HOMEPAGE FORENSICS

BLOCKbETA marketing

MEASURING & INTERPRETING WEBSITE PERFORMANCE
What you track depends on what you're trying to accomplish.

Metric	Interpretation	Fix
Keywords	Do the keywords align with the purpose of your site and business? *Note:* Google now encrypts keyword searches, which is why you may see something like "not set" in the report.	Use keywords people are likely to use when searching for your type of business. If there's a keyword with a high bounce rate, make sure your content meets the need of the visitor who used that keyword. Your content needs to be compelling enough to make them want to look further.
Organic Search	Branded searches (for you, company or product names) vs. non-branded (subject terms) should only be about 5% of your traffic, unless you're a well-known brand. The rest should be interested in your products and services.	Build more keywords into your content and html tagging. To increase search traffic, add content over time. Tells search engines to crawl more often and increases the key phrases people will find. Use specific terms to attract more qualified buyers; generalists tend to be browsers not buyers.
Referrals	Tells you where visitors are coming from, such as social sites or in response to an email. Will identify the site a customer visited just before arriving at yours, which could be your competition.	To increase referrals, increase directory listings, use PR, participate in social sites and publish articles online. When they visit, make sure your page has salient and compelling sales messages. Reinforce differentiation.
Content	Reveals the type of traffic coming to your site. Review the pages that have the lowest time on page and highest bounce rate, which indicates visitors aren't finding what they're seeking.	If they're missing the pages you want them to see, rethink your navigation and links between pages. If they're not staying long, rework your content to make it more appealing.
Clicks	Determine if messaging is working.	Reword content leading up to links to increase clicks. Give links appropriate names.
Loyalty	Customers stop checking your site regularly.	Add content over time to keep your site fresh. Offer rewards to loyal customers who visit often, and encourage those who haven't stopped by in a while to come back for a visit by giving them a reason to.
Site search report	Setup *Site Search* to identify gaps in content.	If visitors use search terms not found on your site, it may be an opportunity to add new services and content. If visitors are searching for something your site already answers, rethink your navigation.
Bounce Rate (visitor leaves after visiting only 1 page)	May indicate how well your messaging on other sites or in advertising correlates with what people find on your website. If your bounce rate is close to 60% or more, rethink your site's content.	Make sure there's a good fit; deliver on what's promised. Make sure your site is well designed and easy to navigate. Make it easy for people to find what they want and tell them where to go; in other words, provide a logical next step for them to take to another page.

For more information, visit blockbeta.com or email info@blockbeta.com