

## Analytics summary for [www.emaspro.com](http://www.emaspro.com)

This report compares one month of data for the newly redesigned site (5/13/2009 through 6/12/2009) with an average over three months for the old site (1/20/2009 through 4/19/2009).

### Overall Site Usage

Vital metrics across the board improved markedly after the redesign:

Metric	Old	New	Change
Total visitors			73.2% increase
Total pages viewed			98.5% increase
Pages per visit			14.6% increase
Bounce rate			7.5% decrease
Average time on site			27.4% increase

#### Visitors: 73.2% increase

This is the estimated number of unique visitors seen by the site and is considered the overall “traffic.” The increase here means that **73.2% more people** are seeing the website every month. More people means more prospects.

#### Pages viewed (aka “Pageviews”): 98.5% increase

This metric separates the number of people from the amount of content being seen. The number of visitors went up and so did the number of total pages served. In most cases, more page views is better. The **98.5% increase** here means that more content is being seen overall.

#### Pages per visit: 14.6% increase

Each visitor that uses the website views at least one page (the first one they show up on) so this cannot be less than one. This number is the pages viewed divided by the number of visitors. The increase here means that interaction on the website is increasing and people are clicking on more links when they show up (a very good thing).

For more on page views, try this article:

#### Bounce rate: 7.5% decrease

A bounce on a website is different from a bounce on an email. A website bounce means that someone saw one page and left the site. Our bounce rate was acceptable before and the **decrease of 7.5%** is a definite improvement.

### **Average time on site: 27.4% increase**

This number, in minutes and seconds, is an estimate of how long people spend on the site as a whole (all pages viewed). An increase here means that, regardless of how many pages are viewed, people are spending more time in general on the site.

## **Visitors overview**

Increasing the number of visitors to a website is always a positive improvement though it is not the best indicator of overall website performance.

The one additional visitor metric that might be pertinent is the **percent new visits**. This number decreased from 68.4% to 62.6%. This simply means that more of our visitors are returning visitors rather than brand new ones. This is a positive improvement in our case because the product is a much bigger purchase decision than, say, a book on Amazon. Returning visitors could mean that prospects are taking their time to compare and learn more about EMAS Pro

## **Traffic Sources Overview**

The traffic sources report shows where our traffic is coming from and is broken into three categories:

1. **Direct traffic** (someone types or copy/pastes the URL from one of our pages into their browser)
2. **Referring sites** (links from any other site)
3. **Search engines** (someone searches a term on Google or Yahoo or any search engine and clicks a link to come here)

There is no inherent “best mix” of traffic sources but healthy sites usually have around an equal mix of sources. Here are the improvements I see in traffic sources:

- An increase in the number of search engine visits (26.7% increase)
- An increase in referring sites percentage (186% increase)

The decrease in search engine share of traffic is not necessarily a bad thing. Our whole keyword strategy changed (there wasn't an inherent strategy before this overhaul) and we're now ranking better for better keywords. As such, our traffic is much higher quality. This is clear when you look at the increase in the number of inquires (see below).

## Content Performance Overview

Looking at the performance of particular pages can give an idea of where people are going and what they do after that. Here are the specific improvements on the new site:

- The second most popular page is now the “Contact Us” page. This page is place where we want our visitors because it means they are one step away (submitting the form) from a conversion (contacting us for a demo). The new page is seeing **301% more views** and moved up from the 4<sup>th</sup> position on the old site.
- The next most popular content page is the product page. This was also very popular on the old site which is why it was recreated. This page has seen a **114% increase in views**, much higher than the average.
- Our main marketing content pages took in **393 page views** over the one month period.

Overall, our content strategy is much better for the new site. The increased traffic now goes to much more relevant pages than they were before.

## Additional Positive Benefits

The analytics numbers all improved drastically but other successes have materialized from this redesign:

- Our Alexa.com ranking **improved 370%**, dropping from around 2 million to **536,147** (see [alexa.com/siteinfo/edsysinc.com](http://alexa.com/siteinfo/edsysinc.com)). This ranking is a rough estimate of our popularity compared to all other websites in the world.
- Our primary goal with the website redesign was to increase the number of useable leads sent to the sales team to act on. To date (since April 27<sup>th</sup>), we’ve received a 7-fold increase in leads submitted through the contact us form.
- The Google page rank for our domain is now **5** (out of ten). Our site ranking was 4 around a year ago. This ranking is not a hard and fast metric for site performance but indicates the site’s authority in the Google search engine.