

Client Ltd

Digital

Status Quo Report

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Date

Status Quo Summary

This report summarises the pertinent historical data available for the website www.client.com and makes recommendations for the website redevelopment and online promotion to aid in digital marketing efforts.

SERP Status

Historically the Client's website has ranked

Social Media & Marketing Status

The Client's social media profiles and blog.....

Website Metrics

Traffic volume, content and user behaviour on the website was analysed to provide a baseline for comparison over the next 12 months on a monthly basis and help to inform content decisions for the website and social media profiles.

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Current SERP Status

Historically the Client's website ranking on organic SERPs.....

The aim of the website redevelopment with SEO implementation and the creation of the social media platforms is to market the Client online and improve its search engine ranking, thereby bringing more traffic to the website and increasing its profile.

Keyword Ranking

The historical ranking of the website with certain important keywords has been analysed and the results are presented below. The progress of the website for these keywords will be tracked monthly over the coming year to inform SEO decisions.

Theme One: General Ranking

Keyword	Google-Ireland	Comments

Theme Two: Local Ranking

Keyword	Google-Ireland	Comments

Social Media and Marketing

Profiles

The Client did not have any social media profiles and we suggested that we focus for the moment on the social media platforms listed below. These are to be linked to the redeveloped website and will serve as a vehicle for promoting blog posts and events related to the Client in order to drive traffic to the website and raise the profile of the Client online.

The following social media profiles have now been created:

LinkedIn Company page

The url for the LinkedIn company page is:

Facebook Business page

The url for the Facebook page is:

Twitter Company account

The url for the Twitter profile is:

Google+ Business page

The url for the Google profile is:

Youtube Business channel

The url for the Youtube channel is:

Instagram Business profile

The url for the Instagram profile is:

Pinterest Business profile

The url for the Pinterest profile is:

Social Media Promotion

The social media profiles will be promoted in the following ways.....

Blog

Historically the blog was

Email Campaigns/Newsletters

The Client is not currently using email newsletters and

Paid Advertising

The Client has not used paid advertising before but it could be advantageous to consider PPC (Pay-Per-Click campaigns) on the following platforms.....

Website Metrics

Google Analytics has been implemented on the website since date and so we have website visitor data available for the last x years. The main data points are summarised below and these will be used as benchmarks to evaluate SEO efforts going forward and inform decisions.

Prior Data Summary

Over the last x years that website traffic data has been gathered and analysed, the trend indicates that total traffic to the website has..... This could partly be due to the fact that



DATA TYPE	TOTAL	MONTHLY AVERAGE
SESSIONS		
USERS		
PAGEVIEWS		
PAGES/SESSION		
AVE. SESSION DURATION		
BOUNCE RATE		
% NEW SESSIONS		

Previous Year Data Summary

The total website traffic over the previous 12 months indicate that.....

This trend may be related to the following factors:

- A.
- B.
- C.



DATA TYPE	TOTAL	MONTHLY AVERAGE
SESSIONS		
USERS		
PAGEVIEWS		
PAGES/SESSION		
AVE. SESSION DURATION		
BOUNCE RATE		
% NEW SESSIONS		

Audience

Demographics & Interests

The website visitors are mainly male/female and this age. Their interests tend to be

Geographic

Historical data indicates that the website visitors were located in This Land with the next most visitors coming from That Land. This means

Acquisition

Over % of the website traffic over the last x years has come from organic search and other traffic came from

Working Backlinks:

Broken Links:

Behaviour

User behaviour on the website over the last x years is, This behaviour trend is

Pageviews

Pageviews are simply a count of the total number of times a particular webpage has been viewed over a time period. Almost % of pageviews are of.....

Landing Pages

Landing pages are the pages through which a visitor enters the website - the first page they land on. This page has the majority of visitors at % and the navigation numbers indicate.....

Conversions

A Goal would be a desired action that one wishes a user to take while on the website, such as filling in a contact form, and a Conversion would then be recorded when a user completes that Goal. The Goals set on this website indicate....

Recommendations

SERP Status

The website structure and content needs to take into account

Social Media

Promotion

Social media needs to be

Blog

The blog should.....

Email

Email campaigns can

Paid Advertising

PPC could be used

Website Metrics

The data of the past x years and the past 12 months will be used as a baseline for comparing the next 12 months and informing decisions. Website metrics will need to be analysed on a monthly basis and recommendations made.

Audience

As data is gathered on the website visitors, it will be analysed and used to inform decisions on content on both the website and the social media profiles. It is recommended that

Acquisition

Over the next few months a link-building strategy will be employed to, Existing backlinks will be

Behaviour

The data indicating the popular pages and the movement of users on the site will be used to inform the structure and content of the new website. Recommendations are that.....

Conversions

Considering the type of business that the Client is in, the Goals should be.....