

EXAMPLE INITIAL SITE SURVEY

Note that this is a preliminary report. Each month you will be sent a full breakdown of how the website is performing, together with details of the work carried out for that month.

VISITOR STATISTICS



3,740 [Visits](#)



23,420 [Pageviews](#)

6.26 [Pages/Visit](#)



31.42% [Bounce Rate](#)



00:03:02 [Avg. Time on Site](#)

69.25% [% New Visits](#)

Visitor numbers are very good and better than what we would expect. Pages per visit is adequate and the bounce rate* shows the site is retaining its visitors once they have arrived on the site. Time spent on site is about average.

The interesting figure is the new visits figure. This shows that only 69% of your visitors are new visitors. For a well functioning site this should be nearer 80-90%. Increasing the referrals and getting better results in the search engines should help increase this to a more acceptable level.

*Bounce Rate – the percentage of people who arrive at the site, and leave immediately, without viewing any other pages. It is a good reflection of how well the site is performing, and should be between 20-30%.

REFERRALS



25.91% [Direct Traffic](#)



43.88% [Referring Sites](#)



30.21% [Search Engines](#)

Direct traffic is normally a result of direct marketing or advertising, however, the stats show that only 35% of this direct traffic are new visitors, perhaps from word or mouth or from press releases etc. The remaining 75% have already visited the site before.

Referring site The majority of your traffic is coming from referral sites such as chatsworth.org . This is a good figure of 43 % and is about what we'd expect for a holiday/Accommodation site.

Search Engines – this figure is far too low and ideally should be up at around 50-80%. With a dedicated optimising package we should be able to increase this figure substantially, increasing your visitor count, conversions, and ROI.

Top referring sites:

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. chatsworth.org	422	5.75	00:02:15	88.15%	21.09%
2. peakdistrictonline.co.uk	272	7.96	00:03:33	86.03%	13.97%
3. bestloved.com	236	8.88	00:04:35	81.36%	19.49%
4. dms-visitpeakdistrict.com	129	7.89	00:03:32	84.50%	17.05%
5. visitderbyshire.co.uk	103	7.83	00:04:00	84.47%	12.62%

PAGES STATISTICS

A full graphical breakdown is included in the full report, but from the visitor stats on the pages the following is obvious. The Red Room, the Video page, and the location map are failing to keep visitors on the site who land on them. As part of

the monthly package, these pages would be studied and alterations suggested/carried out in order to retain the visitors and increase conversions. All other pages are performing well, although the special offers page does need attention.

Pages such as the family page, the farm and animals page, and the about us page have little time spent on them. Although it gives a personal approach to the site to have these pages, they may be costing you visitor loyalty. Suggestions on how to reverse this effect may be made. Other pages are performing reasonably well, but in general the time spent on each page is quite low and could be improved upon.




The contact page currently only carries 3% of total pageviews. As part of the optimising package we would include methods and techniques that aim to increase this, potentially driving more visitors to the page to encourage enquiries.

KEYWORDS

Your site currently attracts visitors from the search engines using around 480 different keyterms for the month. However, in the top 20 keywords, 11 of these are related to your company name. This again reinforces the fact that a lot of your visitors already know of your existence, and that the site is failing to attract new visitors via the search engines. There are a lot of improvements that can be made as part of the optimizing package in order to drive more targeted visitors to the website. As a well optimized website, example.co.uk should be attracting visitors from your main keyterms, but at the moment is failing to do so.

KEYWORD REVIEW

A sample of popular keyterms have been researched that we feel are relevant to your business, and which should/could be driving traffic to your website. Note that '-' signifies no listing for that term in the results..

KEYWORD OR TARGETTED PHRASE	Results in Search Engines					
	 Top 100		 Top 100		 Top 50	
	posn	change	posn	change	posn	change
b&b in derbyshire	-		-		-	
b&b derbyshire	-		-		-	
bed & breakfast derbyshire	-		64		-	
Luxury bed & breakfast derbyshire	11		21		33	
bed & breakfast peak district	-		-		-	
Luxury bed & breakfast peak district	99		63		20	
guest house in derbyshire	-		-		-	
Farm bed and breakfast derbyshire	58		85		35	
Farm bed and breakfast peak district			77		42	
Luxury Farmhouse Derbyshire	45		10		2	
Luxury Farmhouse Peak District	68		6		6	
Guest house Derbyshire	94		-		-	
Guest house peak district						
Luxury accommodation Derbyshire	6		3		1	
Luxury Accommodation Peak District	13		4		3	
Romantic weekend Derbyshire	1		17		5	
Romanitic weekend peak district	6		16		13	

Results are not what we would expect and are disappointing for an established website.. Many improvements can be made on these figures with regular optimizing. Its worth nothing that a lot of the above results show your competitors websites at much higher placings than your own. There is no reason why you cannot be competitive in the results with the correct procedures are amendments to your website.

INITIAL OBSERVATIONS WHERE THE SITE COULD BE IMPROVED

The website has a lot of useful and interesting information, and should be working reasonably well, but I will be focusing on the areas I think need improving and rectifying if the site is to fulfill its potential. The website has a lot of errors in the structure which will be holding it back in the search engines placements, and also affecting its ability to retain visitors and encourage enquiries. Some of these need addressing immediately if the website is to be successful. Others are not so important and only require minor amendments in order to have an impact. I have tried to outline some of the more obvious ones below, and those which I feel need addressing.

TECHNICAL ISSUES

- You have two domains currently active at the same website, A simple redirect needs to be installed as this could be harming your search engine placements.
- There is a simple but overlooked technical aspect of the website which is highly likely to be causing penalties in google. This is directly within the two most important pages and will be affecting them both, and needs addressing as soon as possible.
- Some effort has been put into search engine optimizing within the website, yet coding oversights are preventing these from being even mildly effective.
- The images within the template have been optimized for the target keyterms, yet could be improved upon considerably.
- There are some essential aspects of coding that are missing, and are highly important to the search engines.

PAGE STRUCTURES

- The home page is too diverse, trying to capitalize on a number of keywords at the same time, yet reducing the effectiveness of all of them.
- No other pages appear to have a theme, and are again too diverse.
- The site map link (once found) does not appear to do anything.
- A lot of the information seems to be spread out and accessible only through the left and right links. Each page should ideally be in the main menu, where they can be interlinked and accessible from all sections of the website. Search engines (like visitors) like easy navigation and ease of use.

GENERAL / MARKETING

- The entire site layout is very reminiscent of e-book sites of the early nineties, and is quite dated in its appearance. This structure is now known to be off putting to visitors and could be losing you potential enquiries. Unfortunately this would require a layout change, but it is something you may wish to bear in mind.
- There is no obvious contact form on the website, just a link to open up the visitors email client. This is frowned upon as again it is quite dated. Modern websites tend to use a secure form for generating enquiries, as visitors need to spend less time giving information. The opening of an email client can actually lose visitors just at the stage they were about to make an enquiry.
- The sites navigation is confusing in that I had difficulty in knowing exactly where I was within the sections of the website. The navigation is an important aspect to any site and must be simple and easy to follow. The menu can be improved upon considerably.
- The free weekly tips is an excellent idea, yet implemented in the wrong way. There are other methods of providing these tips which will also attract more visitors and be up to date with modern standards.