Web Analytics: Measuring Success

Search Engine Strategies Conference
New York, New York

March 17, 2008 – 2:00 PM

Moderator: Yosi N. Heber – President, Oxford Hill Partners, LLC

Panelists: **Avinash Kaushik – Author, Blogger, Analytics Evangelist, Google**
Jason Bishop – Sr. Consultant, SEM, Omniture, Inc.
Akin Arikan – Senior Manager, Internet Marketing, Unica Corporation
Lauren Vaccarello – Director of Publishing, FXCM

Search Engine
STRATEGIES
CONFERENCE & EXPO.

Oxford Hill Partners, LLC – What We Do

Oxford Hill Partners is a strategic marketing firm which helps companies better leverage the new digital media into their overall business and core marketing efforts (i.e. websites, e-mail, search, word of mouth, podcasting, mobile, social networking, e-commerce, online video, etc.). This allows our clients to significantly increase company profit via revenue increases and/or cost decreases, and puts them in a position to potentially change the "rules of the game" in their category.

Although in business for just two years, we already have over twenty major global multinational clients. A select list of our clients:

- Air Cell
- Cherry Aerospace
- Con Agra Foods
- Dannon / Groupe Danone
- Direct Marketing Assoc.
- Harvard Drug Group
- Krispy Kreme Doughnuts
- Nelsons Dr. Bach

- Novartis Consumer Health
- Pitney Bowes
- Procter & Gamble
- Reader's Digest
- Reckitt Benckiser
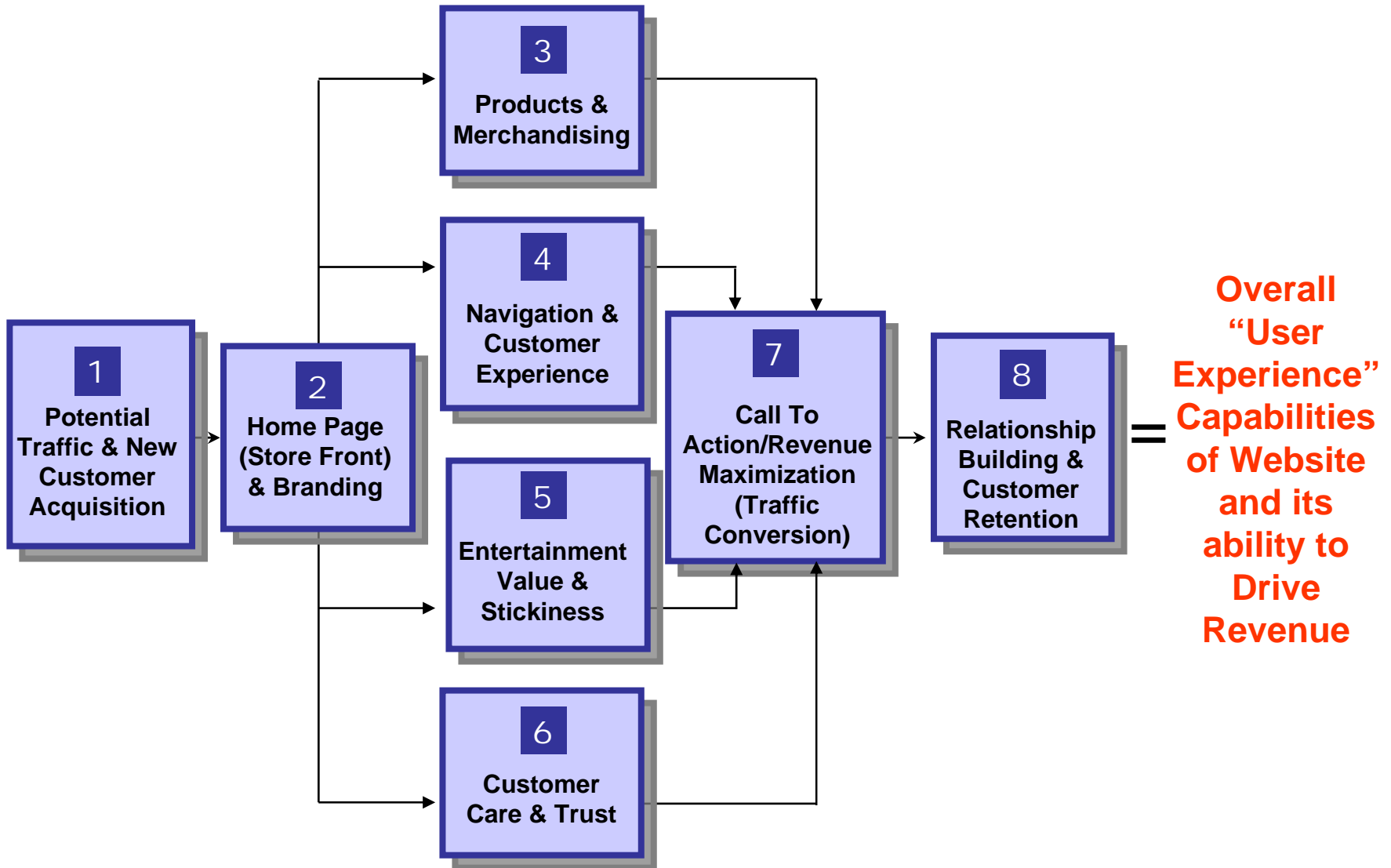- Rubbermaid Graco
- Textron Corporation

1

<u>Background</u>

While having web analytics data is absolutely critical in running one's web operations, it is often said that data outputs from web analytic tools contain so much data that the client is often unsure what it all means and then, how to take real and meaningful action.

Objective of the Session

- It's not just about "having" all of the data. It's not just about the tactical nature of the data.

- The client's real goal is to use it to think strategically about their business.

- It's about how to look at the outputs so senior management "gets it", so it is actionable, so priorities can be created, and these actions ultimately optimize brand value, maximize customer engagement, and increase revenue and profitability.

- Panelists will demonstrate ways they help their clients meet these objectives.

Search Engine
STRATEGIES
CONFERENCE & EXPO.

A New Industry Framework - Heber's Eight Website "Strategic Revenue Driver" Categories

1 Potential Traffic & New Customer Acquisition

2 Home Page (Store Front) & Branding

3 Products & Merchandising

4 Navigation & Customer Experience

5 Entertainment Value & Stickiness

6 Customer Care & Trust

7 Call To Action/Revenue Maximization (Traffic Conversion)

8 Relationship Building & Customer Retention

= Overall "User Experience" Capabilities of Website and its ability to Drive Revenue

Format of the Session

- Avinash will share three sets of insightful PPC search analysis and take away recommendations.

- Then, the other panelists will each discuss a case study and will focus on the web analytic data they have available regarding that case study to glean insight in a number of the following five strategic topics so they then can help the client optimize these areas:

  1. What data exists about the number of visitors to the site and where they come from? How can the client then use that data to drive more traffic to the website and increase the number of visitors?

  2. How can the client use the data to improve navigation and customer experience so they don't drop off the site too soon?

  3. How can they get more people to "take action" (i.e. "call to action")?

  4. How can they build long term relationships with as many customers as possible (e.g. build an opt-in e-mail database)?

  5. How can the client increase the actual size of the order (beyond originally intended)?

- To wrap up, based on the data/insight presented above, each panelist will offer specific actionable recommendations that they would tell their clients to actually do, in order to optimize these strategic revenue drivers.

Search Engine
STRATEGIES
CONFERENCE & EXPO.
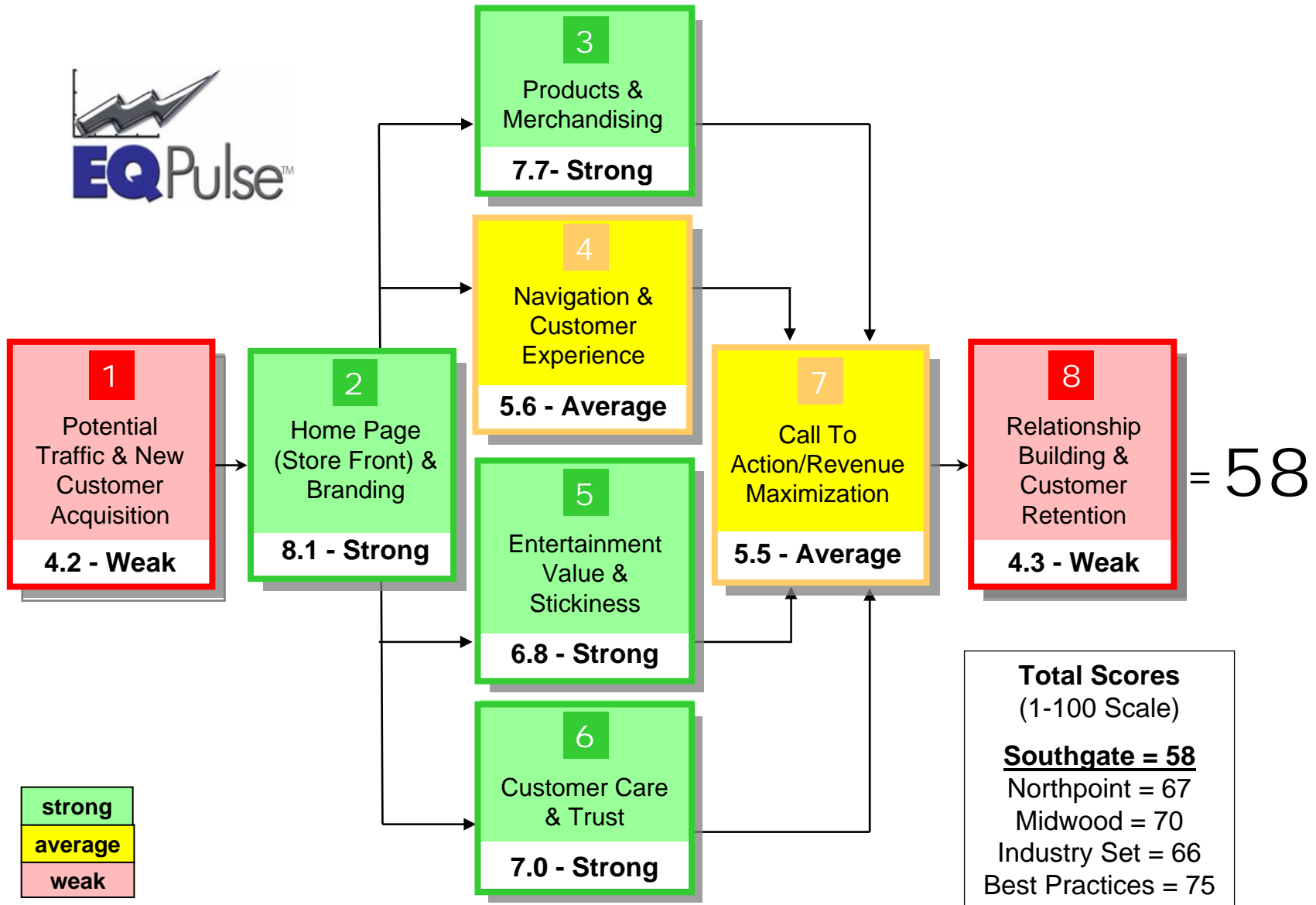
Oxford Hill Partners, LLC
Website "Strategic" Evaluation Approach

- A patent pending, web analytic measurement tool that provides a "30,000 foot" view of the customer user experience and OVERALL capability of a website to drive revenue.

- In exploring over 120 aspects of a website, the total EQ Pulse™ score measures the overall effectiveness of a website across all drivers that can potentially increase revenue.

- Separate scores for each of the eight, broad strategic revenue driver categories. These help identify strengths, weaknesses and gaps vs. competition and industry best practices.

- Actionable Recommendations to increase customer engagement and drive incremental revenue and profit.

"Big Picture" Case Study - Southgate Company
# EQ Pulse™ STRATEGIC SCORING OVERVIEW

EQ Pulse™

1 Potential Traffic & New Customer Acquisition
4.2 - Weak

2 Home Page (Store Front) & Branding
8.1 - Strong

3 Products & Merchandising
7.7 - Strong

4 Navigation & Customer Experience
5.6 - Average

5 Entertainment Value & Stickiness
6.8 - Strong

6 Customer Care & Trust
7.0 - Strong

7 Call To Action/Revenue Maximization
5.5 - Average

8 Relationship Building & Customer Retention
4.3 - Weak

= **58**

Legend:
- **strong** (green)
- **average** (yellow)
- **weak** (pink)

Total Scores
(1-100 Scale)

Southgate = 58
Northpoint = 67
Midwood = 70
Industry Set = 66
Best Practices = 75

SOUTHGATE COMPANY EXAMPLE
Strategic Revenue Driver #1 "Deep Dive" Analysis
Potential Traffic / New Customer Acquisition

0   5   10

Weak

Southgate (4.3)   Midwood (6.0)   Best Practices (7.5)

Industry Set (6.3)   Northpoint (8.5)
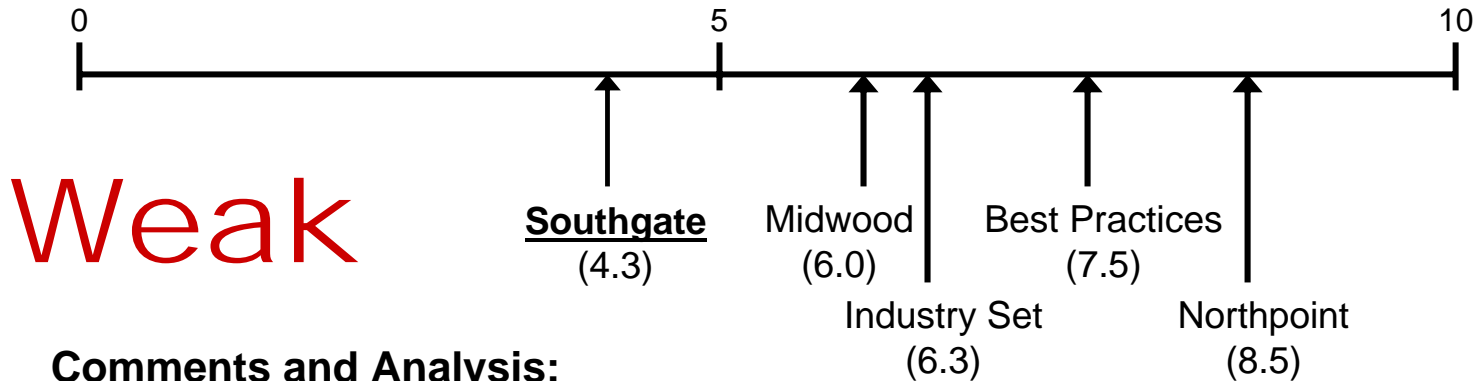
Comments and Analysis:

- Southgate and many of its products cannot be found on search engines like Google or Yahoo.

  - Web site is not optimized for organic (free) search.

  - No paid search activity.

- Even when a consumer types in the word "Southgate" (client's own name) to Google, Southgate does not come up in the #1 position.

  - Northpoint's website (the key competitor) is optimized to steal Southgate's own name!

- Competitor Northpoint is buying the #1/#2 keyword positions and highlighting subject line with "Free Samples and High Value Coupons" as a very compelling incentive.

- While competitor Northpoint has over 500 other websites linking into it, Southgate has only 22 inbound links.

- Both key competitors are ranked among the top 3000 websites in the U.S., while Southgate is ranked in the 6000 range.

Revenue Driver #1 (Potential Traffic) Recommendations for Southgate

- Enhance search engine optimization (free search) through the addition of a detailed site map and plenty of FAQ's optimized in "link" format situated throughout the site.

- Purchase relevant ("paid") search engine marketing keywords (e.g. xyz), and then direct consumers to a matching and <u>customized</u> landing page with strong relevant incentives to engage the consumer and elicit action (e.g. a discount offer or a free paper entitles "Top 10 xyz").

- Invite other relevant and related sites to provide reciprocal links <u>into</u> the Southgate website, thereby increasing "link popularity".

- Institute extensive offline traffic drivers to the site via print ads, banner ads, and affiliates.

- Cleverly leverage "SEO optimized" public relations to drive additional traffic.

Comments or Questions?

Feel free to contact me:

Yosi Heber
President
yheber@oxfordhillpartners.com
(248) 569-9366
www.oxfordhillpartners.com

Web Analytics: Measuring Success

Search Engine Strategies Conference
New York, New York

March 17, 2008 – 2:00 PM

Moderator: Yosi N. Heber – President, Oxford Hill Partners, LLC

Panelists: **Avinash Kaushik – Author, Blogger, Analytics Evangelist, Google**
Jason Bishop – Sr. Consultant, SEM, Omniture, Inc.
Akin Arikan – Senior Manager, Internet Marketing, Unica Corporation
Lauren Vaccarello – Director of Publishing, FXCM

Search Engine
STRATEGIES
CONFERENCE & EXPO