

Understanding Google Analytics

Measuring What Matters

Management by Exception

Blinks * Beeps * Buzzes



Evergreen Posts Keep on Performing

Jan 1, 2012 - Dec 31, 2012

Visits
218,526

% of Total: 58.22% (375,338)

Pages / Visit
1.69

Site Avg: 2.30 (-26.37%)

Avg. Visit Duration
00:01:06

Site Avg: 00:01:37 (-31.98%)

% New Visits
89.99%

Site Avg: 77.61% (15.95%)

Bounce Rate
74.38%

Site Avg: 65.70% (13.22%)

Primary Dimension: [Keyword](#) [Source](#) [Landing Page](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default

/articles/

advanced



	Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	/articles/increasing-website-traffic-arti-e-event-listing-websites/	17,710	1.45	00:02:04	86.52%	71.77%
2.	/articles/email-marketing/subject-line-ords/	10,661	1.38	00:00:40	87.42%	76.60%
3.	/articles/content-marketing/6-elementebmaster-job-description/	9,562	1.49	00:00:40	91.51%	78.01%
4.	/articles/membership-websites/10-worership-plugins-that-work/	5,443	1.48	00:01:29	92.52%	74.24%
5.	/articles/editorial-strategy/effectively-to-text-software-and-ideas/	5,019	1.30	00:00:29	96.93%	75.81%

Traffic Sources > Sources > Organic

Analytics Trend Report

Key Metrics - Google Analytics

	xx/xx	12-Dec	12-Nov	12-Oct	12-Sep
Visits		26,780	31,514	34,206	31,193
Unique Visitors		22,528	26,282	28,067	26,408
Pageviews		54,751	63,605	73,229	61,783
Pages/Visit		2.04	2.02	2.14	1.98
Average Visit Duration		1:19	1:19	1:26	1:18
Bounce Rate		77.18%	76.87%	76.24%	78.14%
Organic Search Traffic		19,394	21,850	23,794	22,708
Paid Search Traffic		0	0	0	0
Newsletter Traffic		2,393	3,116	3,969	3,059
Traffic from Social Networks		374	862	604	454
Goal Conversions		307	258	297	232

Gold Member Benchmarks

Mequoda Gold Members Benchmark Metrics - 2012	
Metrics	Averages
Visits	5,324,992
Unique Visitors	2,745,569
PageViews	15,781,100
Pages/Visit	2.56
Ave. Visit Duration	2:59
Bounce Rate	60.85%
Organic Search Traffic	1,908,572
Domestic Traffic %	62.20%
Mobile Traffic %	17.76%
Social Network Traffic %	5.25%

Thank You

Conducting a Multi-Platform Audit

The Ultimate Publishing Scorecard

Ceramic Arts Daily Case Study

Multi-Platform Publishing Audit

Already Registered? [Please sign in.](#) Search here..


ceramic arts daily
information and inspiration from inside the artist's studio

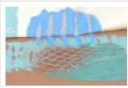




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freebie! ceramic decorating tool techniques
Sign up for your FREE subscription to the Ceramic Arts Daily Newsletter and we will give you **Ceramic Decorating Tool Techniques FREE!**
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recent blog posts





BY EDITH GARCIA, JULY 11, 2012 - READ COMMENTS (3)
Coil Building Expressive Ceramic Sculpture

feature archive

new and noteworthy

from the video archives

-  pottery video of the week: how to mix, decant, and troubleshoot terra sigillata
-  pottery video of the week: creating layers of surface detail with texture stenciling
-  video of the week: deb schwartzkopf shows us her home made bat system

Cowans | Clark | DelVecchio
Modern and Contemporary Ceramics Auction
Accepting Exceptional Consignments for Our Fall Auction
Consignments Deadline: August 31, 2012

forums freebies eye candy

Keywords: 39,870 | Pages: 38,337 | Referring Sources: 2,433 | Unique Visitors: 160,266 | PR: 6

Multi-Platform Publishing Pyramid

ceramic arts daily
information and inspiration from inside the artist's studio

Books & Videos (units)

24,300

Paid Subscriptions

30,951

Email Subscribers

118,400

Unique Visitors

1,348,912

Annual Search Impressions

23.5% (3,525,000)

Annual Searches

15,000,000

Conducting a Multi-Platform Audit

Green Gardens Network

Mequoda Strategy Model

Mequoda Strategy Model Green Gardens Network		Year 1	Year 2	Year 3	Year 4	Year 5
ATTRACT →	Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
	Visibility Index	10%	10%	10%	10%	10%
	Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
	Click Thru Rate	10%	10%	10%	10%	10%
	Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
	Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
	Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
RETAIN →	Net Email Capture Rate	5%	5%	5%	5%	5%
	New Email Subscribers	384,709	384,709	384,709	384,709	384,709
	Beginning Email Subscribers	0	230,825	369,321	452,418	502,276
	Total Email Subscribers	384,709	615,534	754,029	837,127	886,985
	Retention Rate	60%	60%	60%	60%	60%
	Ending Email Subscribers	230,825	369,321	452,418	502,276	532,191
	Average Email Subscribers	115,413	300,073	410,869	477,347	517,233
	Contact Frequency	365	365	365	365	365
MONETIZE →	Emails Sent	42,125,625	109,526,624	149,967,223	174,231,583	188,790,199
	Order per M	1	1	1	1	1
	Orders	42,126	109,527	149,967	174,232	188,790
	Average Order Price	\$30	\$30	\$30	\$30	\$30
	Revenue	\$1,263,769	\$3,285,799	\$4,499,017	\$5,226,947	\$5,663,706
	Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

What happens if you...

Double Google Visibility Index (GVI)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
Visibility Index	20%	20%	20%	20%	20%
Search Impressions	76,941,780	76,941,780	76,941,780	76,941,780	76,941,780
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Other Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Total Visits	15,388,356	15,388,356	15,388,356	15,388,356	15,388,356
Net Email Capture Rate	5%	5%	5%	5%	5%
New Email Subscribers	769,418	769,418	769,418	769,418	769,418
Beginning Email Subscribers	0	461,651	738,641	904,835	1,004,552
Total Email Subscribers	769,418	1,231,068	1,508,059	1,674,253	1,773,970
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	461,651	738,641	904,835	1,004,552	1,064,382
Average Email Subscribers	230,825	600,146	821,738	954,694	1,034,467
Contact Frequency	365	365	365	365	365
Emails Sent	84,251,249	219,053,248	299,934,447	348,463,166	377,580,398
Order per M	1	1	1	1	1
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

What happens if you...

Double Email Capture Rate (ECR)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
Visibility Index	10%	10%	10%	10%	10%
Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Net Email Capture Rate	10%	10%	10%	10%	10%
New Email Subscribers	769,418	769,418	769,418	769,418	769,418
Beginning Email Subscribers	0	461,651	738,641	904,835	1,004,552
Total Email Subscribers	769,418	1,231,068	1,508,059	1,674,253	1,773,970
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	461,651	738,641	904,835	1,004,552	1,064,382
Average Email Subscribers	230,825	600,146	821,738	954,694	1,034,467
Contact Frequency	365	365	365	365	365
Emails Sent	84,251,249	219,053,248	299,934,447	348,463,166	377,580,398
Order per M	1	1	1	1	1
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

What happens if you...

Double Orders per 1000 (OPM)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
Visibility Index	10%	10%	10%	10%	10%
Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Net Email Capture Rate	5%	5%	5%	5%	5%
New Email Subscribers	384,709	384,709	384,709	384,709	384,709
Beginning Email Subscribers	0	230,825	369,321	452,418	502,276
Total Email Subscribers	384,709	615,534	754,029	837,127	886,985
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	230,825	369,321	452,418	502,276	532,191
Average Email Subscribers	115,413	300,073	410,869	477,347	517,233
Contact Frequency	365	365	365	365	365
Emails Sent	42,125,625	109,526,624	149,967,223	174,231,583	188,790,199
Order per M	2	2	2	2	2
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$22	\$22	\$22	\$22	\$22

Thank You