

[demosite.com/](https://demosite.com/)

September 18 to September 25, 2018



# YOUR GROWTH REPORT

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Improving any website is a non-stop journey. Select what makes the most sense for you to improve right now, because trying to do everything all at once is impossible.

This report will guide you through the improvement process and let you know what your options are so that you can make informed choices on what will grow your business the most.

The report is divided into five steps, each one designed to help you through your improvement journey.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
DEFINE GOALS	GET AN OVERVIEW	CHOOSE AN AREA OF IMPROVEMENT	TAKE ACTION	IMPLEMENT AND VALIDATE
Choose what is important for your online business	Get an easy-to-compare overview of your improvement options	Choose a desired area of improvement to apply your efforts	Investigate which actions make the most sense to do first	Implement, follow up and select the next improvement action

## DEFINE GOALS

The report focuses on two different types of goals, Action Goals and Brand Goals:

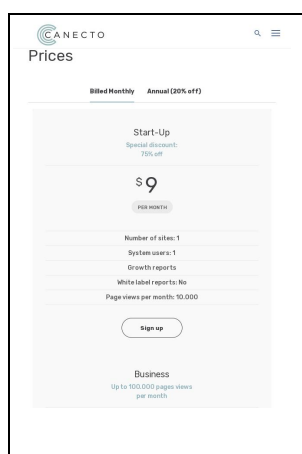
### Action Goals

Action Goals are specific actions you want your users to do on your website. For example, this could be to go to specific pages, download a pdf or fill out certain forms. Users who meet your goals are called converting users.

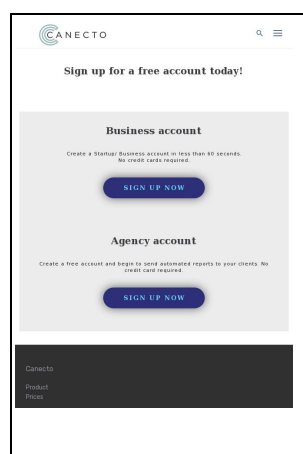
### Brand Goals

Brand Goals are 'softer' goals for your website and evolve around how your users perceive your content and your brand. You need to involve and engage your audience in the right way in order to get the results you want.

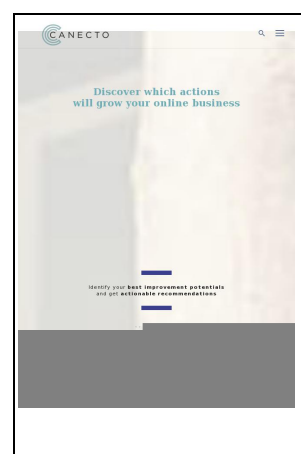
../special-offer/



../signup



../product



The three pages with the most traffic are selected as your default Action Goals. You can always change the goals on your dashboard ([www.canecto.info](http://www.canecto.info)).

### Focus Areas

Internal improvements require you to focus on improving your website. Internal optimization can deliver long-lasting improvements, but the right changes are often time-consuming.

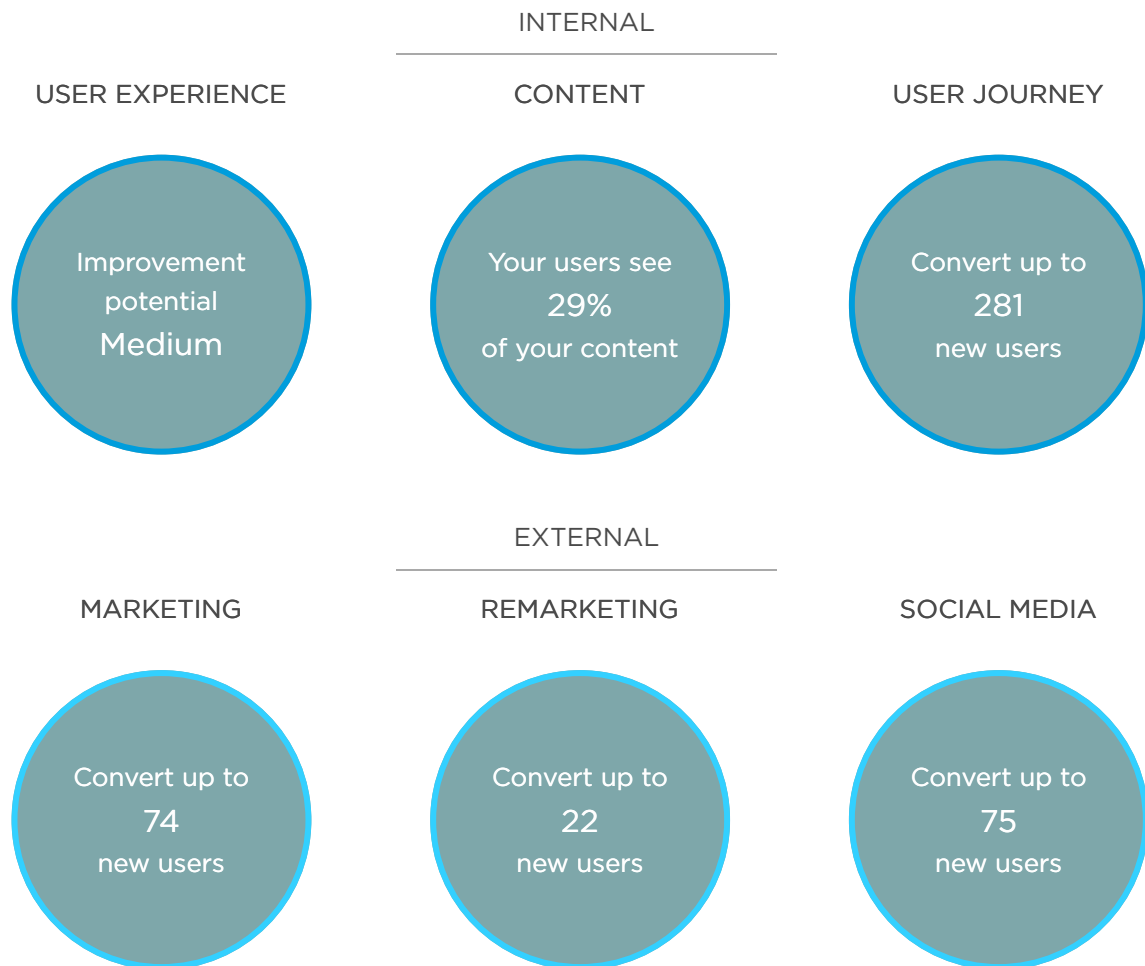
External improvements are related to your traffic and marketing efforts. These are easier to change but may not have results that last as long.

It is recommended that you only choose one area to improve at a time.

## OVERVIEW

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Here is a high-level overview comparison of your improvement options. Use it as a starting point to investigate where it makes the most sense for you to focus and which area you should choose to improve first.



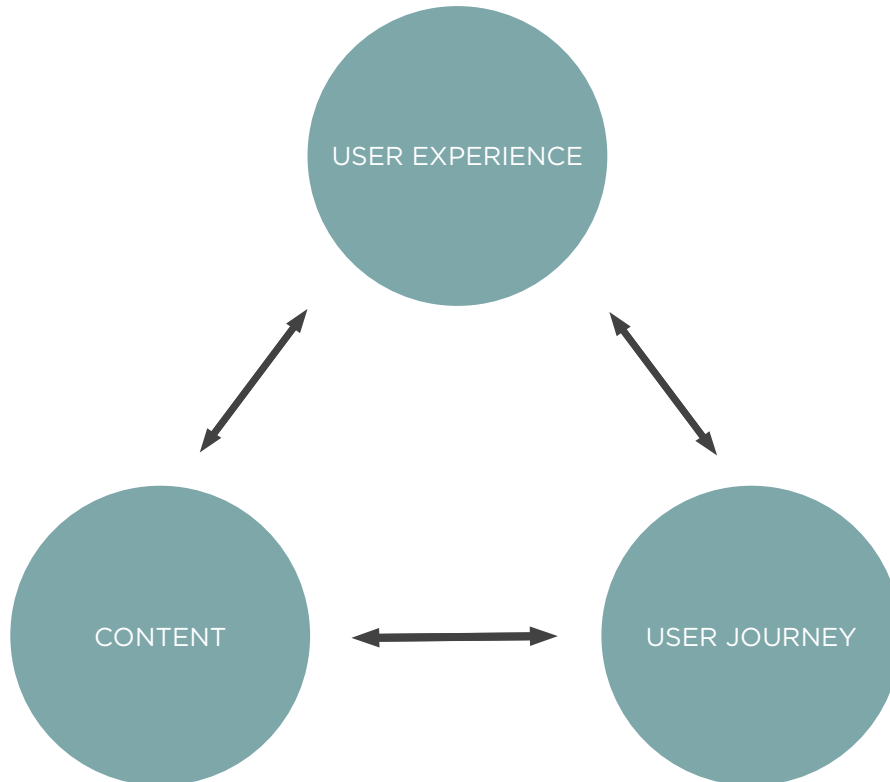
## INTERNAL OVERVIEW

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Your content and how your users interact with it defines how your users perceive your site and your brand. In the next three pages, you will better understand:

- How you communicate: Understanding how your communication works in the UX section
- Where you communicate: Knowing where to make specific changes within the User Journey section
- What you communicate: Getting inspiration about what to communicate in the Content section

The findings affect both your Brand and Action Goals.



## USER EXPERIENCE ACTIONS

Improving your website's user experience can have a direct influence on both your Brand and Action Goals.

Focus your attention on:

Navigation Medium	Engagement None	Content Medium
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### Navigation

### Change Impact

**Time on site:** Your converting users tend to stay longer on your website. On average they spend 46 seconds on your website. Make users stay longer on your site to increase conversions. The impact of this change will be high.

High

**Click per user:** Increasing the length of your user journey will improve your website's conversion rate. Making this change will have a small or medium impact.

Medium

**User journey length:** On average your converting users view 2 pages. The length of your user journey seems to be just right. Changing the length of your user journey will not have an impact on converting your users.

None

### Engagement

### Change Impact

**Scroll:** On average, your converting users see 87% of your page content. It will have some effect on your conversion rate if you manage to make your visitor read more page content.

Medium

### Content

### Change Impact

**Tone of voice:** It may not have a positive impact on your conversion rate to change your current tone of voice. Your users seem to like it! Keep up the good work.

None


**Readability:** Your converting users prefer simpler sentence structure. However, making your sentences shorter and easier to read will only have some impact on your site's ability to convert.

Medium

## CONTENT

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Understand how your users react to the content on your website. Know which content drives conversions, engagement and loyalty.



Download, brochure,  
contact, product, basket,  
shop, terms and conditions,  
discount, creative, benefits

### Conversions


These are the most important keywords to your converting users. Reflect on how you can use them to make users take more desired converting actions.

### Engagement

The engaging keywords disclose what content motivated your users to stay longer on your website.



Blog, support, about us,  
our brand, prices, club,  
news, luxury, PDF, media



FAQ, chat, press, service,  
our story, partnership,  
discount, guide, contact,  
jobs

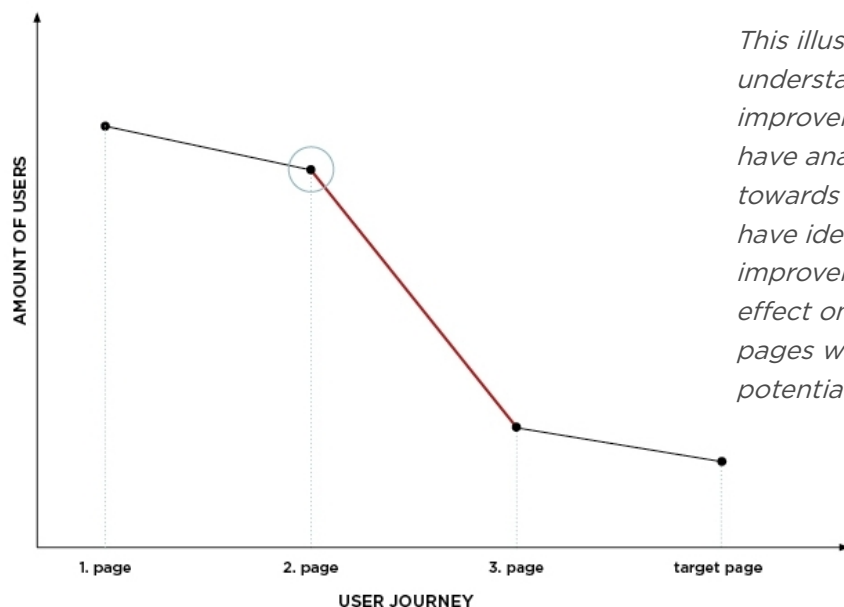
### Loyalty

These keywords are an essential reason why your users are coming back to your website. They represent content areas that have helped build an interest in your website or your brand.

## USER JOURNEY RECOMMENDATION

Get 281 new users by following these recommendations

Learn which user journey improvements will have the greatest impact. Implement the user experience and content recommendations to improve your user journey.



*This illustration will help you understand how the pages with 'most improvement potential' are chosen. We have analyzed the user journeys towards each of your Action Goals and have identified the pages where improvements will have the greatest effect on your conversion rate. The pages with the biggest improvement potential are shown in the table below.*

Pages with the highest improvement potential	*Dropout improvement	Predicted extra conversions on Action Goal
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Action Goal: ../special-offer

demosite.com/	2%	34 extra conversions
../product	2%	85 extra conversions

Action Goal: ../signup

../product	2%	85 extra conversions
../search-form	2%	32 extra conversions

Action Goal: ../product

demosite.com/	1%	17 extra conversions
../products	1%	12 extra conversions
../search-form	1%	16 extra conversions

*\*The dropout improvement percentage is based on the page's amount of traffic and overall importance of the page.*



## EXTERNAL OVERVIEW

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You can always get more traffic to your site, but is it your best improvement option? The external section allows you to evaluate if getting extra traffic is worth the cost and effort to you.

The system has analyzed both your Social Media, Marketing and Remarketing traffic sources. Based on this data, Canecto has predicted the most optimal traffic segments for you in each of your areas. This data enables you to evaluate if it's worth your effort to go for all, one or none of the suggested traffic improvements.



## MARKETING ACTIONS

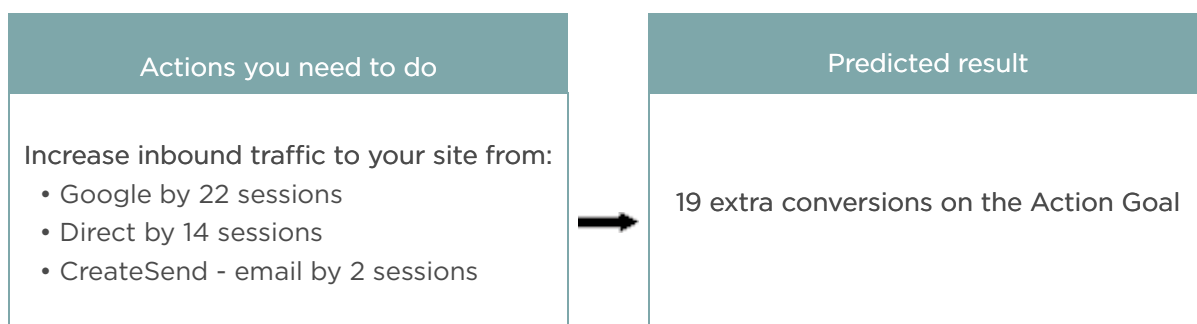
Get 74 new users by following these recommendations

Canecto has identified the most optimal sources for you to get extra Marketing conversions. Each of these are shown in your selected Action Goals. You should evaluate if it's worth the effort, while weighing the cost and efficiency of the two conversion-getting alternatives, which are Social Media and Re-marketing.

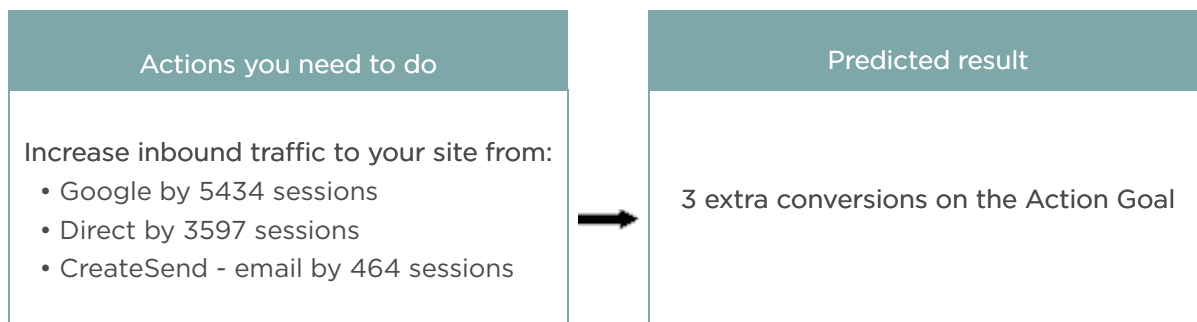
### Action Goal: ../special-offer



### Action Goal: ../product



### Action Goal: ../signup



## REMARKETING ACTIONS

Understand the most efficient way for you to convert users through social media. Below you can see how much traffic you need from each individual platform in order to convert the predicted amount of users. You should evaluate if it's worth the effort, while weighing the cost and efficiency of the two conversion-getting alternatives, which are Social Media and Marketing.

### How long should you do remarketing?

The ideal duration for remarketing is based on option 75% of your users convert within this timeframe.

#### 1. ../product

Ideal duration: 9 days

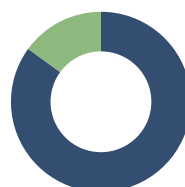
#### 2. ../special-offer

Ideal duration: 14 days

#### 3. ../signup

Ideal duration: 18 days

### Best remarketing sources



Google-ads: 85%

Facebook: 15%

### Best social media sources



Google-ads: 68%

Facebook: 32%

### Best marketing sources



Google: 59%

Direct: 30%

CreateSend - email: 6%

Bing: 5%

## SOCIAL MEDIA ACTIONS

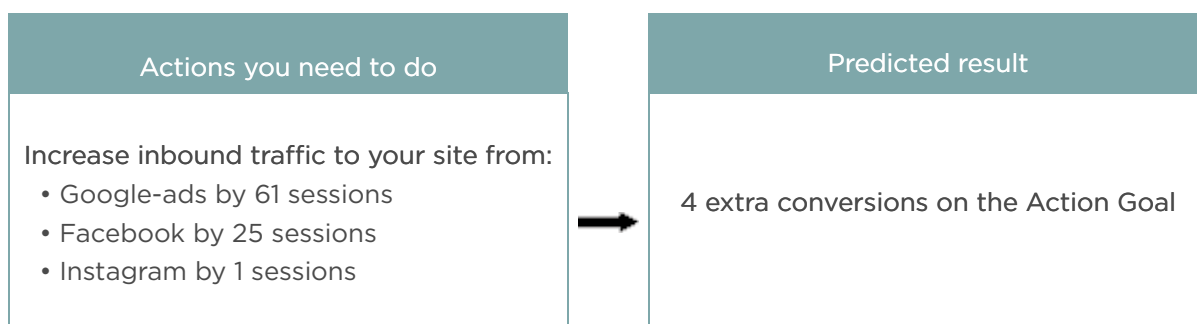
Get 75 new users by following these recommendations

Canecto has identified the most optimal sources for you to get extra Social Media conversions, which is shown in each of your selected Action Goals. You should evaluate if it's worth the effort, while weighing the cost and efficiency of the two conversion-getting alternatives, which are Marketing and Re-marketing.

### Action Goal: ../special-offer



### Action Goal: ../signup



### Action Goal: ../product



## IMPLEMENTATION

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You have now gone through all the steps in the report and are ready to implement.

Use the checklist below to ensure that you get the most out of your actions and where it's possible to increase the impact of your improvements even more.

### Marketing and Social Media



- Remember to check the content page if you are creating new marketing material
- Try to experiment with different platforms and check the report next week to see if your recommendations have changed
- Make sure to double check that you use the best possible platform or channel. It's very valuable to know the ideal length of remarketing campaigns

### Content

- Keep in mind how new content may influence your users
- Assess which tone of voice most aligns with your brand
- Think about which content changes are best for your business Goals
- Evaluate which content approach will have the best effect on your users

### User Journey

- Reflect on whether you are improving a user journey that helps you better meet your business goals. You may want to change your Action Goals and/or call to actions goals
- Think about you can use UX recommendations to improve your user journey. These two areas are often related
- Consider which user journey will have the biggest effect on your business goals

### UX

- Compare the potential effect and the effort of the individual change. A few low impact changes that are easily implemented may be better than one with high potential, but that demands more effort or time.

Notes...

*Tip: Validate your changes in next week's Growth Report*

## APPENDIX

## WEEKLY TRAFFIC OVERVIEW

Inbound traffic from all sources:

Total session: 5056 / Total pageviews: 16975

Your sources:	SEO	Referral	SoMe	Direct	Adverts
Sessions:	2465	417	199	1503	472
Converted users:	1210	232	142	570	306



## Action Goals\*

URL	Conversions	Conversion rate
1. ../special-offer	433	9.6%
2. ../product	2283	50.8%
3. ../signup	29	0.6%

Total pageviews on Action Goals: 4497

## \* What is an Action Goal?

Action Goal is a core page on your website that contributes to the success of your business. You can set up any page, form or PDF download as a target in your dashboard on [www.canecto.info](http://www.canecto.info). The default setting is the three most viewed pages.

## Top 3 non-Action Goals\*\*

URL	Page views
1. ../search-form	1579
2. ../products	1156
3. demosite.com/	1602

The rest of the non Action Goals: 7720

\*\*The top 3 non-Action Goals with the most significant amount of traffic on.

## APPENDIX

## REMARKETING PERFORMANCE BREAKDOWN

This is a breakdown of how your top sources drive traffic to your Action Goals.

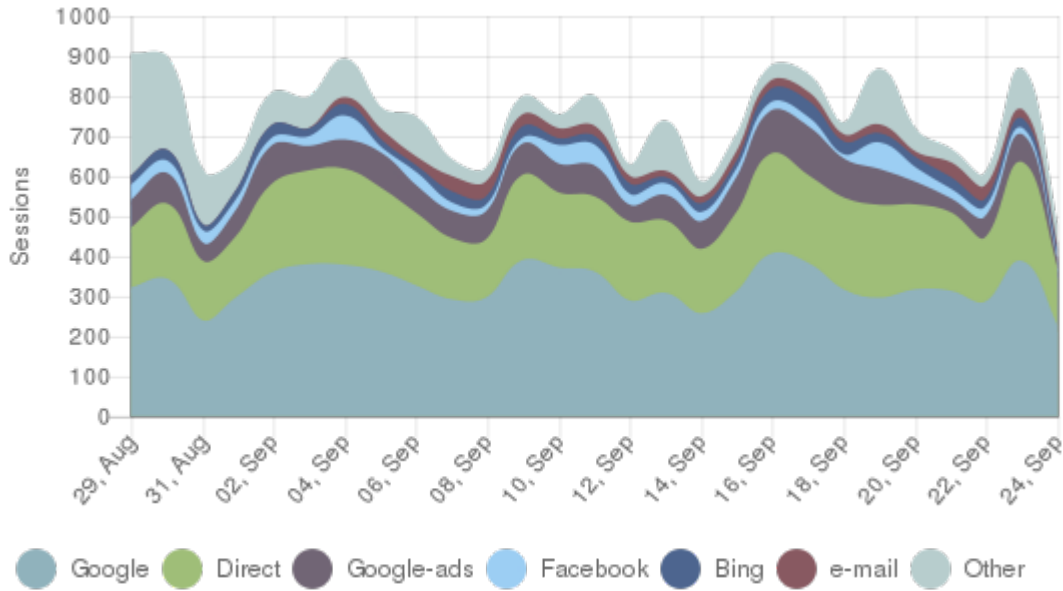
	Source	Sessions	Conversion rate
SEO	Google	2248	16%
	Bing	193	18%
	Yahoo	23	14%
	Duckduckgo	1	0%
Referral	CreateSend - email	192	21%
	www.drimsynie.co.uk	50	22%
	Webmail	36	17%
	MiQ	26	19%
	producthunt.com	23	22%
SoMe	Facebook	192	24%
	LinkedIn	3	0%
Direct	Direct	1503	13%
Adverts	Google-ads	472	22%

Total sessions for all of your Action Goals in the past 7 days: 4962 sessions

## APPENDIX

### TRAFFIC DEVELOPMENT OVER THE PAST MONTH

Traffic for your whole website:



### INBOUND TRAFFIC OVER THE PAST WEEK

Traffic for your whole website:

Source	First time visitors	Total time spent on site	Total page views	Sessions
Google	72%	97:11	7496	2083
Direct	49%	76:06	3857	1411
Google-ads	61%	21:59	1572	412
CreateSend - email	58%	07:16	541	192
Facebook	77%	07:59	642	185
Bing	74%	12:37	692	171
Other	48%	13:10	964	398
<b>Total</b>	<b>62.7%</b>	<b>236h 18m</b>	<b>15764</b>	<b>4852</b>