

demosite.com/

September 18 to September 25, 2018



Your growth report

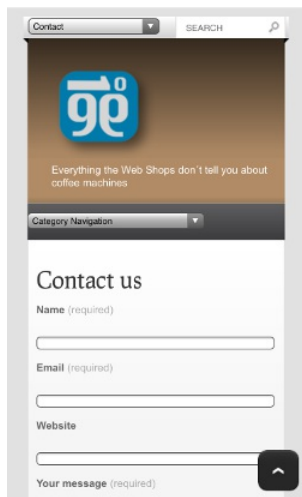
The report lets you identify your best online growth options. It enables you to do so by giving you an overview of your improvement options and by giving you specific recommendations on how to improve your online business.

This report will enable you to:

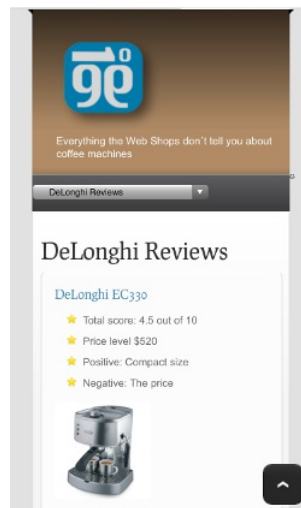
- Increase conversions on your website
- Improve user engagement and loyalty

Selected target pages:

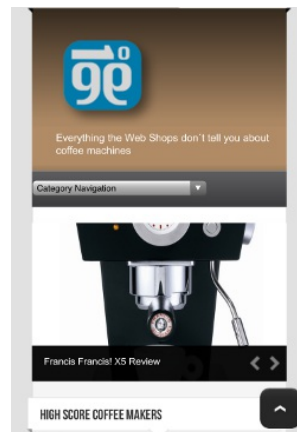
demosite.com/contact



demosite.com/product



demosite.com



Log into to your account on www.canecto.info to change your target pages and conversion goals.



WHAT CAN I GAIN FROM THIS REPORT

Here is an overview of your improvement possibilities divided into four categories. It allows you to improve the areas that make the most sense for your business.



MARKETING

Convert up to

74

NEW USERS

If you follow the recommendations on page 6



SOCIAL MEDIA

Convert up to

75

NEW USERS

If you follow the recommendations on page 8



USER JOURNEYS

Convert up to

281

NEW USERS

If you follow the recommendations on page 5



CONTENT

29%

OF YOUR CONVERTING USERS

were interested in the topics
on page 4



USER EXPERIENCE IMPROVEMENTS

Discover how to improve the user experience on your website to convert more users

Overview of change importance:

| | | |
|-------------------|--------------------|----------------|
| Navigation Low | Engagement High | Content Low |
|-------------------|--------------------|----------------|

Navigation

Change Impact

Your converting users stay on your site in 2 min 14 sec. This is significantly longer than your non-converting users. Make users stay longer on your site to increase conversions. The impact will be low.

Low

Changing your user journeys length will have a low influence on your websites conversion rate.

Low

On average your converting users view 10.41 pages. Making your users view a higher amount of pages will have a positive effect on your sites ability to convert. However, the effect may be relatively low.

Low

Engagement

Change Impact

Only 48 % of users scroll all the way to the bottom of your pages. You may consider making your pages shorter or move up your 'call to action' buttons. These changes will most likely have a high impact on your conversion rate.

High

Content

Change Impact

Your text readability level is normal. A change on the readability level will not have an impact on your conversion rate.

Low


Your converting users prefer a slightly more simple sentence structure. However, making your sentences shorter and more easy to read will only have a some impact on your sites ability to convert.

Low



CONTENT CONVERSION

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



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

Conversions


The converting keywords tell you what content was of interest to the users who converted to your target goals. You need to reflect on how they might have helped your users to take the converting actions you seek, so you can do more of what works.

Engagement

The engagement keywords tell you what content motivated your users to stay longer on your website. Creating content like this will help you build a closer relationship with your users.



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



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

Loyalty

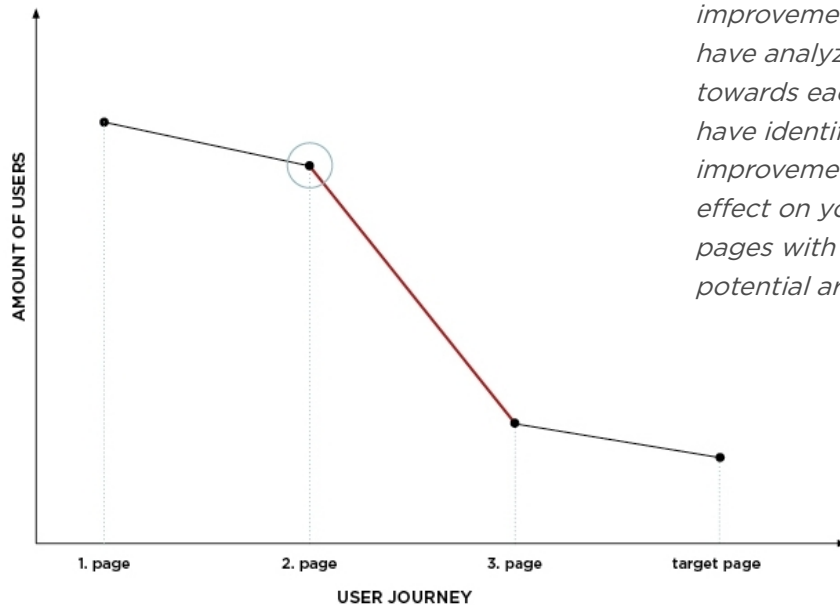
The users who came back to your site were interested in those areas. They represent content areas that have helped you build interest in your website, and brand. You should consider giving the messages they represent more focus.



USER JOURNEY RECOMMENDATION

Get 281 new users by following these recommendations

Get insights into which steps throughout the user journeys holds the highest improvement potential for each target page.



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 |
|--|----------------------|--|
|--|----------------------|--|

Target page: demosite.com

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

Target page: demosite.com/contact

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

Target page: demosite.com/product

| | | |
|--------------------------|----|----------------------|
| demosite.com/ | 1% | 17 extra conversions |
| demosite.com/products | 1% | 12 extra conversions |
| demosite.com/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.*

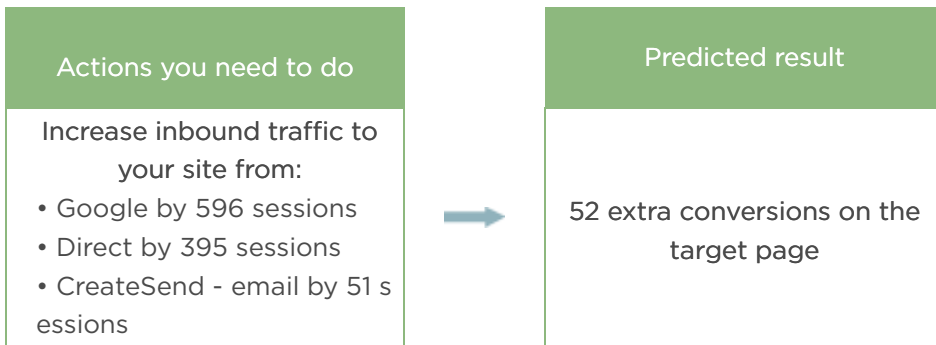


MARKETING RECOMMENDATIONS

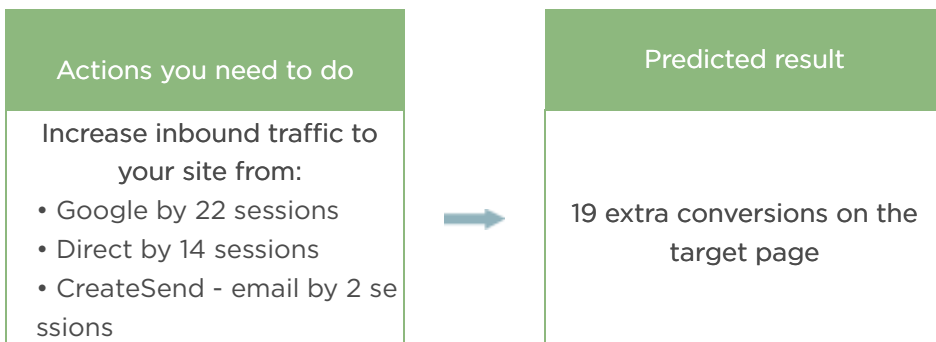
Get 74 new users by following these recommendations

Know which of your marketing efforts performs the best and how you can increase conversions through marketing initiatives.

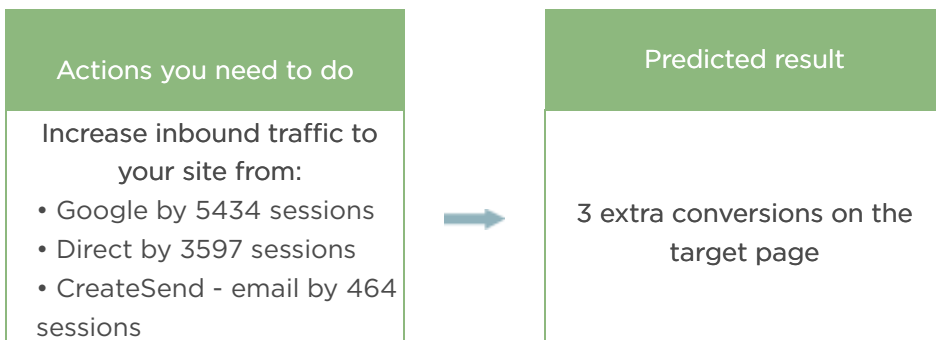
Target page: demosite.com



Target page: demosite.com/product



Target page: demosite.com/contact



MARKETING RECOMMENDATIONS

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

How long to do remarketing?

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

1. demosite.com/product



Ideal duration: 9 days

2. demosite.com



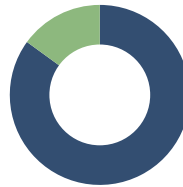
Ideal duration: 14 days

3. demosite.com/contact



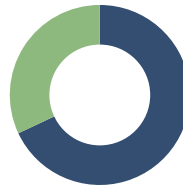
Ideal duration: 18 days

Recommended remarketing sources



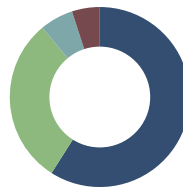
Google-ads: 85%
Facebook: 15%

Recommended social media sources



Google-ads: 68%
Facebook: 32%

Recommended marketing sources



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

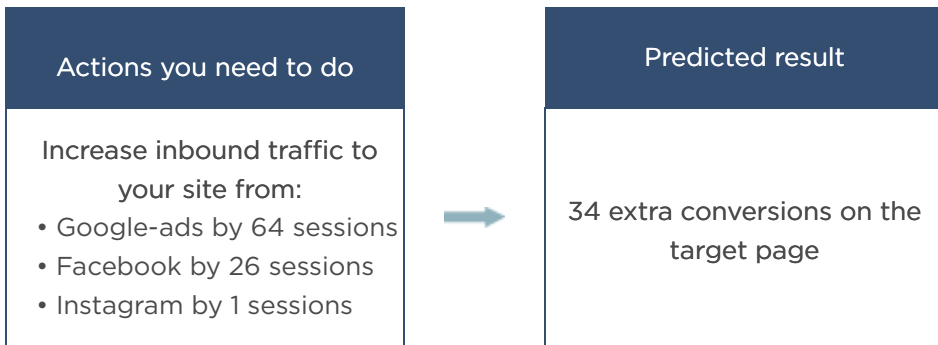


SOCIAL MEDIA RECOMMENDATION

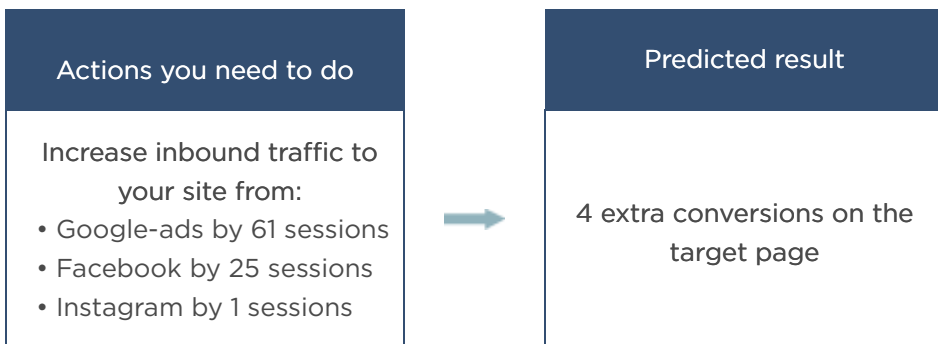
Get 75 new users by following these recommendations

Know how to use social media platforms to optimize your conversion rate. The recommendations are based on your current social media strategy.

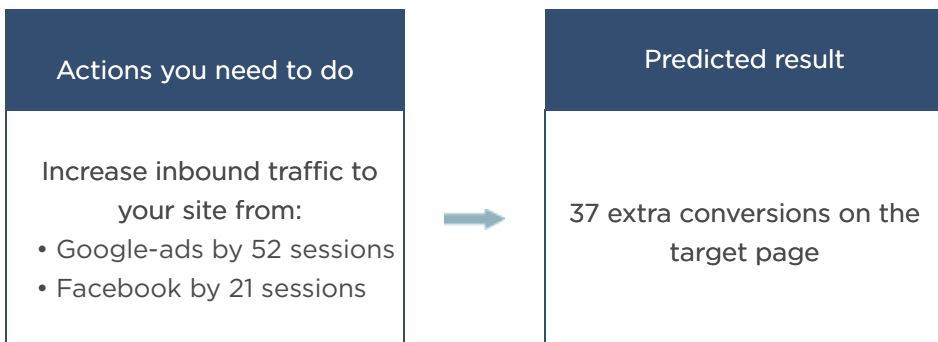
demosite.com



demosite.com/contact



demosite.com/product



TRAFFIC STATUS

WEEKLY TRAFFIC OVERVIEW

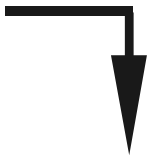
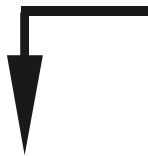
Inbound traffic from all sources:

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. demosite.com | 433 | 9.6% |
| 2. demosite.com/product | 2283 | 50.8% |
| 3. demosite.com/contact | 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 dashboard on www.canecto.info. The default setting is the three most viewed pages.

Top 3 non-target pages**

| URL | Page views |
|-----------------------------|------------|
| 1. demosite.com/search-form | 1579 |
| 2. demosite.com/faq | 1156 |
| 3. demosite.com/crm | 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

This is a breakdown of how your top sources drive traffic to your target pages.

| | 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% |

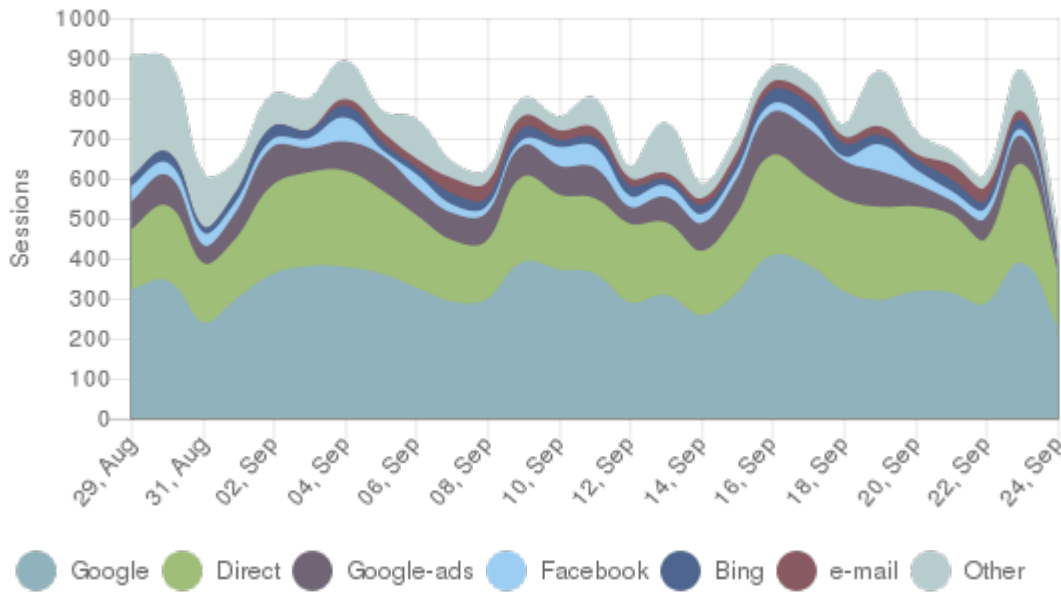
Total sessions for all of your target pages in the past 7 days: 4962 sessions



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 |
| Total | 62.7% | 236h 18m | 15764 | 4852 |

