

Demosite.com

GROWTH REPORT

September 18 to September 25, 2018



## WHAT CAN I GAIN FROM THIS REPORT

This report gives you actions and recommendations on which initiatives would help improve your business. It tells you how to implement the changes and what you can gain from it.



### MARKETING

Convert up to

# 74

### NEW USERS

If you follow the recommendations on page 4



### SOCIAL MEDIA

Convert up to

# 75

### NEW USERS

If you follow the recommendations on page 6



### USER JOURNEYS

Convert up to

# 281

### NEW USERS

If you follow the recommendations on page 3



### CONTENT

# 29%

### OF YOUR CONVERTING USERS

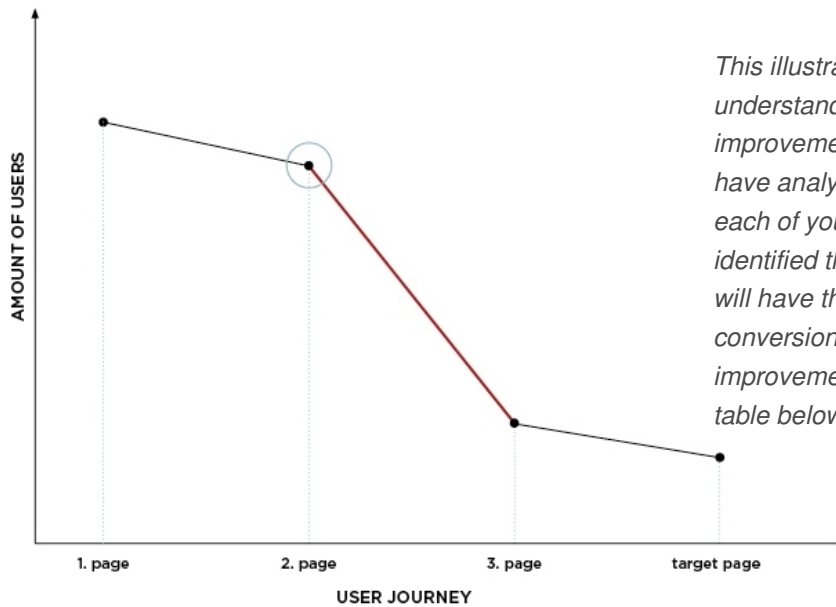
were interested in the topics on page 7



# USER JOURNEY RECOMMENDATION

Get 281 new users by following these recommendations

Insights into which pages throughout the user's journeys on the website have the highest improvement potential to increase conversions on your target pages.



*This illustration is made to help you understand how the pages with 'most improvement potential' are chosen. We have analyzed the user journeys towards each of your target pages 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 target page
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### Target page: [demosite.com/special-offer](https://demosite.com/special-offer)

<a href="https://demosite.com/">demosite.com/</a>	2%	34 extra conversions
<a href="https://demosite.com/product-overview">demosite.com/product-overview</a>	2%	85 extra conversions

### Target page: [demosite.com/thank-you](https://demosite.com/thank-you)

<a href="https://demosite.com/product-overview">demosite.com/product-overview</a>	2%	85 extra conversions
<a href="https://demosite.com/search-form">demosite.com/search-form</a>	2%	32 extra conversions

### Target page: [demosite.com/product-overview](https://demosite.com/product-overview)

<a href="https://demosite.com/">demosite.com/</a>	1%	17 extra conversions
<a href="https://demosite.com/products">demosite.com/products</a>	1%	12 extra conversions
<a href="https://demosite.com/search-form">demosite.com/search-form</a>	1%	16 extra conversions

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

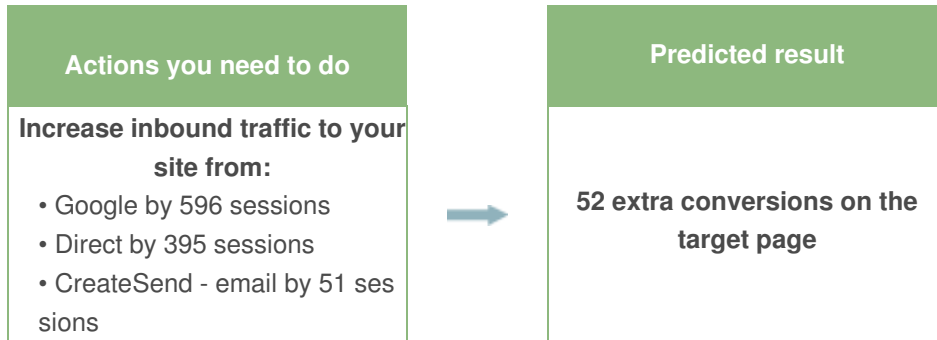


## MARKETING RECOMMENDATIONS

Get 74 new users by following these recommendations

Which marketing efforts that works best and how to optimize conversions to get the most out of the marketing budget.

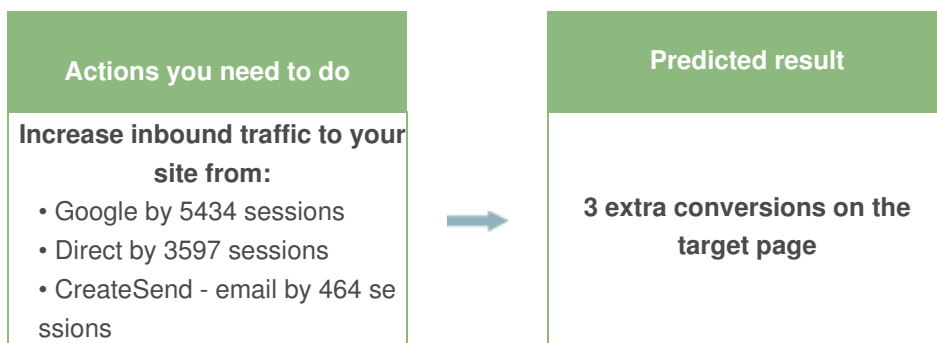
Target page: [demosite.com/special-offer](https://demosite.com/special-offer)



Target page: [demosite.com/product-overview](https://demosite.com/product-overview)



Target page: [demosite.com/thank-you](https://demosite.com/thank-you)



# MARKETING RECOMMENDATIONS

Create the most efficient and cost-effective remarketing campaigns by following the ideal duration and source recommendations below.

## How long should I do remarketing?

The suggested ideal duration to do remarketing is based on how 75% of all your users convert within this period.

### 1. [demosite.com/product-overview](#)

Ideal duration: 9 days

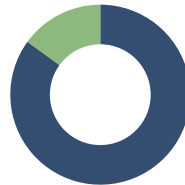
### 2. [demosite.com/special-offer](#)

Ideal duration: 14 days

### 3. [demosite.com/thank-you](#)

Ideal duration: 18 days

## Recommended remarketing sources



Google-ads: 85%  
Facebook: 15%

## Recommended social media sources



Google-ads: 68%  
Facebook: 32%

## Recommended marketing sources



Google: 59%  
Direct: 30%  
CreateSend - email: 6%  
Bing: 5%

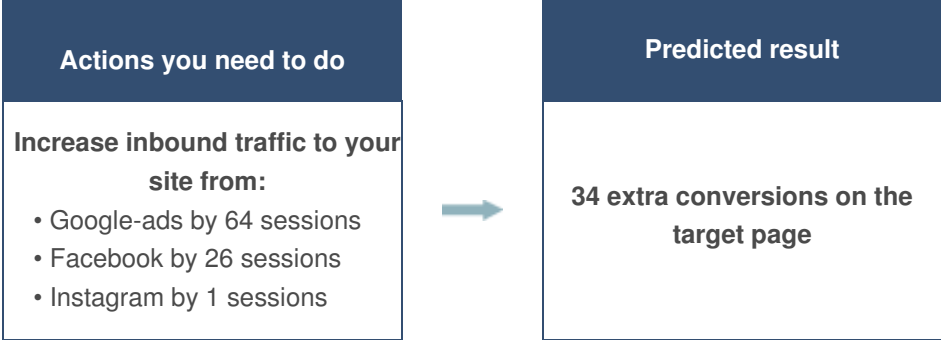


# SOCIAL MEDIA RECOMMENDATION

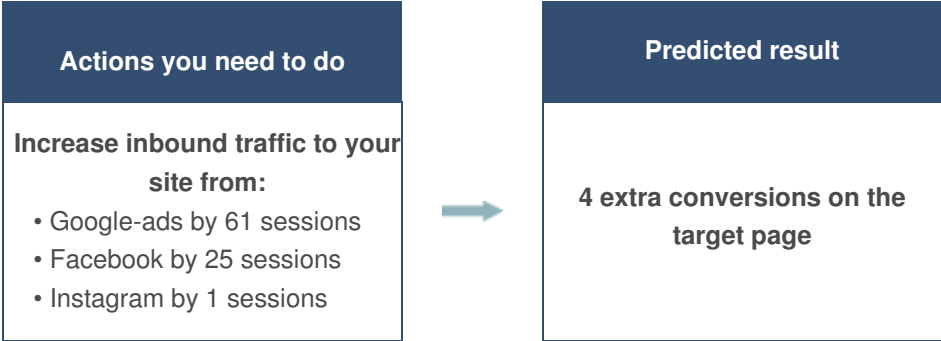
Get 75 new users by following these recommendations

Where to focus your social media efforts to optimize your conversion rate. The recommendations are based on your current social media platforms.

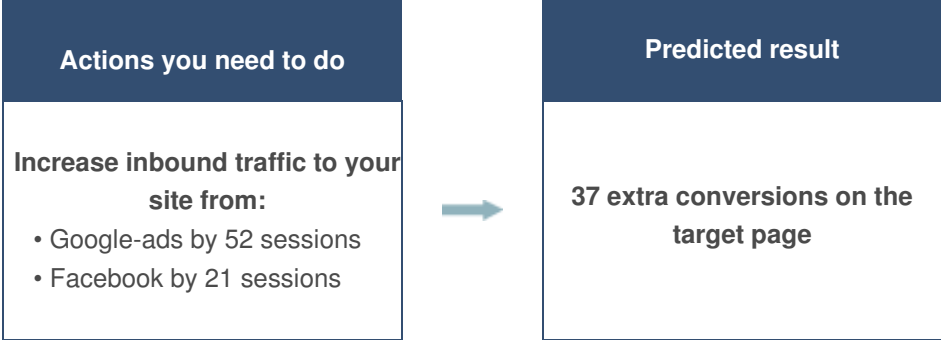
demosite.com/special-offer



demosite.com/thank-you



demosite.com/product-overview



## CONTENT CONVERSION

How your users react to the content on your website. Know what content helps to convert users and what content may have a negative effect.

Keywords from low importance pages

Keywords from high importance pages

Converting users

2.8%

*Of your users  
have seen these keywords:*  
**Terms, conditions, PDF,  
download, e-mail, brochure,  
longterm, legal, blog**

29%

*Of your users  
have seen these keywords:*  
**subscription, service,  
creative offering,  
contract, discount,  
product, luxury, prices**

Non-converting users

3.9%

*Of your users  
have seen these keywords:*  
**GDPR, data, load, CEO,  
support, request, facebook,  
FAQ, cookie information**

16%

*Of your users  
have seen these keywords:*  
**CTO, adress, about us,  
careers, VAT, survey,  
press, jobs, LinkedIn**



# TRAFFIC STATUS

## WEEKLY TRAFFIC OVERVIEW

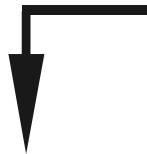
### Inbound traffic from all sources:

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



<https://demosite.com/>



### Target pages\*

URL	Conversions	Conversion rate
1. <a href="https://demosite.com/special-offer">demosite.com/special-offer</a>	433	9.6%
2. <a href="https://demosite.com/product-overview">demosite.com/product-overview</a>	2283	50.8%
3. <a href="https://demosite.com/thank-you">demosite.com/thank-you</a>	29	0.6%

Total pageviews on target pages: 4497

#### \* What is a target page?

A target page 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 Canecto dashboard. The default setting is the three most viewed pages.

### Top 3 non-target pages\*\*

URL	Page views
1. <a href="https://demosite.com/search-form">demosite.com/search-form</a>	1579
2. <a href="https://demosite.com/products">demosite.com/products</a>	1156
3. <a href="https://demosite.com/">demosite.com/</a>	1602

The rest of the non target pages: 7720

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





## MARKETING STATUS

### MARKETING PERFORMANCE BREAKDOWN

Breakdown of how your top sources drive traffic to your target pages.

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

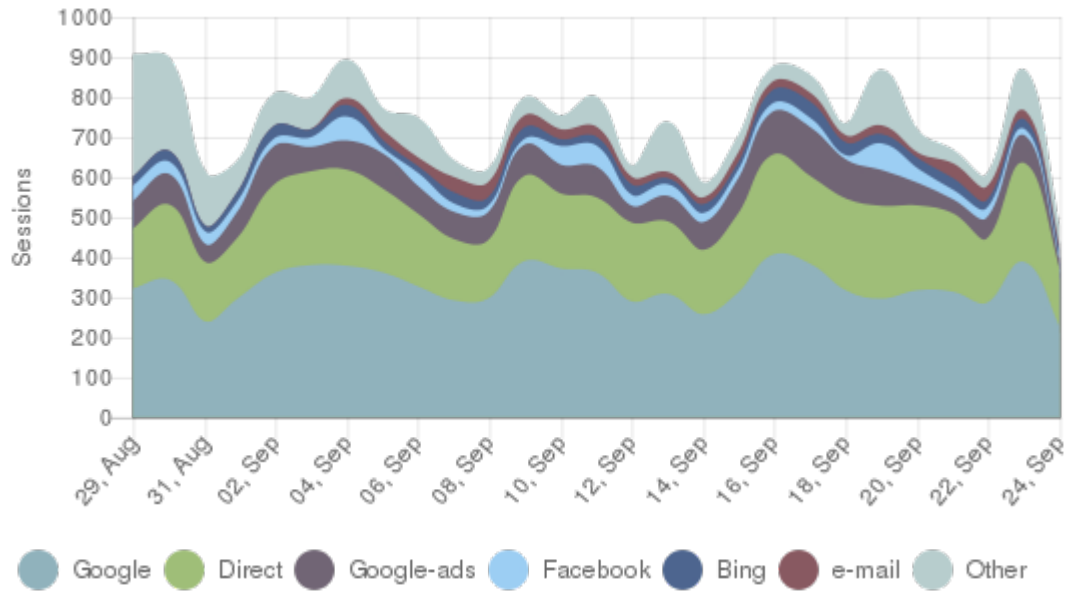
Total sessions for all of your target pages in the past 7 days: 4962 sessions



## YOUR STATUS

### 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>

