

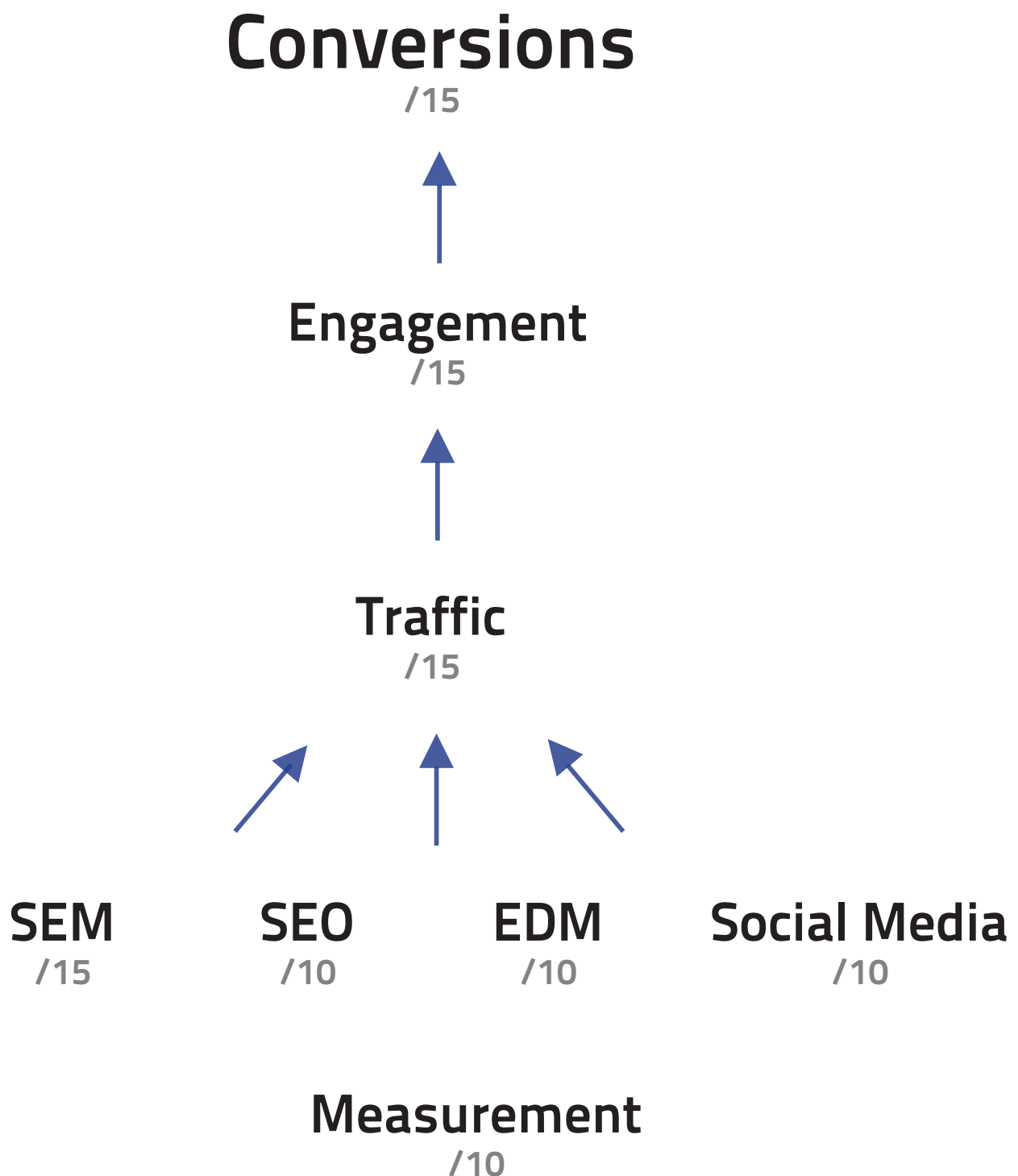
# Digital Marketing Performance

## Report Card December 2010



# Factors Evaluated In Your Score

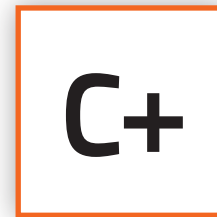
The Digital Marketing Performance Report measures your business' overall effectiveness online. Based on 8 critical factors, the report uses a proprietary blend of over 50 different variables, including search engine data , website structure, traffic, site performance, and many others.



# Digital Marketing Performance

Report for [REDACTED]  
December 2010

This report will serve as a guide for both Happy Marketer and TPC to steadily improve the performance of each area of your online business.



Up from 'E'

	Current	Goal	Grade	%
<b>Conversions</b>	<b>12</b> [up from 5.5]	<b>15</b>	A+	80-100
<b>Engagement</b>	<b>3.5</b>	<b>15</b>	A	70-79
<b>Traffic</b>	<b>6.5</b>	<b>15</b>	B+	65-69
<b>SEM</b>	<b>12</b> [up from 10.5]	<b>15</b>	B	60-64
<b>SEO</b>	<b>5.5</b> [up from 5]	<b>10</b>	C+	55-59
<b>EDM</b>	<b>0</b>	<b>10</b>	C	50-54
<b>Measurement</b>	<b>8</b>	<b>10</b>	D	45-49
<b>Social Media</b>	<b>7.5</b> [up from 4]	<b>10</b>	E	40-44
<b>Total</b>	<b>55</b> [up from 43]	<b>100</b>	F	<40

**Overall Grade: 55/100** [up from 43]

## Summary of Analysis:

- 225% more sign ups
- 40% more enquires
- Adwords sent [REDACTED] visitors [up from [REDACTED]]
- More words appearing on search engines
- Engagement up slightly
- Lower cost per acquisition
- Slightly less traffic
- Adwords budget not being fully utilized
- Website re-design needs to be looked at again.

# Conversions: 12/15 [up from 5.5]

Your website was created with a goal in mind. It may be to buy a product, sign up for an event, or view certain content. We measure your website's power to generate sales.

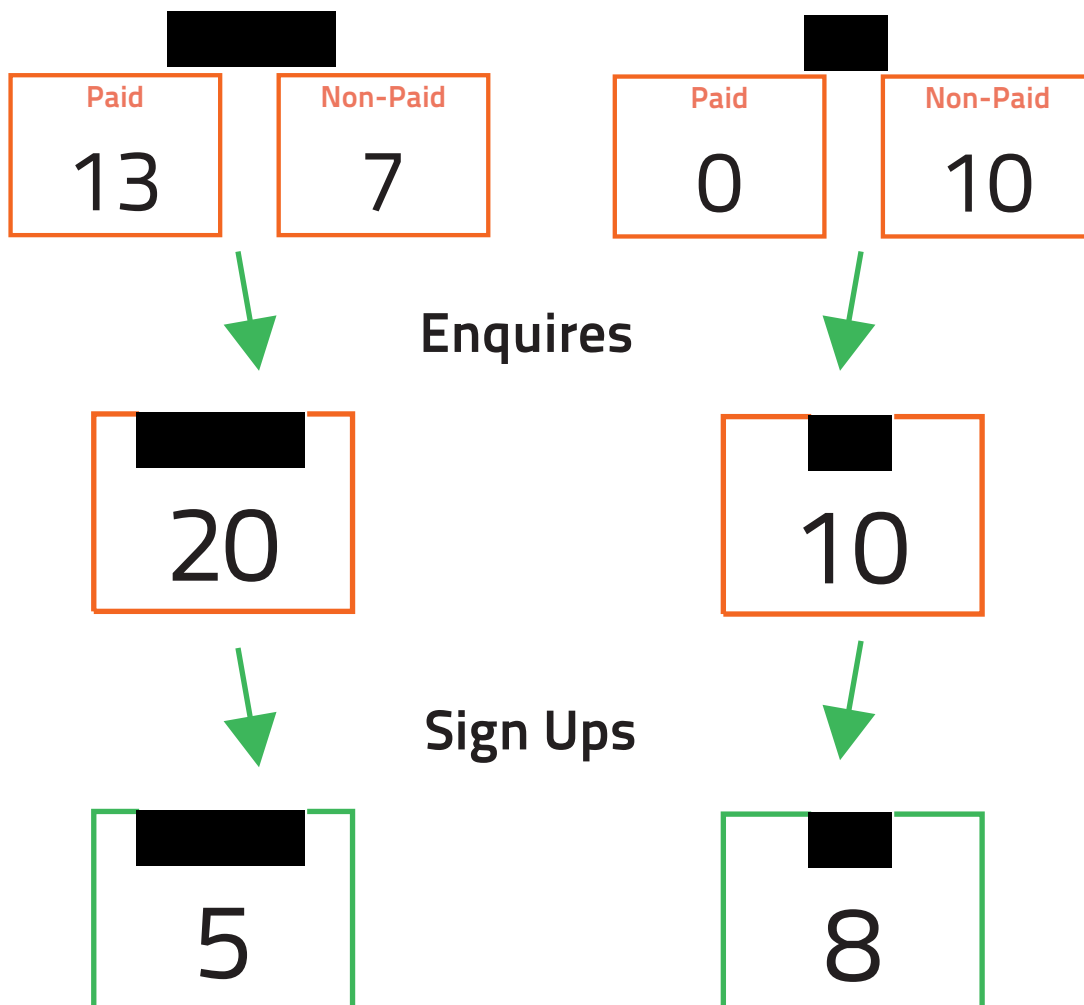
Sign ups: 7/8 [up from 2]  
Enquires: 5/7 [up from 3.5]

Goals	
Sign ups:	15
Enquires:	40

Analysis:



## Sources





# Traffic: 6.5/15

Websites are meant to draw in traffic. The more traffic the more potential customers. We looked at the overall flow of traffic to your website this month.

Visits: 6.5/15

## Goals

Visits: 3,000 / month

## Analysis:

- [redacted] visits, down slightly from [redacted] last month [-3.64%]
- [redacted] visits from paid sources, down from [redacted] [-0.16%]
- Direct traffic fell 27%: due to holidays
- Facebook traffic increased to 45 from 10 [+350%]
- Organic traffic increased 5%, top keyword: [redacted] singapore

## Next Step

- optimize ads utilize more of the budget for traffic

## SEM: 12/15 [up from 10.5]

This metric measures your reach to new audiences through advertising mediums like Google or Yahoo! Ads, Facebook Ads,

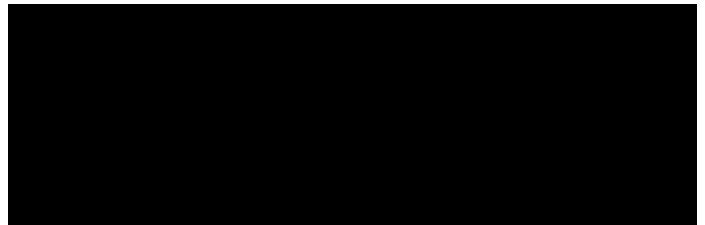
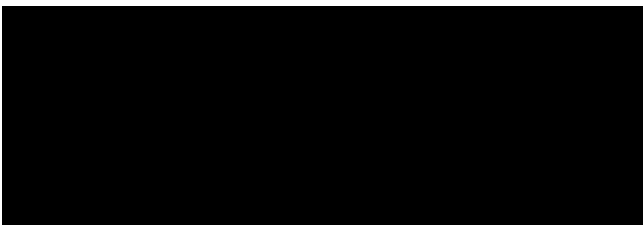
Ad Impressions: 4/4  
Clicks 3/5 [down from 3.5]  
Conversions [1-click] 3/3  
Facebook Ads Clicks: 3/3 [up from 0]

### Goals

Ad Impressions: 500,000  
Clicks: 1500  
Conversions [1-click]: 6  
Facebook Ads: 100

### Analysis:

- [redacted] conversions recorded in Adwords
- Over [redacted] clicks, [redacted] impressions
- CTR: [redacted] [up from [redacted]]
- Best performing ads:



- \$ [redacted] Avg CPC
- Cost per conversion: \$ [redacted] [improved from \$ [redacted]]
- Spent a total of \$ [redacted] in December
- Ads limited by budget: Content & Keywords ads outside SG, Keyword ads for SG.
- [redacted] - SG campaign not getting clicks,

### Next Step

- Optimize 1on1 ads

# Search Engine Optimization - SEO: 5.5/10 [up from 5]

This is a measure of your search engine marketing visibility and effectiveness. We looked at what efforts were done to optimize your digital properties for major search engines like Google and Yahoo and its ability to increase traffic.

Page Rank: 1/2  
Search Rankings: 1/2  
On-Page Optimization: 1.5/2 [up from 1]  
Search Traffic: 2/4

## Goals

Page Rank: 4  
Search Rankings: 20 in Top 20  
On-Page Optimization: 100% Pages  
Search Traffic: 500 visitors

## Analysis:

- [REDACTED] visits from non-paid search traffic [+4.72%]
- Most improved keywords [REDACTED]
- Traffic becoming higher quality, increased engagement overall.

## EDM: 0/10

This metric measures your reach to new audiences through advertising by EDMs.

Outreach: 0/4  
Open Rate: 0/3  
Clicks to website: 0/3

### Goals

Outreach: 800 subscribers  
Open rate: To be determined  
Clicks to website: 10%

Analysis:



Next step

- Import contacts into MailChimp emailer, and plan out content for next newsletter, do after new website is up

## Social Media: 7.5/10 [up from 4]

Social Media creates loyal followers, brand awareness & excitement and is also another channel to market your business. We looked at how effective you use Social Media to grow your business.

Presence: 1/2  
Followers: 3/4 [up from 2]  
Engagement: 3.5/4 [up from 1]

### Goals

Presence: >2 platforms  
Followers: >500 likes  
Engagement: >150 weekly active users

### Analysis:

- Fans increased to over 370 in Dec, almost 200 fans added in a month
- Active fans peaked at 460 monthly active users. 142 weekly active users

### Next Steps

- Ad more articles videos photos: on slideshare? YouTube?
- add more fans

## Measurement: 8/10

How well is your business tracking its activity online. How do you know what the ROI on marketing activity is? We look at how well you are measuring website, social media activity including goals, and URL source tracking for EDMs.

Web Analytics:	2/2
Social Media:	2/2
Ad/EDM Tracking:	1/2
Sales Funnel:	1/2
Goal Tracking:	2/2

### Goals

Web Analytics:	GA installed
Social Media:	Tracked
Ad/EDM Tracking:	Both Tracked
Sales Funnel:	Tracked
Goal Tracking:	Goals Tracked

### Analysis:

- Measurement seems to be tracking correctly

### Next Steps

- [REDACTED]

# About Happy Marketer

Happy Marketer Private Ltd is one of Singapore's leading training and services provider in the fields of Search Marketing and using Google's Marketing Tools.

We bring over 5 years of search marketing experience and lessons from over 50 implemented projects to companies and help them improve their online traffic and conversion results.

We have worked on projects involving Search Engine Optimization (SEO), Search Engine Advertising (SEA), Social Media Marketing, Web Analytics, Website Design, Usability and Conversion Consulting.

And with a wide client base of both B2B and B2C clients, we have a unique perspective on online marketing strategies from a practical, solution-focused perspective.

The company is only one of three agencies in Singapore to be certified as a Google Analytics Authorized Consultants. Through a rigorous process of selection, we were certified by Google to have an advanced understanding of what it takes to attract and convert qualified web traffic.

Our training division has worked with over 80 businesses and 250 participants in 2009, and helped them acquire the necessary skills to get more results from Google and its set of marketing tools. We strive to make our trainings customized to the audience, interactive in nature and always focused on achieving results for those who participate.

**ANALYTICS**

**AUTHORIZED  
CONSULTANT**



**ADWORDS**

**QUALIFIED  
PROFESSIONAL**



Google Analytics Technical Consulting, Supporting, Servicing & Training



Search Engine Optimization, Social Media Training & Consulting



Facebook and Google Advertising, Setup, Management



Search Engine Optimization, Website Usability, Content Architecture



Website Design, Search Engine Optimization, Google AdWords, Google Analytics, Conversion Consulting



Search Engine Optimization, Social Media, Training & Consulting