



xxxx Limited

www.xxxxx

xx.xx.13

### **Analysis** | (xxxx 2013 and previous)

- Traffic from paid search and organic (unpaid search) is the same xx,000
- Organic traffic has fallen by xx% in xx months
- Traffic to the site is being maintained through ppc
- Amazon and EBay refer the same number xxxx
- Amazon has being improving steadily
- Bounce rates and page views have remained constant (site has not changed in a year)
- 56% bounce rate is high
- There is no goal data (goal data might be when a user makes a purchase and is shown a confirmation page)
- Blog gets little traffic and is off site so is of little value
- Live chat works promptly
- Home page has little content and too many links click here to see how Google views your site
- First line of code links takes user off site
- Site is called xxxxx xxxx, which is not optimised for organic search
- Sites meta tags are incorrect
- Site has xxxx index pages
- Site is well received by Google in general, ranks well for xxxxx #3
- Content pages (no product pages) rank better than product pages
- Site is slow and not optimised for mobile

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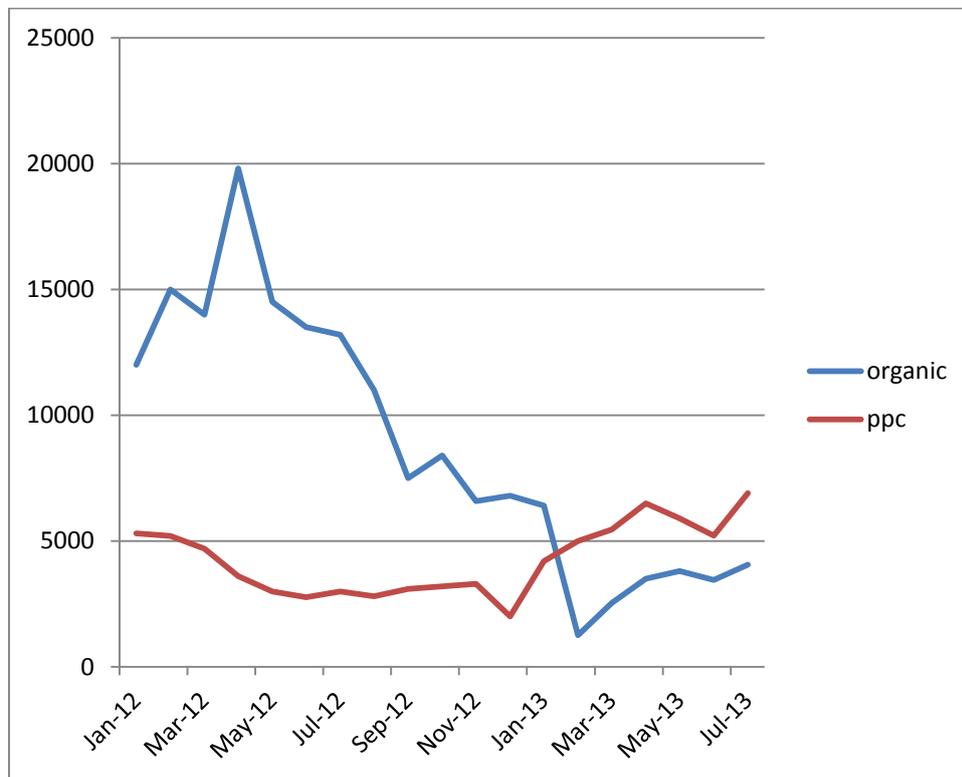


Search results | Google

### Google Query

	Rank
xxxx	3
xxxxx	14
xxxxx	24
Xxxx xxxx	32
xxxxxxxxx	33
xxxxxx	>50

### Site traffic



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### Possible Solutions

- Create a mobile version of the website
- Change site template to reflect a larger amount of content. So many ecommerce sites are very similar in design and format that it is hard to see the brand behind the templates. see: <http://www.xxxxxxxx.co.uk/>
- Create another shop within Magento to
  - place new products
  - recreate all existing top selling products
  - introduce higher /lower prices
  - possible discount bulk buys etc
  - trade customers only etc

### Content

Introduce new content. We have had great success with websites where we make a subtle shift from a catalogue site listing products to an information and review site that also sells products.

All the above changes work with Magento and use the same current data.

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