

Where We Are Now – emaspro.com

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This document addresses current visitor statistics for **www.emaspro.com** during the time period 7/21/2008 through 1/21/2009 (unless otherwise mentioned).

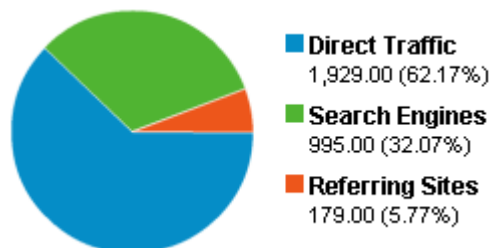
Overview

A website should exist to fulfill a specific, attainable goal. A lot of sites are created without a goal in mind and, as such, do not perform well. A great example of an under-performer is our current website.

Our site has a lot of dead ends, which means that people come and go, may find something interesting, may not. Correct me if I'm wrong but we're not getting a lot (or any) sales leads off of our website currently. Part of this has to do with our search engine performance. Right now, the top ten words that people use to find our site are:

1. "emas"
2. "emas pro"
3. "emaspro"
4. "www.emaspro.com"
5. "enrollment management software"
6. "education systems, inc"
7. "education systems inc"
8. "the university of south carolina upstate chooses emas pro"
9. "emas software"
10. "emas recruitment pro"

8 out of 10 of our top search words in the past 6 months have something to do with our name. These top 8 searches account for 90% of our top ten search traffic. This, in and of itself, doesn't say anything of any value until you look at how people get to our webpage:



Put the information above together with our search results and you see that almost 90% of our total traffic (a vast majority of **Search Engines** plus all of the **Direct Traffic** from above) comes from people who have our name already. It's hard to speculate why they are going to our site (current clients look for support or potential clients looking for more information) but this is a high number. Other websites I work with are around 25 – 35% but always below 50%.

Other relevant numbers for emaspro.com

Here's how I see these numbers

- **Visits** are the total number of individual “visit events” that occur (come to the site, click around, leave – that’s one visit). This number can always go up but a high number of visitors does not automatically mean a large number of sales leads.

To put our visitor number in perspective, we have a traffic rank (our website’s rank against all websites in the world) of 12,800,00 according to Alexa.com. Our competitors have the following ranks:

- Hobsons is 231,000 (US site is 521,000)
 - Talisma is 159,500
 - Intelliworks is 720,000
- **Pages/Visit** tells us the average number of pages that are viewed during a visit to the website. When this is close to 1 and your website is several pages deep, this is a problem. As it stands, our number is not terrible but not great. Something closer to 4 or 5 would be optimal for our site (homepage, one or two solution pages, one or two product pages, then the contact page).
 - The **Bounce Rate** tells us what percentage of people take off after the first page they see. This is typically people who search for something, click on a result, not find what they’re looking for, then leave. Anything above 50% is too high for a site that wants people to explore a bit. Wikipedia might have a high bounce rate because people search for something, read about it at the page, and are satisfied and move on. For our site, we need at least one click on our site before people can contact us or read more about our products.
 - The **Avg. Time on Site** tells us very little about our visitors and is fairly inaccurate. It is the estimated time that each visitor spends on the site. As bounce rates go down, time on the site will increase.
 - The **% New Visits** tell us how many of our total visits are brand new. It’s hard to say whether this is a sign of health or illness. At first glance, we might say that we want a lot of new visitors, a lot of new people browsing through what we have to offer. Then again, it’s probably good that people come back to our site a few times to read more about what we have to offer.

What are these visitors looking at?

Another great feature of Google Analytics is the ability to see what content is the most popular on an existing site. Here are the top ten pages on our site and a little bit of information about each.

#1 – “EMAS Pro - Software for Enrollment Management > Home” (home page)

<http://emaspro.com/Default.aspx>

- Our home page accounts for just about a third of our total visitors. As it stands, this page gives people a lot of different places to go but it’s not clear what the “best choice” is (meaning, where we want people to go). The new site will have not only a drastically different look but it s
- The vast majority of people come to this page directly (meaning that they type our name into the address bar in their browser). The second source of traffic is Google, third is Live (Microsoft search).

#2 – “Enrollment Management Software Solutions” (products overview)

<http://emaspro.com/Default.aspx?tabid=268>

- This is our main products page, a good place for people to be going. This page accounts for about an eighth of our total page views. While this is a good place for people to be going, it’s not the goal.
- Just over 40% of the visitors come to this page from a search engine. This makes sense because **this page has the most targeted content on the whole site**. Another 15% of the views here come from direct visits (most of these are people who click directly from an internal link).

#3 – “EMAS Pro - Software for Enrollment Management > Contact Us” (contact page)

<http://emaspro.com/Default.aspx?tabid=124>

- Our contact page includes our address, phone number, email address, and an embedded Google Maps window. While this page is definitely helpful for getting a hold of us, **there is no clear call-to-action for potential clients**. This is probably more helpful for visiting guests. It’s also flanked on both sides by potentially distracting links. **About 6% of our total page views belong to this page**. Since this is the best-case scenario for a potential client, **we want this conversion (aka, goal) to increase drastically**. Interestingly, over a third of the visitors to this site get here via a search engine. Another third come from internal site links.

#4 – “Education Systems - Press Room” (press releases)

<http://emaspro.com/pressroom/>

- This is our most updated page by far but it still gets **under 5% of our total page views**. In the end, this page is not a conversion page but it should still be getting a bit more attention through optimization. Just under a third of all viewers come from search engines.

#5 – “Education Systems - Company Information” (company description)

<http://www.emaspro.com/Default.aspx?tabid=466>

#6 – “Search Results” (page given after using the search function)

Page after a search term is entered and the “Search” button is pressed

- This is the results page for our internal search function. The top search terms here are fairly surprising:
 - “careers “ (9 out of 305 searches)
 - “jobs” (8)
 - “online application” (7)
 - “employment” (6)
 - “darin surrey” (5)
 - “emulticd.dbf” (5)
 - “evaluation” (5)
 - “SOAP” (4)
 - “google.com” (4)

- Having a search box available on a web site is an important usability concern. Though the things people are searching for currently are not related to our desired conversions, **we can still point people in the right direction**. If people are searching for something on our site (3% of all pageviews), we need to give them something to find.

#7 – “EMAS Pro - Software for Enrollment Management > Clients” (client information page)

<http://www.emaspro.com/Default.aspx?tabid=121>

#8 – “Education Systems - Who is EMAS” (executive biographies)

<http://www.emaspro.com/Default.aspx?tabid=465>

- This page was built using biographies found on the network drive. It’s missing contact information, contains out-of-date information, and, based on one of our top search terms, is missing a critical individual.

#9 – “EMAS Pro - Software for Enrollment Management > Home > Sign Up for White Papers” (site registration page)

<http://www.emaspro.com/Default.aspx?tabid=126>

#10 – “Financial Aid Software Solutions” (Financial Aid Pro page)

<http://www.emaspro.com/Default.aspx?tabid=269>