% Site Avg: 34.40% (0.00%)	\$ Index £53.05 Site Avg: £15.42 (244.00%)
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Page	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
	2,419	1,867	00:01:04	59.17%	53.78%	£25.17
	753	595	00:01:20	60.44%	60.56%	£50.42
	359	251	00:00:25	40.00%	11.14%	£51.79
	327	256	00:00:58	50.00%	27.22%	£46.88
	325	274	00:02:38	64.29%	47.69%	£29.20
	324	203	00:00:19	25.00%	8.33%	£44.33
	315	244	00:01:56	31.58%	24.76%	£49.18
	258	214	00:00:17	0.00%	9.30%	£56.07
	213	143	00:00:38	42.86%	15.02%	£41.96
	180	146	00:00:43	75.00%	25.56%	£34.25
	178	136	00:00:38	50.00%	39.33%	£66.18
	161	124	00:00:36	0.00%	13.66%	£56.45
	159	124	00:01:14	55.81%	27.04%	£64.52
	156	124	00:01:05	58.33%	19.23%	£96.77
	152	139	00:01:39	81.82%	45.39%	£28.78
	148	114	00:00:43	66.67%	13.51%	£43.86
	141	111	00:01:01	55.00%	31.21%	£45.05
	138	114	00:00:18	0.00%	13.04%	£35.09
	114	100	00:00:58	14.29%	31.58%	£1,000.00
	101	83	00:01:38	76.19%	31.68%	£48.19
	101	83	00:00:17	50.00%	15.84%	£48.19
	92	83	00:01:00	100.00%	8.70%	£36.14

Your data

Top Content

Your company

Number of repeat visits

Visitor Loyalty

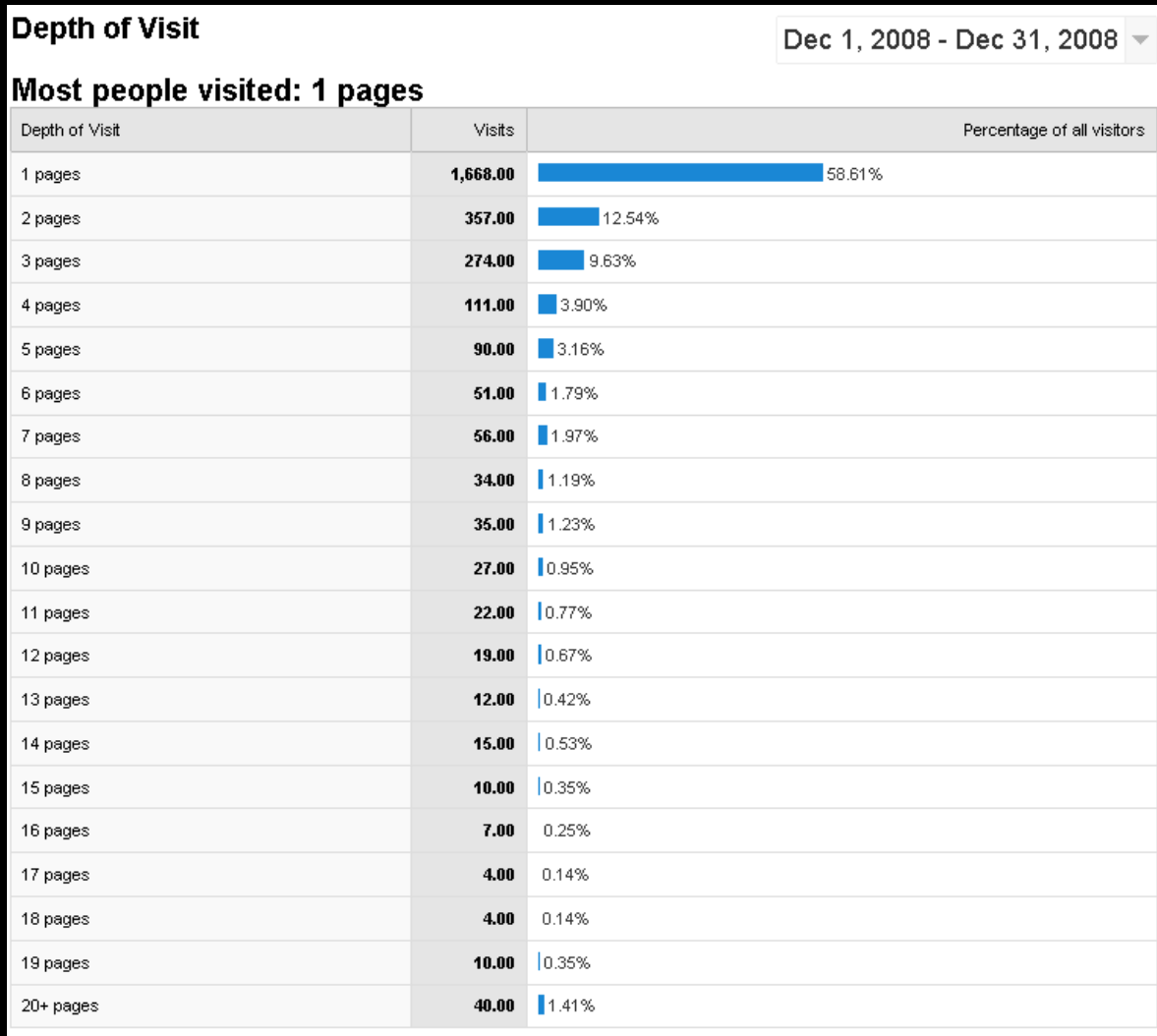
Dec 1, 2008 - Dec 31, 2008

Most people visited: 1 times

Number of Visits	Visits	Percentage of all visitors
1 times	2,351.00	82.61%
2 times	227.00	7.98%
3 times	85.00	2.99%
4 times	44.00	1.55%
5 times	30.00	1.05%
6 times	15.00	0.53%
7 times	13.00	0.46%
8 times	9.00	0.32%
9-14 times	34.00	1.19%
15-25 times	29.00	1.02%
26-50 times	9.00	0.32%

Your
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Number of page viewed

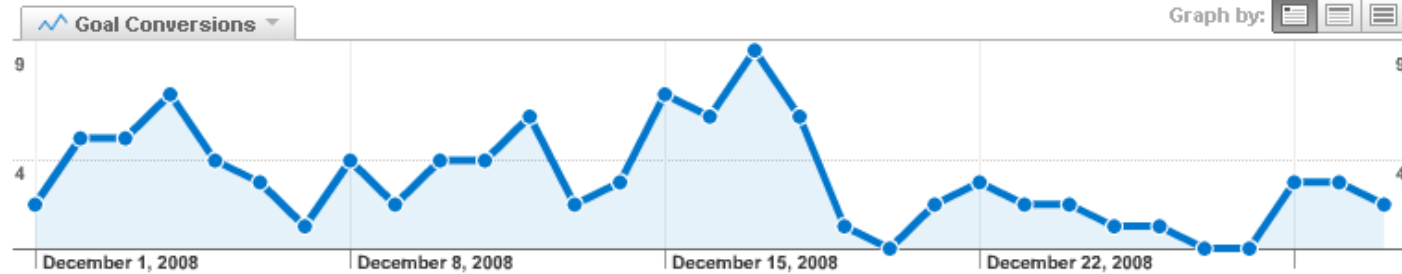


Your
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Goals Overview

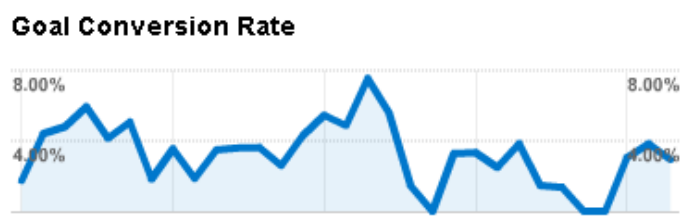
Dec 1, 2008 - Dec 31, 2008



Visitors completed 100 goal conversions

100 conversions, Goal 1: Contact us

Goal Performance



3.51% Goal Conversion Rate
[view full report](#)



£100,000.00 Total Goal Value
[view full report](#)

Goals (contact us)

Your company



Conclusions & Issues

- Analytics data shows the relative importance of the different methods of traffic generation; the site is highly dependent on direct and search traffic (direct traffic = 46%, search = 48%), whereas referrals traffic is very low at 5%
- Half the traffic is from international visitors, this is mainly from direct traffic and has very high bounce rates.
- Spikes in direct traffic probably due to off-line marketing
- Weekly cycle with around 100-130 visits per day during the week
- Bounce rate (leaving the site immediately)
 - The site has an average of 58% cf (46% for industry standards, taken from other Analytics results as your site is not set up for sharing results)
 - Bounce rate varies considerably depending on traffic source, with paid search traffic and direct traffic much higher
 - Bounce rates also varies by the pages on the site – suggesting that the quality of the content varies, or some people are being sent by PPC to the wrong pages
- Goals and conversions – initial results show high % goal conversion (3-8% visiting the contact us page) – however conversions should be a completed form

Recommendations

- Search traffic is quite low, both organic and PPC need to be investigated and improved
- Most search traffic is from brand terms
- The behaviour of paid search traffic and direct traffic is different from unpaid search, they do not respond as favourable to the site – this may be indicative of some design issues
- Analytics has been set up to track goal conversions (landing on contact us page), however this should be extended to include an online form and a thank you page

Search engine marketing

Your
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Review of your PPC Results

Your
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Review of the PPC structure & set-up

- 1 active campaign with 60 ad groups
- Reasonably well structured campaign – could benefit from splitting the ad groups up further
- Content not in the same campaign as search
- Good use of phrase match and negative match
- **No conversion tracking**
- **Only 1 ad per ad group**

Account reasonably well structured, but campaign could be split into separate campaigns for ad groups labelled “where, who, where, how”

Current ad groups could be split further

Review of the PPC results

- Good positions (average 5.3) – CPC optimised to achieve this
- CTR's need to be improved (average >1%)
 - 31 out of 60 ad groups
 - 83 keyphrases <1% CTR compared to 256 keyphrases with >1% CTR
 - No optimisation ie pausing of keyphrases with <1% CTR
- Quality scores need to be improved
 - No “great” quality scores and most ad groups contained OK or poor keyphrases
 - Quality score of <6 = 493 out of 1155 keyphrases

Poor quality scores means you get worse positions and pay more as compared to your competitors

Ad group results

Ad Group Name	Number of keyphrases	Clicks	Impr.	CTR	CTR <1%	Avg. CPC	Cost	Avg. Pos	>3	>10	Great	Ok	Poor	% poor
Total - 60 active Ad Groups		733	71815	1.0%		£1.90	£1,394.69	5.3						
[How] Bespoke	60	97	4287	2.3%	0	£2.28	£221.34	3.3	11	1	0	57	3	5%
[Where] UK	84	96	4271	2.3%	1	£1.49	£142.99	3.9	11	0	0	81	3	4%
[Who] Developer	30	91	8241	1.1%	7	£2.19	£199.61	4.6	14	0	0	24	6	20%
[Where] London	84	78	3122	2.5%	1	£1.53	£119.21	4.1	20	2	0	75	9	11%
[Who] Gold Partner	12	70	4770	1.5%	3	£1.82	£127.15	3.1	8	0	0	6	6	50%
Software Development	84	60	10037	0.6%	8	£2.40	£143.98	6.1	11	0	0	81	3	4%
[How] Custom	78	58	5168	1.1%	3	£2.17	£125.61	4	19	0	0	68	10	13%
[How] Quality		27	2138	1.3%		£1.70	£45.77	4.2						
[How] Contract		22	2563	0.9%		£1.71	£37.67	5.7						
[Who] Consultancy		18	1390	1.3%		£1.80	£32.43	4.1						
[Who] Consultant		12	1322	0.9%		£1.74	£20.89	3.7						
[How] Agile		12	1392	0.9%		£1.76	£21.14	4.6						
[What] Mobile		8	1117	0.7%		£1.73	£13.85	9.3						
[What] Integration		7	1594	0.4%		£1.97	£13.78	5.7						
[What] Testing		7	2525	0.3%		£1.83	£12.82	6.8						
[How] Outsourced		6	1532	0.4%		£2.41	£14.47	6.7						
[What] Business		5	375	1.3%		£1.52	£7.58	6.8						
[What] Microsoft		5	495	1.0%		£1.72	£8.59	4.8						
[What] Windows		5	753	0.7%		£1.53	£7.66	4.3						
[What] Application		4	500	0.8%		£1.44	£5.76	4.2						
[What] Database		4	549	0.7%		£2.25	£9.00	6.7						
[What] Web		4	3611	0.1%		£1.64	£6.57	12.6						
[How] Waterfall		3	68	4.4%		£0.78	£2.35	1.4						
[What] .NET		3	244	1.2%		£1.73	£5.20	4.3						
[How] Rapid		3	447	0.7%		£1.00	£3.00	2.9						
[What] Financial		3	592	0.5%		£1.82	£5.47	6						
[Who] Company		3	902	0.3%		£1.66	£4.98	6.4						
[How] Methodology		3	943	0.3%		£1.98	£5.93	2.4						
[What] Windows XP		2	91	2.2%		£1.49	£2.98	3.6						
[What] PDA		2	212	0.9%		£1.53	£3.06	4.3						
[How] Value For Money		2	249	0.8%		£0.79	£1.57	5						
[What] Java		2	274	0.7%		£1.90	£3.80	3.6						
[What] J2EE		1	18	5.6%		£2.01	£2.01	2.9						
[How] Extreme Programming		1	59	1.7%		£1.36	£1.36	2.5						

Pink = positions average >10

Red text = ad group average <1% CTR

Your company



Keyphrase results

Keyword	Ad Group	Quality		Clicks	Impressions	CTR	Avg CPC	Cost	Avg Position	Keyword Matching	Keyword Status
		Score									
				733	71815	1.02%	1.9	1394.69	5.3		
software companies uk	[Where] UK	7		46	1669	2.76%	1.39	64.12	3.8	Broad	Active
bespoke software	[How] Bespoke	7		40	1777	2.25%	2.09	83.65	2.9	Broad	Active
software companies london	[Where] London	7		40	1036	3.86%	1.4	56.02	4.5	Broad	Active
custom software	[How] Custom	7		35	3119	1.12%	2.21	77.18	4.3	Broad	Active
bespoke software	[How] Bespoke	7		23	809	2.84%	2.51	57.66	2.7	Exact	Active
microsoft gold partner	[Who] Gold Partner	7		23	610	3.77%	1.81	41.59	3.3	Broad	Active
quality software	[How] Quality	7		22	1938	1.14%	1.67	36.66	4.3	Broad	Active
software company london	[Where] London	7		22	1117	1.97%	1.6	35.21	3.4	Broad	Active
software engineer	[Who] Developer	6		20	1405	1.42%	1.85	37.05	2.9	Broad	Active
bespoke software	[How] Bespoke	7		17	895	1.90%	2.38	40.41	3.3	Phrase	Active
software development	Software Development	7		15	2440	0.61%	2.35	35.25	6.2	Broad	Active
contract software	[How] Contract	7		15	2345	0.64%	1.71	25.68	5.7	Broad	Active
software company uk	[Where] UK	7		15	904	1.66%	1.5	22.53	3.1	Broad	Active
software development	Software Development	7		14	2502	0.56%	2.43	33.96	7.9	Phrase	Active
software developer	[Who] Developer	7		14	1508	0.93%	2.3	32.24	5	Phrase	Active
microsoft partner	[Who] Gold Partner	4		14	941	1.49%	1.75	24.5	2.4	Broad	Active
software engineer	[Who] Developer	6		14	718	1.95%	2.33	32.57	2.9	Phrase	Active
microsoft gold partner	[Who] Gold Partner	7		13	444	2.93%	1.92	24.92	2	Exact	Active
software development	Software Development	7		12	1262	0.95%	2.63	31.58	7.6	Exact	Active
customised software	[How] Custom	7		12	475	2.53%	1.97	23.69	2.6	Broad	Active
microsoft gold partner	[Who] Gold Partner	7		11	711	1.55%	1.87	20.57	3.5	Phrase	Active
software engineer	[Who] Developer	6		11	564	1.95%	2.05	22.6	2.4	Exact	Active
software house london	[Where] London	7		11	351	3.13%	1.75	19.28	3.1	Broad	Active
software developers	[Who] Developer	7		10	1047	0.96%	2.29	22.92	5.7	Broad	Active
software engineering	Software Development	5		9	951	0.95%	2.17	19.54	2	Exact	Active
software house uk	[Where] UK	7		8	567	1.41%	1.67	13.35	4.8	Broad	Active
software companies uk	[Where] UK	7		6	40	15.00%	1.6	9.57	1.3	Exact	Active
software developers	[Who] Developer	7		5	612	0.82%	2.43	12.13	7.8	Phrase	Active
windows software business	[What] Windows	7		5	470	1.06%	1.53	7.66	4.6	Broad	Active
agile software	[How] Agile	6		5	393	1.27%	1.74	8.68	4.4	Broad	Active
agile software	[How] Agile	6		5	188	2.66%	1.73	8.64	3	Exact	Active
quality software	[How] Quality	7		5	137	3.65%	1.82	9.11	3.5	Phrase	Active
contract software	[How] Contract	7		5	106	4.72%	1.57	7.83	4.8	Phrase	Active
software consultancy	[Who] Consultancy	7		5	105	4.76%	1.82	9.11	6.3	Exact	Active
software engineers	[Who] Developer	7		5	64	7.81%	2.38	11.92	1.6	Exact	Active

Yellow = <1% CTR

Red text = quality score 6 or below

Your company



PPC recommendations

- Restructure campaigns and ad groups further – so ads match keyphrases
- Set-up conversion tracking
- Test additional ads
- Set targets for positions, CPC, traffic and conversions
- Optimise campaigns to increase CTR and quality score ie modify or pause keyphrases and ads that don't perform (<1% CTR)
- Optimise keyphrases to increase conversions
- Integrate results with organic and other traffic

Review of your SEO

Anicca Solution's site used as an example

Your
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Search engine marketing

Web Images Maps News Shopping Mail more ▾ [Sign in](#)

Google Search [Advanced Search](#) [Preferences](#)

Web Maps Results 1 - 10 of about 225,000 for **ppc leicester**. (0.11 seconds)



PPC Imagelab Ltd
www.the-ppc.com
15 Midland St
Leicester, LE1 1TG, United Kingdom
+44 116 251 6064
[Get directions](#)
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[The PPC Imagelab - Home](#)
The **PPC Imagelab**. 15 Midland Street. **Leicester**. LE1 1TG. Tel: 0116 251 6064. Email: info@the-ppc.com. This site is currently under construction and will be ...
www.the-ppc.com/ - 6k - [Cached](#) - [Similar pages](#)

[PPC Imagelab Ltd in LE1 1TG, http://www.the-ppc.com, PPC Imagelab ...](#)
PPC Imagelab Ltd. 15 Midland Street **LEICESTER, Leicestershire** LE1 1TG T: 0116 251 6064. F: Unfortunately we do not have an email address for this entry, ...
www.creativematch.co.uk/viewlisting.cfm/35778 - 101k - [Cached](#) - [Similar pages](#)

[Web site design Leicester & web development | SEO, PPC, internet ...](#)
Anicca Digital Solutions is a **Leicester** web development agency that builds search engine friendly websites (using their Reflex website manager & content ...
www.anicca-solutions.com/ - 8k - [Cached](#) - [Similar pages](#)

[Find ppc leicester midlands liverpool in Brownbook.net, the open ...](#)
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Make AdWords Super Profitable.
Double Your Profits. See Results!
SpeedPPC.com

[Pay Per Click Secrets](#)
Everything you need to know about
Pay Per Click - Top UK Expert
www.PayPerClickinfo.co.uk

[Pay per click ppc](#)
Sign up today for your risk free
4 week StormOptimiser™ trial
www.storm.com

Your company



Current SEO status (11 Jan)

PR = 3, Alexa = 1,871,724

Yahoo inbound links = 1,535

Google inbound links = 0


Web site design Leicester & web development | SEO, PPC, internet marketing consultancy & training - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.anicca-solutions.com/

Google Search

PR: > 3 I: > 78 L: > 0 Cached: > n/a I: > 184 L: > 1,535 LD: > 1,539 LD2: > 1,540 I: > 167 Rank: > 1871724 Age: > no matches IP: > 82.19

 **anicca**
pure digital solutions

tel: 0871 3103 777
enquiries@anicca-solutions.com

Home About Web Design & Build Training Search Engine Marketing Internet Marketing Consultancy Portfolio Contact

Your
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76 pages indexed in Google

The screenshot shows a Google search interface with the search term 'site:www.anicca-solutions.com'. The results are displayed under the 'Web' tab, showing 10 results out of approximately 76 pages indexed. Each result includes a title, a brief description, and the URL. The results are as follows:

- Web site design Leicester & web development | SEO, PPC, internet ...**
Anicca Digital Solutions is a Leicester web development agency that builds search engine friendly websites (using their Reflex website manager & content ...
www.anicca-solutions.com/ - 8k - [Cached](#) - [Similar pages](#)
- Portfolio: web design & development, PPC management, online ...**
Anicca Solutions portfolio of clients and examples of customer websites, pay per click (PPC) campaigns, search engine optimisation (SEO) audits and other ...
www.anicca-solutions.com/clients.htm - 11k - [Cached](#) - [Similar pages](#)
- Web design agency, online marketing consultants - about Anicca ...**
Anicca Digital Solutions is a web design and internet marketing agency based in Leicestershire; that develops search engine friendly websites and provides ...
www.anicca-solutions.com/about.htm - 7k - [Cached](#) - [Similar pages](#)
- ecommerce -taking payments online**
Anicca Solutions Logo. Home About Web Design & Build Training Search Engine Marketing Internet Marketing Consultancy Portfolio. "Retail is detail" ...
www.anicca-solutions.com/ecommerce.htm - 6k - [Cached](#) - [Similar pages](#)
- Accessibility, Usable and Search Engine Friendly websites**
Anicca Solutions Logo. Home About Web Design & Build Training Search Engine Marketing Internet Marketing Consultancy Portfolio ...
www.anicca-solutions.com/usability-accessibility.htm - 6k - [Cached](#) - [Similar pages](#)
- SEO training**
Anicca Solutions Logo. Home About Web Design & Build Training Search Engine Marketing Internet Marketing Consultancy Portfolio. main image ...
www.anicca-solutions.com/seo-training.htm - 7k - [Cached](#) - [Similar pages](#)
- Web academy online marketing workshops from east midlands Business ...**
3-day online marketing course - the web academy from east midlands Business Link . Ann Stanley from Anicca Digital Solutions is one of the tutors.
www.anicca-solutions.com/web-academy.htm - 5k - [Cached](#) - [Similar pages](#)
- Online Marketing School - Internet, SEO, PPC training & workshops**
Practical 1-5 day workshops held in-house or with host partners at various locations in the UK

URL, title and descriptions have been optimised for each topic/page

Your company



Homepage



tel: 0871 3103 777
enquiries@anicca-solutions.com

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do you want help making your business grow?

"Web site development & marketing services to promote your business online"



Website Design & Build, Online Marketing and everything in between...

Anicca Digital Solutions has been providing website design and website development services for business for over 5 years. We are one of the very few **> Google AdWords Professional Accredited** companies within the East Midlands, with proven results in internet marketing; including managing **Pay Per Click (PPC) campaigns** and **Search Engine Optimisation (SEO)**, both of which help to **generate increased web traffic and customers to your website.**

Why choose Anicca Solutions?

We are passionate about **delivering high quality digital solutions** for all of our clients and offer a **full design, internet marketing and management service** to help ensure you get the best possible market exposure and **every opportunity to succeed.**



Our **affordable search engine friendly** websites are built using our **Reflex website manager** enabling you to change every aspect of the web pages yourself. We are an **East Midlands (EMDA) accredited supplier**, so if you are based in Leicestershire, Northamptonshire, Nottinghamshire, Derbyshire or Lincolnshire then you may be eligible for a **Business Link Grant of up to 50%** for website development and/or internet marketing consultancy.



We have also formed The Online Marketing School which provides **internet marketing training courses** at venues around the country or as an in-house workshop. Get a taster of some of our **internet marketing workshops** and courses by downloading some of our **> online marketing case-studies and presentations** for free.

Your company



Keyphrase density

Document info

Url: <http://www.anicca-solutions.com/>

Title: Web site design Leicester & web development | SEO, PPC, internet marketing consultancy & training

Meta keywords: Web design, website development, internet marketing, online advertising, digital agency, search engine optimisation SEO, pay per click PPC

Meta description: Anicca Digital Solutions is a Leicester web development agency that builds search engine friendly websites (using their Reflex website manager & content management system - WCMS) and provides internet marketing consultancy, training & online advertis

Total number of words: 341

Keyword	Found in	Repeats	Density	Load Google keywords data		
				Search volume ?	Approx Avg Search Volume ?	Estima
marketing	T, K, D	16	4.69	n/a	n/a	n/a
online	K, D	8	2.35	n/a	n/a	n/a
website	K, D	8	2.35	n/a	n/a	n/a
web	T, K, D	7	2.05	n/a	n/a	n/a
training	T, D	7	2.05	n/a	n/a	n/a
internet	T, K, D	7	2.05	n/a	n/a	n/a
design	T, K	6	1.76	n/a	n/a	n/a
build	D	4	1.17	n/a	n/a	n/a
search	K, D	4	1.17	n/a	n/a	n/a
engine	K, D	4	1.17	n/a	n/a	n/a
business		4	1.17	n/a	n/a	n/a
solutions	D	4	1.17	n/a	n/a	n/a
development	T, K, D	3	0.88	n/a	n/a	n/a
services		3	0.88	n/a	n/a	n/a
anicca	D	3	0.88	n/a	n/a	n/a
ppc	T, K	3	0.88	n/a	n/a	n/a
management	D	3	0.88	n/a	n/a	n/a
websites	D	3	0.88	n/a	n/a	n/a
consultancy	T, D	2	0.59	n/a	n/a	n/a
site	T, K, D	2	0.59	n/a	n/a	n/a
digital	K, D	2	0.59	n/a	n/a	n/a
accredited		2	0.59	n/a	n/a	n/a
east		2	0.59	n/a	n/a	n/a
midlands		2	0.59	n/a	n/a	n/a
pay	K	2	0.59	n/a	n/a	n/a

Bookmarks

[1-word keywords table](#)
[2-word keywords table](#)
[3-word keywords table](#)
[4-word keywords table](#)
[Original text](#)

Filter

start contain regexp

Keywords cloud

[web](#) [design](#) [build](#) [training](#) [search](#)
[engine](#) [marketing](#) [internet](#)
[consultancy](#) [site](#) [development](#) [services](#)
[business](#) [online](#) [website](#) [anicca](#)
[digital](#) [solutions](#) [accredited](#) [east](#)
[midlands](#) [pay](#) [per](#) [click](#) [ppc](#) [optimisation](#)
[seo](#) [help](#) [traffic](#) [management](#) [websites](#)
[school](#) [courses](#) [content](#) [audit](#)

Your
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Total 2 word phrases: 21

				Load Google keywords d	
Keyword	Found in	Repeats	Density	Search volume ?	Approx Avg Search Volume
internet marketing	T, K, D	6	3.52	n/a	n/a
online marketing		5	2.93	n/a	n/a
search engine	K, D	4	2.35	n/a	n/a
design build		3	1.76	n/a	n/a
web design	K	2	1.17	n/a	n/a
marketing consultancy	T, D	2	1.17	n/a	n/a
web site	T	2	1.17	n/a	n/a
marketing services		2	1.17	n/a	n/a
website design		2	1.17	n/a	n/a
build online		2	1.17	n/a	n/a
marketing and		2	1.17	n/a	n/a
digital solutions	D	2	1.17	n/a	n/a
website development	K	2	1.17	n/a	n/a
east midlands		2	1.17	n/a	n/a
pay per	K	2	1.17	n/a	n/a
per click	K	2	1.17	n/a	n/a
click ppc	K	2	1.17	n/a	n/a
engine optimisation	K	2	1.17	n/a	n/a
anicca solutions		2	1.17	n/a	n/a
marketing school		2	1.17	n/a	n/a
marketing training		2	1.17	n/a	n/a

Total 3 word phrases: 8

				Load Google key	
Keyword	Found in	Repeats	Density	Search volume ?	Approx Avg Search
web design build		2	1.76	n/a	n/a
internet marketing consultancy	T, D	2	1.76	n/a	n/a
design build online		2	1.76	n/a	n/a
build online marketing		2	1.76	n/a	n/a
pay per click	K	2	1.76	n/a	n/a

Your
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Search engine positions for 41 out of 52 keyphrases tested

Keyword	Yahoo (United Kingdom & Ireland)				Average
	Google.com position	Google.co.uk position	Live position	Live position	
anicca solutions	1	1	1		1.0
www.anicca-solutions.com	1	1	1		1.0
anicca digital solutions	1	1	1	2	1.3
anicca solutions leicester	1	1	1	8	2.8
ctr behavior on ppc content match campaign	3	3			3.0
online ppc tutors	1	1	3	7	3.0
ppc strategies higher cost per click less conversion	1	1	2	8	3.0
ann stanley anicca	1	1	1	11	3.5
anicca web	1	7	4		4.0
building stage of the web site			4		4.0
refresher seo classes	4	4			4.0
ann stanley ppc	1	1	3	14	4.8
running a google adwords account for a client vat	6	6	5		5.7
marketing training grants	1	9	11		7.0
generic ppc campaigns	13	6	6		8.3
monthly fee for managing ppc campaign	1	16			8.5
adword professional leicester	1	12	14	10	9.3
seo leicester	1	18			9.5
ppc companies leicester	1	3	9	30	10.8
retail is detail james gulliver	24	23	2	1	12.5
embrokerage	21	21	6	7	13.8
ppc tutors	1	8	9	39	14.3
seo workshops for schools	1	5	50	9	16.3

Your
company



Conclusions

- Some optimisation has been carried out for specific terms, especially those relating to Leicester, although these are not necessarily high volume phrases
- PDF's have good positions eg for PPC geo-targeting
- There is an average Page Rank of 3 on the Home page but further work on link building is required to strengthen the authority of the site as compared to your competitors
- Site would benefit from more ongoing optimised content eg a blog or further articles

Next steps

- Meeting to discuss the results
- Proposal & costing to set-up and manage a PPC campaign (and/or other projects)

Your
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Any Questions?

ann@anicca-solutions.com

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