

Website Use Analysis

www.CompanyX.com

June 29, 2012

Introduction

This report is intended to provide a clearer view of how the new CompanyX website has been used during the first five full months of its existence.

Symmetri's Analytics process is to review available data from server statistics (in this case, Google Analytics) as well as related marketing and lead generation data in order to draw a more evocative picture of how the presumed audience (engineers and others involved in the design of machines) is engaging with our site content and functionality.

We thank CompanyX for the opportunity to dive deeper into www.CompanyX.com and to provide our observations, analysis, and recommendations to improve the site's business value to the organization.

Definitions

Visit: an interaction, by an individual, with a website consisting of one or more requests for an analyst-definable unit of content (i.e. “page view”). Also called a Session.

Pageview: when one definable website unit, i.e. a web page, is downloaded by a browser (and therefore presumably viewed by the user)

Unique Visitors: The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more visits to the site. Typically a cookie with a given timeframe is deployed and used to identify that visitor as a **Returning Visitor** on subsequent visits. By definition, any sessions started without that cookie present is identified as a **New Visitor**. It is important to note that these metrics are very imprecise, as they can be skewed when users clear or block cookies via browser settings.

Additional Definitions

Bounce Rate: the percentage of visits in which the indicated page was both the entry and the exit page.

Time on Site or Visit Duration: the amount of time spent during a session, determined by timestamp in server logs of first and last actions. Only measured on visits with more than one pageview.

(not defined) : in some data tables you will see this indication; in these cases, the Google code did not work properly or was somehow impacted such that Google could not track the data correctly. Thus traffic is indicated but exact source is not known. Google would rather report this in order to indicate total visits/views/etc. even though origin is not clear.

Process

All website data was taken from either Google Analytics or Ektron's CMS reporting for dates 1/1/12 – 5/31/12.

We also referred to CompanyX marketing reports:

- KM Data Analysis V5
- CompanyX Ranking Report May 2012
- CompanyX Webmarketing 1 2 3 Report May 2012

We reviewed analytics data pertaining to the US/English content, as well as the Chinese, German, and UK English parts of the site, in an effort to draw useful findings about global users.

The shortened timeframe for delivery of this report precluded the opportunity for an even deeper dive into some use patterns.

Contents

- How visitors get to the site
- What they do on the site
- What we want them to do on the site

How Do Visitors Get to the Site?

Analysis of Traffic Sources

Top Sources of Web Traffic

Source	Visits	% of Total Visits
Google/organic	64,386	38.3%
Direct	44,199	26.3%
Danahermotion.com/referral	28,210	16.8%
Bing/organic search	3,585	2.1%
Yahoo/organic search	2,359	1.4%
Google/paid search	2,315	1.4%
Thomsonlinear.com/referral	2,171	1.3%
Baidu/organic search (China)	1,127	0.7%
Danaher.com/referral	923	0.5%

Reflects total of 168,133 visits per Google Analytics. Indicates importance of Organic Search Engine Optimization as a method of maximizing site traffic. Also demonstrates the value of links from other Danaher sites.

Traffic Sources: Organic Search

Top Organic Search Keywords

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
CompanyX	21,425	5.62	0:04:15	55.53%	26.79%
(not provided)	12,124	4.65	0:03:52	49.65%	35.15%
CompanyX motor	940	6.65	0:04:55	52.77%	21.60%
kollmorgan	908	5.2	0:03:31	62.67%	27.09%
CompanyX corporation	512	4.36	0:02:57	77.73%	36.72%
CompanyX.com	502	5.12	0:03:32	46.41%	30.08%
www.CompanyX.com	476	5	0:04:16	39.08%	19.96%
CompanyX motors	427	6.66	0:04:51	51.29%	16.86%
servo motor	424	4.45	0:02:56	78.07%	37.74%
CompanyX akd	371	3.39	0:02:53	36.39%	52.29%
torque motor	335	2.4	0:03:03	78.51%	65.07%
electric cylinder	320	3.28	0:02:10	83.75%	44.06%
mei controls	248	3.1	0:03:19	0.00%	37.90%
CompanyX servo	207	6.63	0:05:00	55.07%	12.08%
CompanyX akm	186	4.08	0:03:11	37.10%	17.20%

As is often the case, most of the top organic terms are variation of the company or site name. Note puzzling high bounce rate for “CompanyX AKD” and “torque motor.” Site average is 34.9%. The former is central to a PPC campaign, so bounce may reflect disconnect between visitor expectation and contact; the latter is ranked #1 in Google, could be similar disconnect.

Traffic Sources: Paid Search

Top PPC Keywords

Keyword	Visits	Pgs/Visit	Duration	% New Visits	Google Rank
(not set)	601	4.15	0:02:59	48.92%	n/a
CompanyX motor	205	5.76	0:03:19	39.02%	n/a
CompanyX	159	4.87	0:04:50	31.45%	n/a
servo motor	108	5.47	0:02:52	62.04%	5
CompanyX motors	103	6.8	0:05:12	54.37%	n/a
CompanyX servo motor	45	7.73	0:06:49	51.11%	5
pancake motor	39	4.74	0:03:07	56.41%	3
servo motors	30	6.63	0:05:58	40.00%	5
dc servo motors	27	5.89	0:05:45	51.85%	5
brush motors	22	4.09	0:02:00	77.27%	7
CompanyX Wikipedia	22	4.86	0:05:43	0.00%	n/a
brushless motor	21	4.71	0:02:06	95.24%	7
kollmorgan	21	5.24	0:03:01	61.90%	n/a
washdown motor	21	1.33	0:00:06	95.24%	6
servomotor	18	6.67	0:04:05	50.00%	5

Rank taken from May 2012 Ranking Report. Terms related to CompanyX company name were not included in report. Easy to see that top 10 Google ranking is an important attribute of successful PPC keywords. Note that visitors view the most pages when researching servo-motors.

Traffic Sources: Referrals

Site	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
danahermotion.com	28,210	5.82	0:04:29	61.57%	23.59%
thomsonlinear.com	2,171	5.12	0:04:04	70.94%	31.51%
danaher.com	923	5.27	0:04:15	69.01%	25.68%
cnczone.com	623	2.48	0:01:52	83.63%	65.33%
motionportal	569	3.54	0:09:16	1.05%	25.83%
motioneng.com	536	5.96	0:03:57	65.11%	25.00%
wiki-CompanyX.eu	500	7.02	0:08:29	20.20%	25.80%
servotronix.com	493	4.17	0:03:08	66.73%	34.08%
i-automation.com	342	4.05	0:05:30	11.70%	23.10%
danaherspecialtyproducts.com	330	8.33	0:06:13	74.24%	14.24%

Over 16% of all visits are referrals from Danaher sites. This emphasizes the value of linking between sister sites. Longer visits and lower bounce rate indicate quality visits. High bounce rate from CNCzone.com might indicate a mismatch between visitor expectations and site content. Average overall bounce rate is 34.9%.

International Traffic Sources

Chinese:

Source	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
danahermotion.com	604		5.60	00:05:20	58.11%	33.11%
baidu.com	296		4.26	00:04:22	79.73%	41.89%
gongkong.com	198		7.95	00:07:02	55.05%	15.66%
danaher-scg.com.cn	82		4.34	00:04:59	45.12%	30.49%
cechina.cn	78		10.83	00:12:21	39.74%	5.13%
sogou.com	71		5.31	00:05:40	70.42%	33.80%
danahermotion.iianews.com	41		9.00	00:10:55	31.71%	19.51%
thomsonlinear.com	39		7.08	00:07:02	61.54%	17.95%
gkong.com	37		8.30	00:06:42	45.95%	18.92%
iianews.com	35		10.14	00:06:59	57.14%	11.43%

Baidu.com, one of the highest referring sites to the Chinese version of CompanyX, had the highest bounce rate. Baidu is the main search engine used in China. There is room here for keyword analysis to improve the quality of users coming from Baidu to CompanyX.

International Traffic Sources

Deutsch:

Source	Visits ↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
danahermotion.com	2,628	5.36	00:03:24	66.10%	22.68%
dussvap01	549	4.02	00:04:34	14.39%	35.34%
servostar.de	195	5.07	00:03:03	56.92%	28.72%
wiki-kollmorgen.eu	190	5.40	00:06:06	39.47%	31.05%
kas.kollmorgen.com	111	2.89	00:04:56	0.00%	49.55%
hannovermesse.de	102	3.41	00:02:43	80.39%	42.16%
bobry.ch	97	2.64	00:02:27	42.27%	54.64%
stepstone.de	82	4.78	00:02:50	76.83%	13.41%
ahs-antriebstechnik.de	75	4.64	00:05:18	64.00%	25.33%
view.post.danahermotion.com	71	12.73	00:36:21	15.49%	14.08%

Hannovermesse.de, Bobry.ch, and Kas.CompanyX.com were among the highest referral sites to CompanyX but users coming from those sites also had the highest bounce rate.

International Traffic Sources

UK:

Source	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
danahermotion.com	212		4.36	00:02:53	46.70%	24.53%
wiki-kollmorgen.eu	120		4.38	00:03:39	44.17%	35.83%
dussvap01	44		3.84	00:03:27	9.09%	45.45%
view.post.danahermotion.com	44		8.70	00:31:50	11.36%	13.64%
servotronix.com	41		3.15	00:02:38	53.66%	53.66%
ethercat.org	37		3.70	00:02:59	45.95%	54.05%
servostar.de	36		4.56	00:02:42	44.44%	13.89%
alpha-motion.gr	34		4.76	00:07:08	44.12%	32.35%
sdt.se	22		3.73	00:02:08	54.55%	45.45%
drives-net.de	20		17.40	00:32:52	0.00%	15.00%

Users coming from Ethercat.org and Servotronix.com had the highest bounce rate most likely because users coming from those sites are investigating a slightly different type of product.

International Traffic Sources

International Traffic Key Findings:

- Most site traffic comes from organic search (for Chinese, Deutsch, UK languages)
- Organic search users have between 35 and 50 percent bounce rate (for Chinese, Deutsch, UK languages)
- Users referred to the foreign language versions of the CompanyX site by a non Danaher property left at a higher rate than those who came from Danaher sites (Consistent with US version of site)
- Interesting enough there was a 62.5 bounce rate when users came from Danahermotion.com to view the Italian version of CompanyX – First slide on site slideshow appears to be in English, when viewing in another language, but that is only because it is a trademarked name “CompanyX Automation Suite”

Where They Land

Users enter the site on a variety of landing pages, driven by everything from search engine rank to online campaigns to bookmarks.

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
/en-us/home/	77,815	4.77	0:03:34	61.25%	28.36%
/en-us/products/	15,208	5.93	0:04:13	61.90%	27.35%
/en-us/products/motors/	13,540	6.58	0:04:57	69.24%	14.64%
/en-us/products/drives/servo/akd/	3,683	2.64	0:02:49	33.37%	65.52%
/en-us/distributor-locator/	3,462	3.72	0:03:37	64.73%	38.82%
/en-us/products/drives/servo/servo-drives/	2,739	4.34	0:04:02	49.40%	29.90%
/en-us/service-and-support/service-support/	2,061	3.91	0:02:42	61.14%	34.84%
/en-us/webleads/engineerslibrary/engineer_s_library_-_eng-tips_forum/	2,045	1.2	0:00:23	88.02%	91.39%
/en-us/products/motors/servo/akm-series/	1,912	3.75	0:03:17	52.04%	26.52%
/en-us/products/linear-positioners/	1,802	5.53	0:04:12	69.20%	31.08%

Not surprisingly, over 46% of traffic lands on the Home Page. This is the default result for most searches and links.

High bounce rates for two key campaign landing pages (Engineer's Library, AKD) suggest a disconnect between visitor expectation and page content.

A Note on Mobile

Currently less than 2.5% of the visits are from mobile devices. There are a couple of possible explanations for what seems to be an unusually low percentage of mobile visits:

- The audience for this site does not use mobile access
 - Engineers looking for product info etc. usually do so from a workspace vice mobile
- Alternately, there is a mobile audience for this site but the user experience is so bad they abandon the site rather than dive deeper
 - Bounce rate for mobile device access is 50.62% vice site average of 34.55%

That being said, we strongly concur with current plans to develop a mobile-optimized version of the site by August of this year. This will almost certainly result in an increase in mobile traffic and a reduction of Bounce Rate.

Observations

Consider possible steps that can maximize the value of these sources by refining user experience to increase conversion. Example: custom landing pages welcoming visitors from other Danaher sites.

Develop a mobile-optimized version of the site to improve metrics associated with smartphone visitors.

Continue organic search optimization efforts as the most effective way of maximizing value of what is already a significant traffic source.

What Do Visitors Do On the Site?

General Observations

- Most visitors start at the Home Page (46% of visits)
- Most view at least one page in the Products section
- Comparatively few view the Solutions section
 - Aerospace/Defense is most popular Solutions sub-section

NAV SECTION VIEWS (TOTAL 766,779 PAGE VIEWS)	PAGE VIEWS	% OF OVERALL
Products	462,450	60.3
Home	102,252	13.3
Service and Support	83,619	10.9
Distributor Locator	39,876	5.2
Search	30,811	4.0
Company	25,428	3.3
Solutions	14,770	1.9
All Lead Gen Landing Pages	2,789	0.4

Most Viewed Pages

Page	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/en-us/home/	101,695	0:01:06	77,815	28.36%	29.17%
/en-us/products/	58,432	0:00:33	15,208	27.35%	14.89%
/en-us/products/motors/	38,788	0:00:37	13,540	14.64%	13.37%
/en-us/products/drives/servo/servo-drives/	26,974	0:00:33	2,739	29.90%	8.49%
/en-us/products/motors/servo/	22,126	0:00:27	1,233	30.90%	6.86%
/en-us/products/drives/	21,331	0:00:21	1,107	22.04%	5.59%
/en-us/distributor-locator/	20,843	0:01:16	3,462	38.82%	22.64%
/en-us/products/motors/servo/akm-series/	15,769	0:00:23	1,912	26.52%	7.31%
/en-us/products/drives/servo/akd/	13,994	0:03:14	3,683	65.52%	51.96%
/en-us/products/machine-controls/	13,846	0:00:25	168	47.02%	57.19%
/en-us/service-and-support/technical/technical-support/	12,247	0:00:26	347	31.99%	7.74%
/en-us/products/motors/stepper/	12,105	0:00:40	1,420	32.46%	11.94%
/en-us/products/motors/servo/akm-series/akm-series-ac-synchronous-motors/akm-series/	12,058	0:02:45	893	65.73%	40.69%
/en-us/products/motors/direct-drive/	11,758	0:00:29	804	22.01%	6.66%
/en-us/service-and-support/service-support/	10,587	0:00:30	2,061	34.84%	15.04%

Products, especially motors and drives, dominate this list. AKM series is linked directly from the home page, which makes it easier for users to find. Good to note that high value products, like controllers and direct drive, are on this list.

Home Page Click Analysis

Google Analytics provides the ability to see how often users click on links on any page, giving an indication of which content choices are more valued at each stage of navigation. On the Home Page, of the main navigation, the vast majority of users click through to Products.

- Products: 28%
- Service & Support: 3.2%
- Company: 3.3%
- Solutions: 0.4%



Home Page Click Analysis (cont'd)

Direct AKM link prompts **1.6%** of clicks.

None of the featured solutions towards the bottom of the page (Automated Guided Vehicles, Packaging & Converting, and Printing) generate more than **0.6%** of clicks.

Lower Part of Home Page:



Products

Machine Controls, Drives, and Motors are most popular

- From the Products Page, 20% of visitors click through to the Machine Controls section and 22% to the Drives section

Visitors do click on Companion Products

- Sampling of product pages shows range of 0.5% -- 8% clicks in the Companion Products area

Visitors also click on Tabbed Content at bottom

- Viewing or downloading manuals, drawings, and other files at a range of 1.5% -- 12% depending on product

Popular User Paths

Click analysis reveals several pathways users follow to move through the website. Below, three are illustrated (with click percentage from previous page). First page listed is the point of entry page to the site.

Drive/AKD path

Home > Products (28%) > Drives (22%) > Servo Drives (49%) > AKD (28%) > Tabbed Content (i.e. Features, Drawings, etc.) > Exit (52%)

* Because of the way Ektron handles the Tabbed Content function, we cannot track which tabs are clicked or what files were downloaded.

Motor/AKM path

Home > Products (28%) > Motors (17%) > Servo (29%) > AKM (42%) > AKM Series (65%) > Exit (41%)

Product Selector path

Service and Support > Technical (30%) > Product Selectors (20%) > individual tools (which are hosted externally on Danaher app site)

Why Do They Leave?

Top Exit Pages

Page	Exits	Page-views	% Exit
/en-us/home/	29,480	67,200	43.87%
/en-us/products/	8,664	34,444	25.15%
/en-us/products/machine-controls/	7,909	25,663	30.82%
/en-us/products/drives/servo/akd/	7,243	29,279	24.74%
/en-us/products/motors/	5,148	26,609	19.35%
/en-us/products/motors/servo/akm-series/akm-series-ac-synchronous-motors/akm-series/	4,841	27,769	17.43%
/en-us/distributor-locator/	4,694	21,521	21.81%
/en-us/service-and-support/technical/3d-models/	3,341	18,352	18.21%
/en-us/service-and-support/technical/product-selectors/	2,497	18,668	13.38%
/en-us/company/careers/current-opportunities/	2,278	7,412	30.73%
/en-us/products/drives/servo/servo-drives/	2,270	10,983	20.67%

They use a tool and get what they need

- Distributor Locator
- Product Selectors

They find what they want and are done with the visit

- 3D models
- Jobs

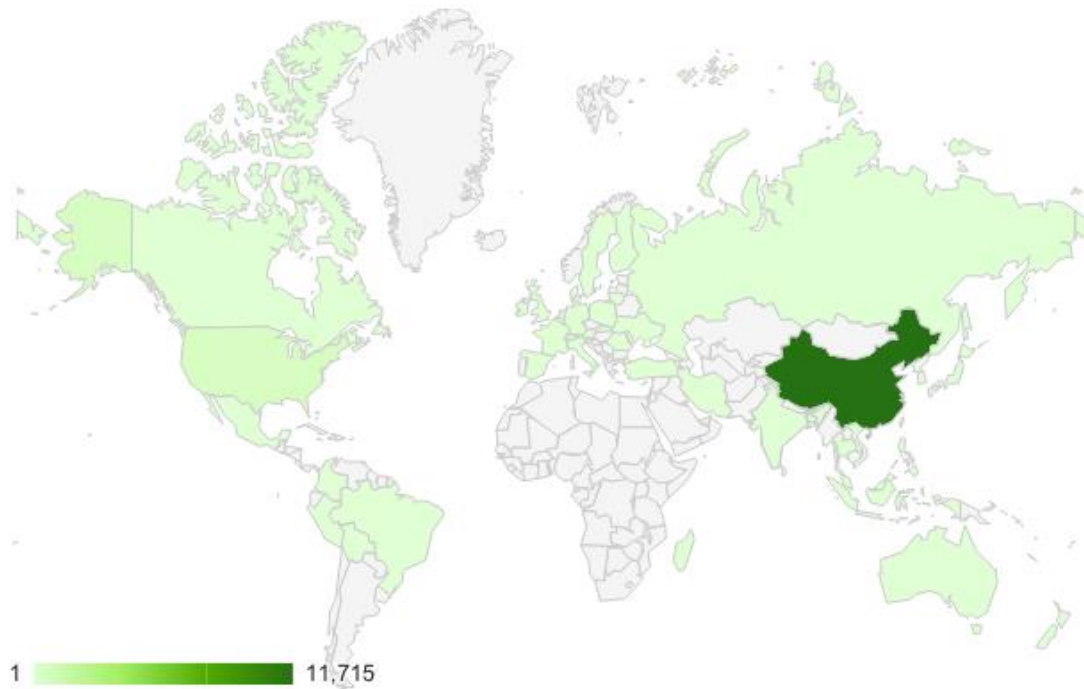
They find out we don't have what they need.

- Products

International Use Patterns

Chinese:

Visits ▾



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
13,013	4.12	00:04:03	65.70%	44.28%
% of Total: 100.00% (13,013)	Site Avg: 4.12 (0.00%)	Site Avg: 00:04:03 (0.00%)	Site Avg: 65.70% (0.00%)	Site Avg: 44.28% (0.00%)

International Use Patterns

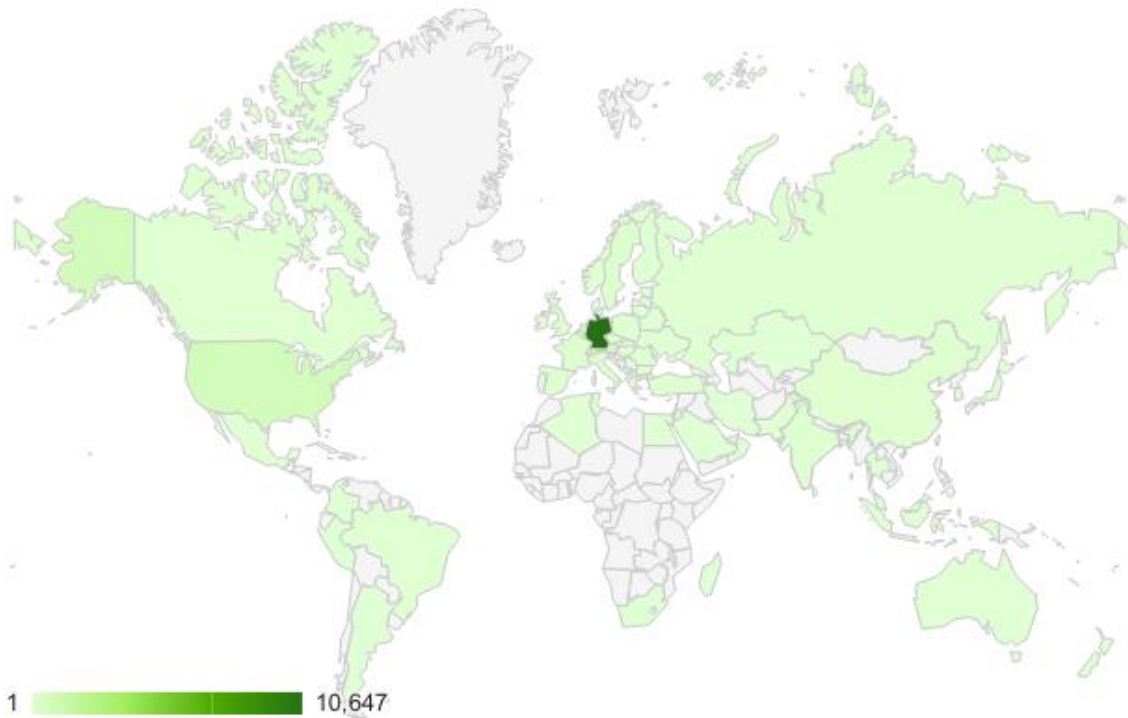
Chinese:

- New users outnumber returning visitors 65 to 34 percent
- Users on this site are using IE, Chrome, Firefox and Safari in that order; IE users make up 80 percent of all visitors
- The majority of users are coming from China (12k), secondarily the United States (482) and thirdly Taiwan (184)
- Once users reach the site 44.2 percent of them leave after hitting the first page they hit
- The 55.8 percent who go to a second page on the site are more likely to view other pages of the site, only 1/6th of users drop off after reaching their second page

International Use Patterns

Deutsch:

Visits ▾



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
15,627	4.75	00:04:21	53.77%	34.49%
% of Total: 100.00% (15,627)	Site Avg: 4.75 (0.00%)	Site Avg: 00:04:21 (0.00%)	Site Avg: 53.77% (0.00%)	Site Avg: 34.49% (0.00%)

International Use Patterns

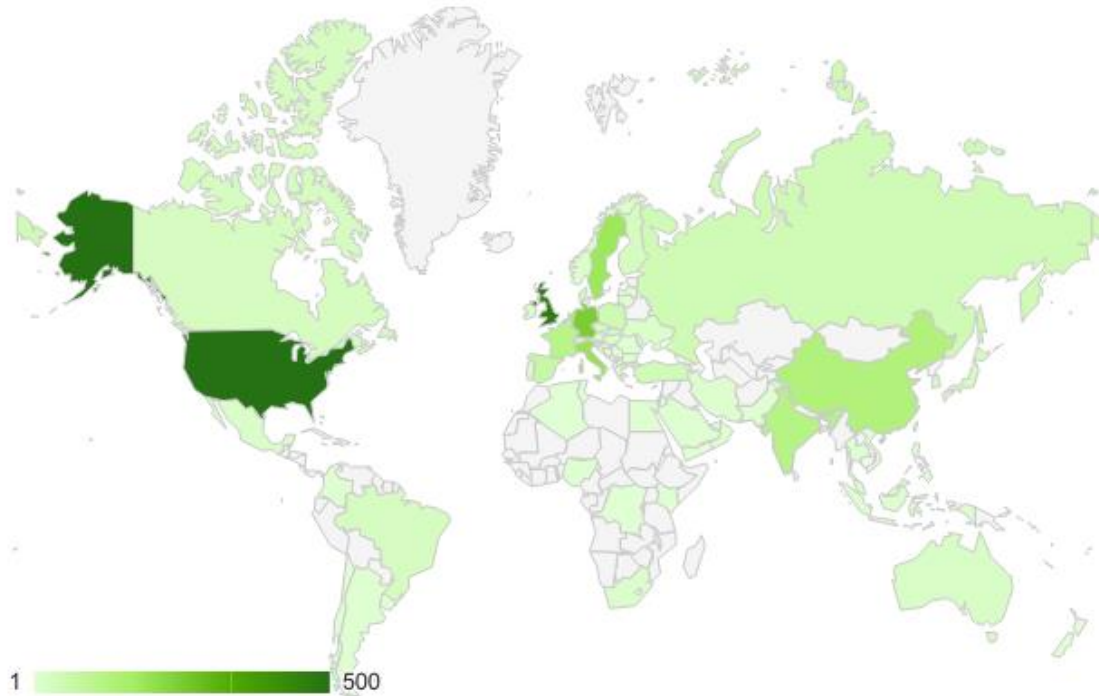
Deutsch:

- New users and returning visitors are close to equal at 53 and 46 percent
- Users on this site are using IE, Firefox, Chrome and Safari in that order; IE users make up 55 percent of all visitors
- The majority of users are coming from Germany (11k), secondarily Switzerland (1.14k) and thirdly the United States (976)
- Once users reach the site 34.4 percent of them leave after hitting the first page they hit
- Of the 65.4 percent of users who go to a second page only 20 percent will drop off after that; the further users get into the site the more engaged they are and the less likely they are to bounce

International Use Patterns

UK:

Visits ▾



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
2,951	4.16	00:04:10	44.56%	42.66%
% of Total: 100.00% (2,951)	Site Avg: 4.16 (0.00%)	Site Avg: 00:04:10 (0.00%)	Site Avg: 44.56% (0.00%)	Site Avg: 42.66% (0.00%)

International Use Patterns

UK:

- Different from other versions of the site the UK version has more returning visitors than new visitors per month with 55 vs. 44 percent
- Users on this site are using IE, Firefox, Chrome and Safari in that order; IE users make up 53 percent of all visitors
- The majority of users are coming from the United States (514), secondarily the UK (471k) and thirdly Germany (265)
- Once users reach the site 42.6 percent of them leave after hitting the first page they hit
- Of the 57.4 percent of users who pass that first page and stay on the site only 20 percent will leave the site on that second page

Observations

Mapping site activity against stages of the buying cycle can indicate value and support of sales activities even in a pre-lead stage. We recommend a more refined consideration of what content might align with which stage in order to use analytics as a way to calculate relative value of site activity.

Most site visits clearly involve product research, based on the percentage of pageviews related to products. Consider ways to funnel users from general product research into content and functionality that moves them further along the buying cycle. Shaping the user experience slightly can improve conversion without negatively impacting customer activity.

Use metrics such as exit pages or bounce rate to identify content that needs improvement or closer alignment with visitor expectation.

What Do We Want Them To Do?

Defining and Measuring Success

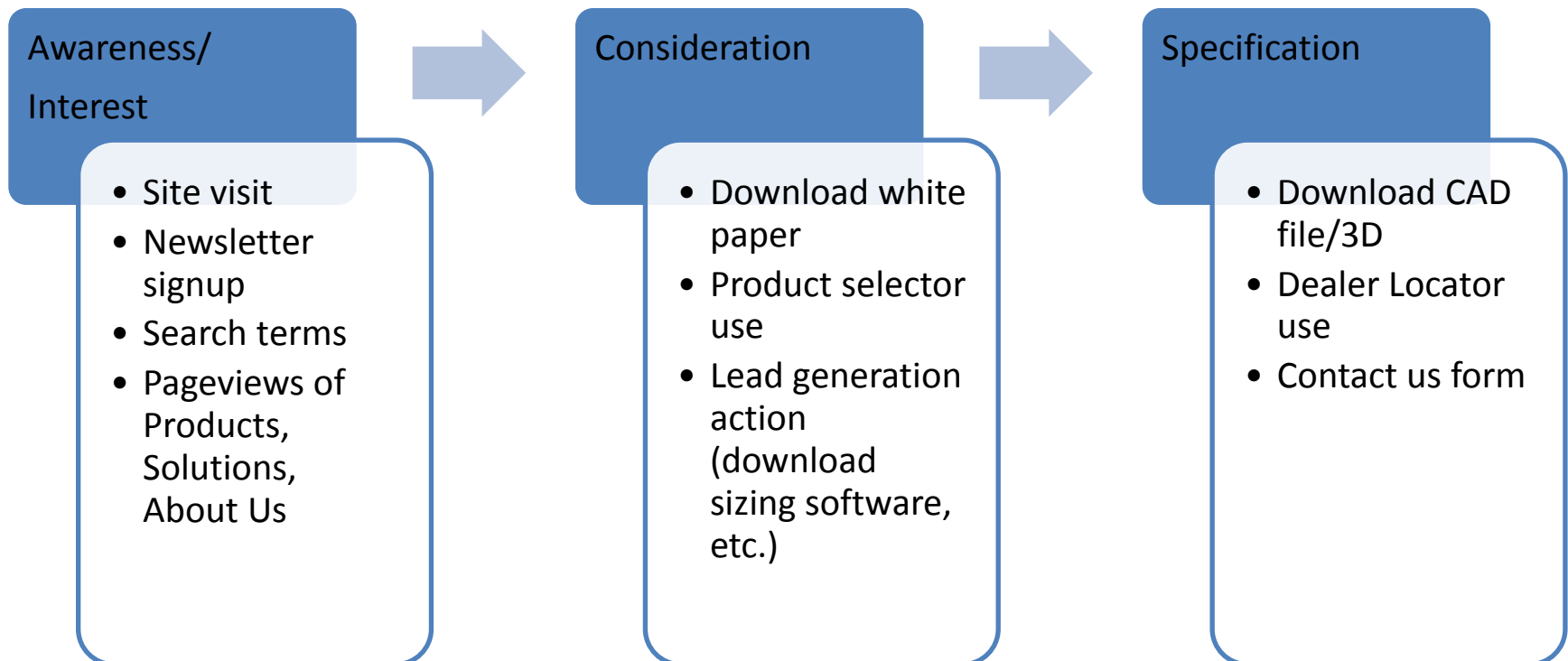
There are several considerations when defining the Analytics strategy:

- What can we measure to identify how the site is being used?
- What actions define success?
- What can we track and measure to determine success?
- What iterative steps can we take to improve success?
- How can we attribute success to our various online marketing components?

One important step is to see if we can determine a way to measure value of the site beyond the most obvious conversions such as leads generated or attributable sales.

Stages of Buying Process

We can map indicative site metrics against the buying process that lead towards S1/S2 lead generation and identification. These are pre-lead stages (or conversions that identify leads) so not individually identifiable, but site use will provide an aggregate measure of relative value in moving prospects along the sales cycle.:



Key Pages

Traffic, and other related metrics, to certain pages indicate success (albeit non-attributable) in moving prospective customers along the sales cycle.

Newsletter pageviews/signup
Knowledge Center pageviews

- White paper PDF download
- Technology Brief PDF download
- Case Study pageviews
- Article pageviews

Contacts pageviews



Interest

Distributor Locator use/pageviews
Product pageviews, visit duration
Drawing or 3D file downloads



Specification

Key Pages (cont'd)

Other metrics are part of the current Salesforce.com lead funneling process, but can also indicate relative interest even if visitors do not convert to become fully defined leads.

Lead generation page visits

- Landing page lead submissions
- Contact Us submissions



Opportunity

Some metrics also indicate heightened post-sale engagement and interest and would be part of Customer Relationship Management:

- Training and Education section pageviews
- Course detail pageviews
- Manual downloads



CRM

Conversions and Success Metrics

Key pages, relative value, and scoring system. Goal is to produce a monthly score that indicates relative success of attracting traffic to key areas of the site and promoting the high-value conversions we need.

PAGE	METRIC	VALUE	SCORE
Site visit	Visit	Awareness	0
Individual product pages	Pageview	Interest	+1
Knowledge Center pages	Pageview	Interest	+1
Contact pages (locations, etc.)	Pageview	Interest	+1
Individual product pages	Download drawing	Specification	+2
Distributor Locator	Pageview/use	Specification	+2

Conversions and Success Metrics

Relative Lead Values

PAGE	METRIC	VALUE	SCORE
Newsletter signup	Submission	Interest	+3
Contact Us form	Submission	Interest/ Specification/ Lead	+3 / +4
Landing page	Pageviews	Interest	+1
Landing page leads	Submission	Interest/Lead	+3
Training/Education	Pageviews	CRM	+1
Course registration	Submission	CRM	+3

Site Visit Valuation

The Site Visit Valuation is simply a calculation designed to give an easy number for month to month comparison of site success in supporting the sales cycle, achieving lead generation, and maintaining the customer relationship..

Site Visit Valuation = (total points) / (number of site visits)

Example SVV (based on April)

PAGE	METRIC	NUMBER	SCORE
Product pages	Pageview	91,951	+1
Knowledge Center pages	Pageview	1,775	+1
Contact pages (locations, etc.)	Pageview	2,126	+1
Individual product pages*	Drawing	27	+2
Distributor Locator	Pageview/use	6,853	+2
Newsletter signup*	Submission	22	+3
Contact Us form—general*	Submission	155	+3
Contact us form—specification*	Submission	101	+4
Landing page	Pageviews	908	+1
Landing page leads*	Submission	9	+3
Training/Education	Pageviews	1,119	+1
Course Registration*	Submission	18	+1

Site Visit Valuation = (112,619 points)/(36,319 visits) = 3.10

* Estimated for purposes of demonstration

Example SVV (based on May)

PAGE	METRIC	NUMBER	SCORE
Product pages	Pageview	84,470	+1
Knowledge Center pages	Pageview	1,754	+1
Contact pages (locations, etc.)	Pageview	2,369	+1
Individual product pages*	Drawing	22	+2
Distributor Locator	Pageview/use	7,247	+2
Newsletter signup*	Submission	16	+3
Contact Us form—general*	Submission	125	+3
Contact us form—specification*	Submission	88	+4
Landing page	Pageviews	861	+1
Landing page leads*	Submission	4	+3
Training/Education	Pageviews	1,107	+1
Course Registration*	Submission	22	+1

Site Visit Valuation = (105,908 points)/(32,552 visits) = 3.25

* Estimated for purposes of demonstration

SVV Comparison

In our example:

- April = 3.10
- May = 3.25

In our comparison, April had more total points but also had more visits, and the relational difference resulted in a lower valuation.

In addition to providing a higher valuation with more total points (resulting when more key pages are seen or more leads are generated) the SVV supposes that higher number of site visits should result in higher metric scores too, and devalues the score if that is not true.

The actual pages and metrics can of course be changed, refined, expanded, or edited. The ones chosen are the most direct examples of positive site use.

Content-Based Funneling

We need to make sure we have pages set and configured in a way to suggest site navigation that channels the visitor to one of our key conversions, based around our anticipation of the kind of content s/he will want to see.

- Have a goal for each page
- Identify the next page (or page types) in sequence
- Provide clear markers or calls to action to impel the visitor to the next stage

Example

- Assume that viewing an individual product page indicates heightened interest, bordering on specification
- Suggest s/he contact an Application Engineer to discuss product variations
- Link to related white papers if the user is only browsing

Example

Instead of Find a Distributor, link to Contact Us and label button “Contact Application Engineer” or “Learn About Product Options”
Can still include Distributor Locator button but in a less prominent location.

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Include Quick Links to other high value site content

Usability Considerations

Best Practices to Enhance User Experience and Prompt Conversion

- Develop clear page by page goals and emphasize calls to action
- Keep site navigation consistent
Removing the left rail from certain sections of the site can be jarring to users (Product, News, Distributor Locator pages)
- Make sure all potential actions appear as such
Search and Go buttons in footer as well as CompanyX logo appear to be “grayed” out because of color choice – this can be confusing to users
- Separate Language selector and search bar
Language selection and Search bar should be separated in upper right – they appear to be attached which could lead to confusion around functionality for users

Other Recommendations

Use Expanded Analytics to Increase Conversion

- Develop a more precise reporting process that allows a more sophisticated analysis of site activity
- Use those analytics to implement regular site changes designed to improve usability and accelerate conversions

Improve Attribution with Click to Call

- Consider using Click to Call technology or custom phone numbers that allow us to attribute incoming calls to specific web pages

Conclusion

Thank you for the opportunity to provide a more sophisticated analysis of CompanyX site use via this deeper dive into web analytics.

Our key findings:

- We recommend developing a reporting structure that facilitates complex site use analysis
- New success metrics and value calculations should be identified that can illustrate the site's success in impacting the prospect's buying process
- The site provides measurable value even when not generating a specifically attributable lead
- Opportunities exist to change content and functionality on the site to improve success