

Step 17 – Sample Analytics Reports

Quarterly Report (June 1, 2008 – Aug 31, 2008)

This report highlights the statistics derived from Google Adwords, Google Analytics and the Webalizer Statistics.

Webalizer Statistics

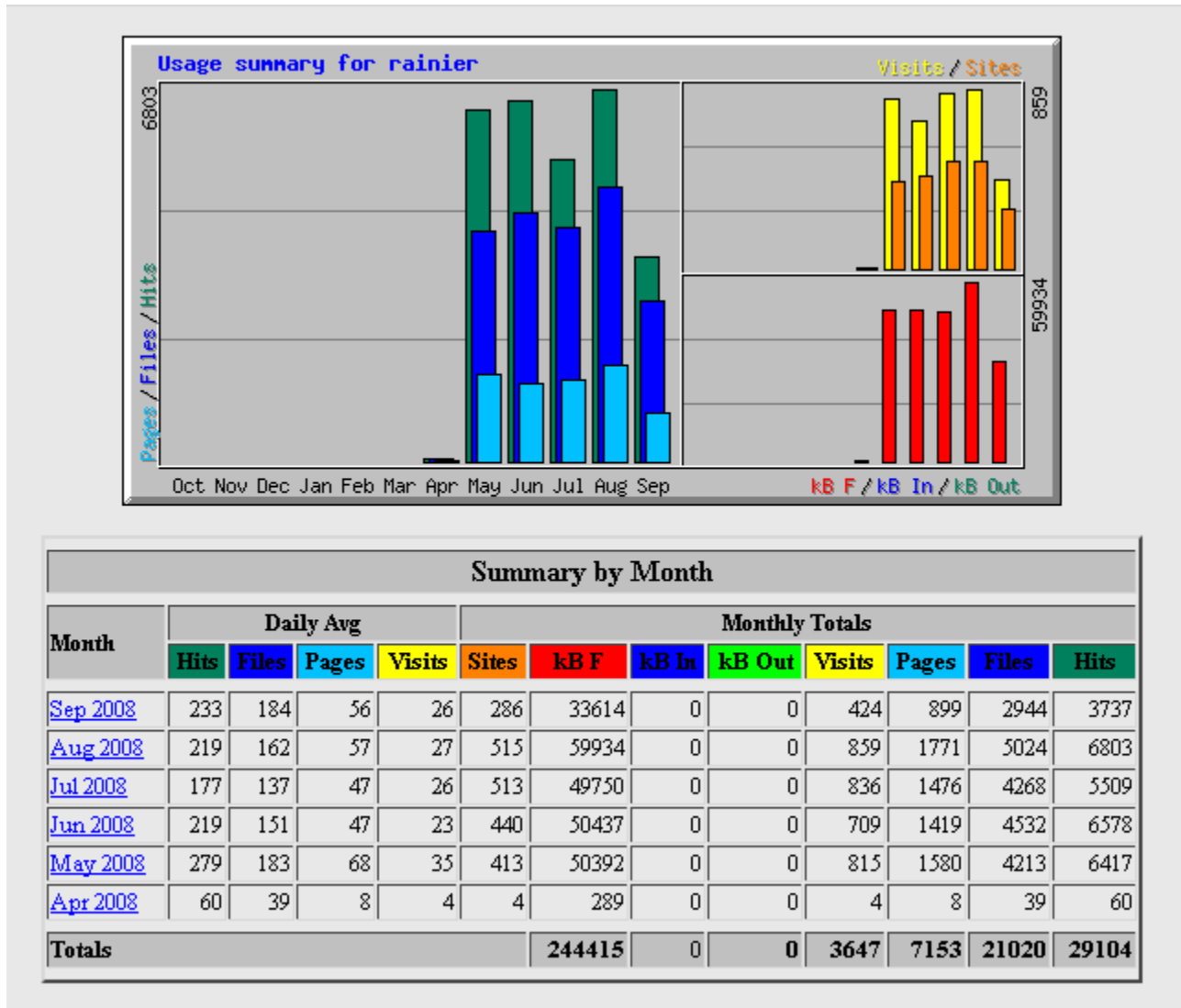
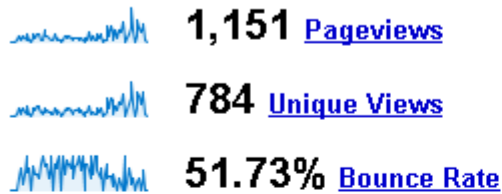


Fig.1. Summary of Statistics of reactiontechnology.com from May 08 to the beginning of Sept 08

Fig. 1 illustrates your website statistics from April 08 to the middle of September 08. Notice the monthly increase in traffic, with the exception of a slight dip in July. Also, judging from the daily average recorded in the first half of September, the projected total traffic in September will be even higher than the previous months. It shows that the number of people visiting your website has been constantly increasing.

Pages on this site were viewed a total of 1,151 times



Top Content

Pages	Pageviews	% Pageviews
/	551	47.87%
/index.html	215	18.68%
/contact.html	81	7.04%
/about.html	69	5.99%
/Silicon epitaxial services.html	51	4.43%

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Fig. 2. Top Content pages – June 1, 2008 to Aug 31, 2008

Fig. 2 shows that the home page (“/” and “/index.html”) has the most traffic, consisting about 65% of the total page views. The contact.html and about.html pages also attracted a fair amount of traffic, which shows that visitors are interested in finding out more about the company. The 51.73% Bounce Rate, the number of visitors that exit the site after visiting only one page, also suggests that your website was able to attract about half of the visitors to find out more about your company.

Google Adwords

Impressions 41,108		Clicks 34		CTR 0.08%		Avg CPC \$0.64		Cost \$21.75		Avg Position 4.49	
Keyword	Keyword Matching	Keyword Status	Keyword Destination URL	Impressions ↑	Clicks	CTR	Avg CPC	Cost			
Total - content targeting	Content			32,052	23	0.07%	\$0.46	\$10.55			
MOS	Broad	Deleted		1,448	0	0.00%	\$0.00	\$0.00			
polysilicon	Broad	Active	default URL	1,401	0	0.00%	\$0.00	\$0.00			
MOSFETS	Broad	Active	default URL	1,254	1	0.08%	\$0.20	\$0.20			
IGBT	Phrase	Inactive for search	default URL	994	0	0.00%	\$0.00	\$0.00			
carbide	Broad	Deleted		561	0	0.00%	\$0.00	\$0.00			
chemical vapor deposition	Phrase	Inactive for search	default URL	438	3	0.68%	\$2.05	\$6.16			
epi wafer	Broad	Active	default URL	433	0	0.00%	\$0.00	\$0.00			
epitaxial	Phrase	Active	default URL	424	3	0.71%	\$0.48	\$1.44			
photovoltaics	Broad	Active	default URL	412	0	0.00%	\$0.00	\$0.00			
silicon	Broad	Deleted		313	0	0.00%	\$0.00	\$0.00			
silicon carbide	Broad	Active	default URL	224	0	0.00%	\$0.00	\$0.00			
semiconductor	Broad	Deleted		173	0	0.00%	\$0.00	\$0.00			
FAB	Broad	Deleted		132	0	0.00%	\$0.00	\$0.00			
fab equipment	Broad	Active	default URL	92	0	0.00%	\$0.00	\$0.00			
epitaxial growth	Phrase	Active	default URL	91	0	0.00%	\$0.00	\$0.00			
wafer fab	Broad	Active	default URL	85	0	0.00%	\$0.00	\$0.00			
LPCVD	Broad	Inactive for search	default URL	80	2	2.50%	\$1.00	\$2.00			
ion implant	Broad	Active	default URL	63	0	0.00%	\$0.00	\$0.00			
Refractory Materials	Broad	Active	default URL	61	0	0.00%	\$0.00	\$0.00			
epitaxial layer	Phrase	Active	default URL	46	1	2.17%	\$1.10	\$1.10			
wafer	Broad	Deleted		41	0	0.00%	\$0.00	\$0.00			

Fig 3 Keyword Report – All Time

From Fig. 3, you can see that the most searchable keywords are MOSFETS, polysilicon, MOS, and IGBT, each with over a thousand impressions. However, there are also other keywords that draw a significant amount of customers to your site. The total expenditure was \$21.75.


Variations ▾	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
Poly Si on SiC and Quartz CVD for Ceramic/Refractory material CVD for SiC and other Ceramic mat. www.reactiontechnology.com	Edit	Active	23.0%	7	9,467	0.07%	\$6.13
 Reaction Technology Inc leading supplier silicon epitaxy for semiconductor & aeronautics ind www.reactiontechnology.com/ 3400 Bassett St, Santa Clara, CA View map expansion	Edit	Active	0.5%	0	187	0.00%	\$0.00
Reaction Technology Inc. Leading Supplier Silicon Epitaxy for semiconductor & aeronautics ind www.reactiontechnology.com/	Edit	Active	7.9%	3	3,252	0.09%	\$1.84
Si Epitaxial Services A specialty foundry for Si Epitaxy CVD for Ceramic and Refractory Mat. www.reactiontechnology.com	Edit	Active	21.9%	9	9,017	0.09%	\$4.22
Silicon Epitaxial Service Leading supplier of specialty AP/RP Si Epitaxial services for Industry www.reactiontechnology.com	Edit	Active	16.4%	3	6,734	0.04%	\$3.57
Specialty Silicon Epitaxy A specialty foundry for Si Epitaxy AP and RP CVD services for industry www.reactiontechnology.com	Edit	Active	13.7%	6	5,632	0.10%	\$4.19
6 edited or deleted ads			16.6%	6	6,819	0.09%	\$1.80
Total: Text ads on content network			78.0%	23	32,052	0.07%	\$10.55
Total: Text ads on search			22.0%	11	9,056	0.12%	\$11.20

Fig. 4 Ad Variations – Jun 1, 2008 – Aug 31, 2008

Fig. 4 shows the statistics of your different web campaigns. You can see that *Poly Sci on SiC and Quartz, Inc.* (NOT the Google maps one), *Si Epitaxial Services*, and *Specialty Silicon Epitaxy* are the most effective campaigns, each with almost 0.1% of their impressions turned into actual visits. You can also see that the ad on Google Maps was not doing too well, it had 187 impressions and yet no one has clicked on it. It is understandable because most users that search for specific keywords related to your company generally have an idea of what they are looking for, while the ads on Google Maps are more geared towards general customers that do not know the area very well.

Google Analytics

Map Overlay

Jun 1, 2008 - Aug 31, 2008

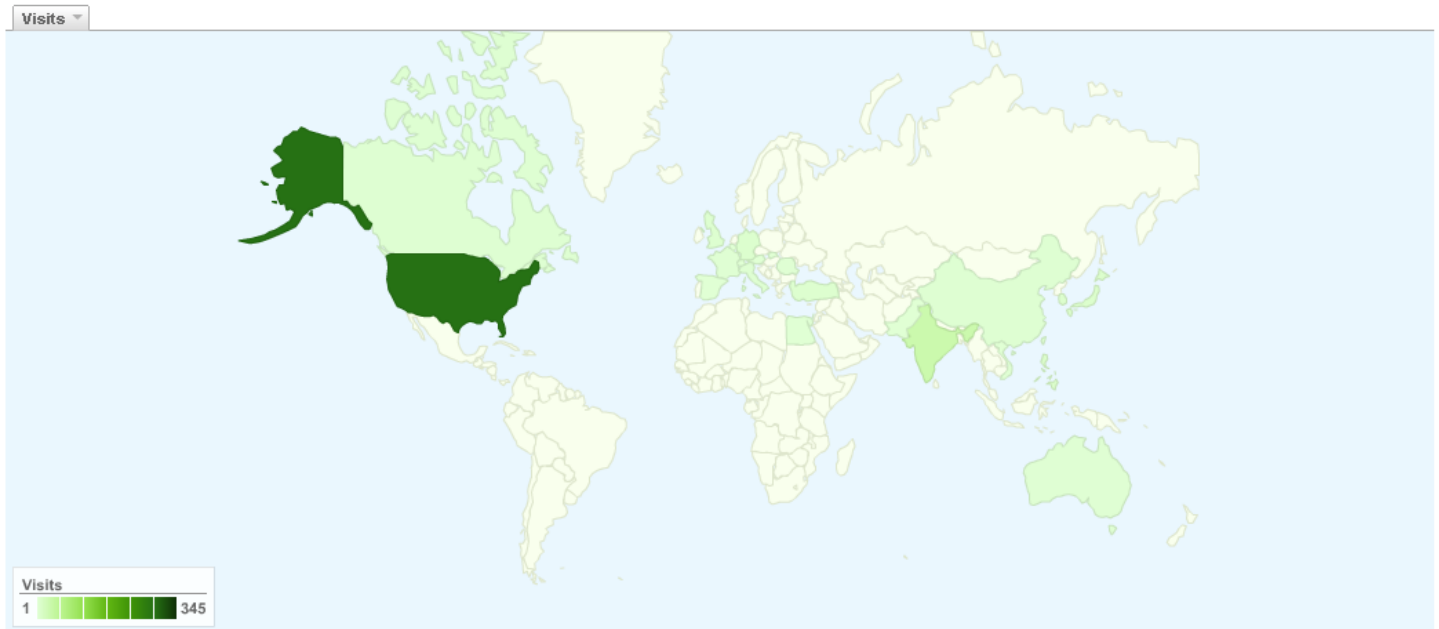
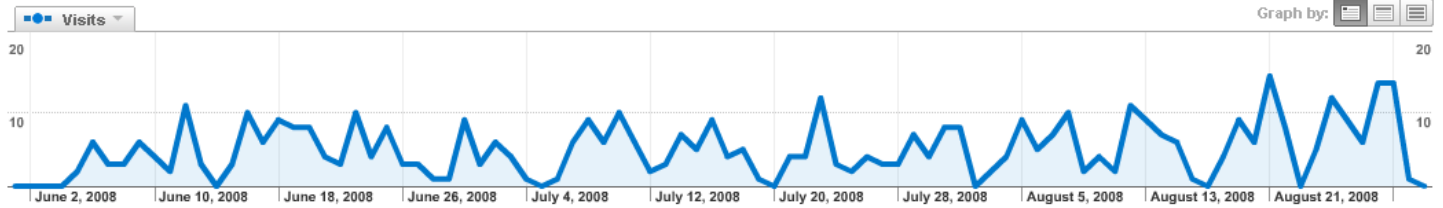


Fig. 5 – analytical visitor location map

Fig. 5 illustrates a statistical analytic world map pinpointing the locations of visitors to your site from Jun 1st 08 to Aug 31th 2008. As you can see, your site gains a worldwide presence, while most visitors come from the continental United States, some hits also derive from central and western Europe, the Middle East, China, Australia, and Canada.

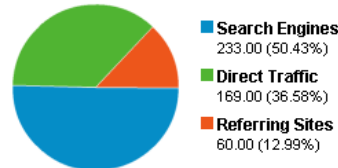
Traffic Sources Overview

Jun 1, 2008 - Aug 31, 2008



All traffic sources sent a total of 462 visits

36.58% [Direct Traffic](#)
 12.99% [Referring Sites](#)
 50.43% [Search Engines](#)



Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	169	36.58%
google (organic)	149	32.25%
yahoo (organic)	37	8.01%
google (cpc)	29	6.28%
msn (organic)	9	1.95%

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Keywords	Visits	% visits
reaction technology	80	34.33%
(content targeting)	19	8.15%
reaction technology inc.	12	5.15%
epitaxial silicon	7	3.00%
silicon deposition	7	3.00%

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Fig. 6 – Traffic Sources Overview – June 1, 08 – Aug 31, 08

In Fig. 6, you can see that most of your traffic comes from different search engines. Among all the search engine referrals, visitors coming from Google organic searches played the biggest role with over 30% of the total traffic, while visitors from Yahoo organic searches also played a significant role with around 8% of the total traffic. It shows that your company already has solid rankings among some of the biggest search engines and that your company's name is reaching out to the customers. Also, over 35% of your visitors came from direct traffic, which further shows the growth of your company's reputation.

Visits 60 % of Site Total: 12.99%	Pages/Visit 2.35 Site Avg: 2.49 (-5.67%)	Avg. Time on Site 00:04:00 Site Avg: 00:02:31 (58.76%)	% New Visits 81.67% Site Avg: 75.32% (8.42%)	Bounce Rate 56.67% Site Avg: 51.73% (9.54%)
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Dimension: Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. globalspec.com	6	4.50	00:09:36	100.00%	66.67%
2. zeromicron.com	4	4.00	00:01:24	100.00%	25.00%
3. calchamber.com	3	1.33	00:00:07	100.00%	66.67%
4. macraesbluebook.com	3	3.00	00:01:44	100.00%	0.00%
5. maps.google.com	3	2.00	00:01:45	66.67%	66.67%
6. maps.live.com	3	2.67	00:01:21	33.33%	66.67%
7. addpro.com	2	1.00	00:00:00	50.00%	100.00%
8. japansoc.com	2	1.50	00:00:42	100.00%	50.00%
9. scoopit.co.nz	2	4.50	00:27:11	100.00%	0.00%
10. sureforall.com	2	1.00	00:00:00	50.00%	100.00%

Fig. 7 Top 10 Referring Sites – June 1, 08 – Aug 31, 08

From Fig. 7, you can see that about 13% of your site’s traffic came from other referring sites. The number of referrals were quite evenly spread out among the top 10 referral sites, with globalspec.com proved to be most effective by referring 6 visitors to your site, two of which actually stayed and browsed more than one page (66.67% Bounce Rate).

SEO Reports

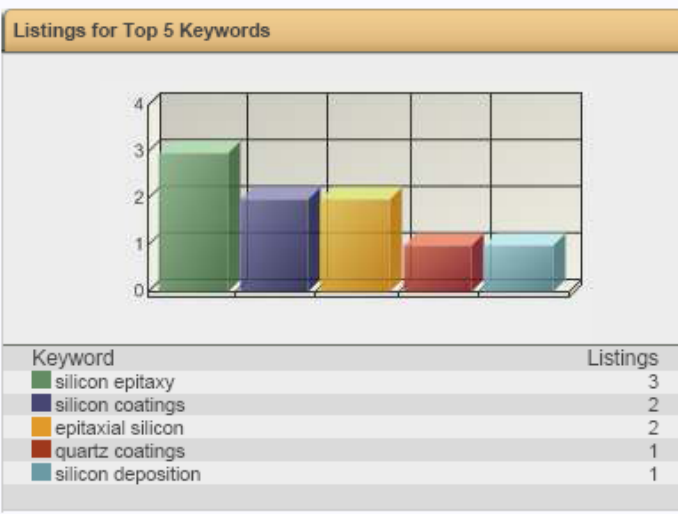
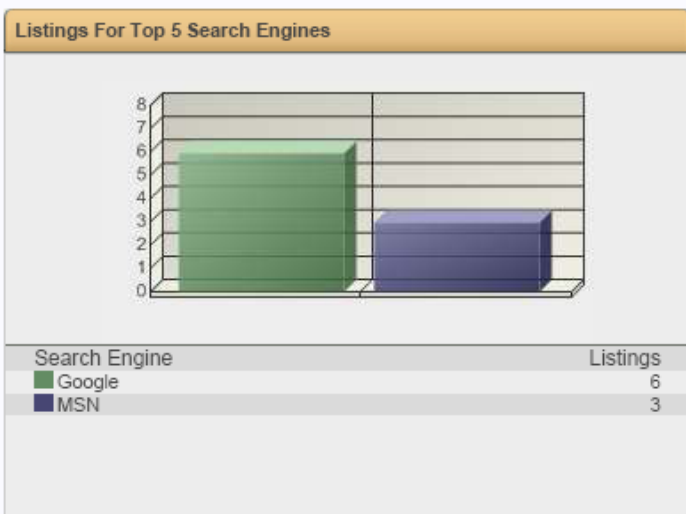
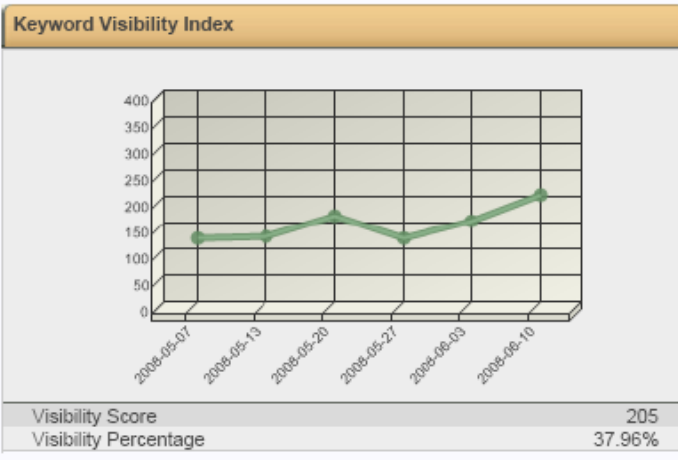
The following Search Engine Optimization Reports extend through the month of June 2008 and into the end of August. These reports provide a high level overview of the metrics that affect your sites visibility and accessibility according to search engine rankings.

The longer your site contains the optimization necessary to promote it within search engine rankings the higher its ranking will become. These reports, which compose only four months cannot show the full potential of search engine optimization as that progress can only be seen over a much longer time period.

However, these reports may give you an indication of what to expect in regard to an increasingly higher search engine ranking and visibility of your sight.

This report provides a high level overview of the metrics that affect your site's visibility.

Visibility Statistics	
Listings in the First Position	2
Listings in the Top 5 Positions	4
Listings in the Top 10 Positions	7
Listings in the Top 20 Positions	8
Listings in the Top 30 Positions	8
Listings Which Moved Up	4
Listings Which Moved Down	0
Listings Which Did Not Change	5
Total Listings	9
Total Positions Gained/Lost	4 ↗



General Statistics

Title	Search Positions for www.reactiontechnology.com
Report Date	Tuesday, June 10, 2008 11:38 AM
Domains Scanned	1
Keywords Analyzed	6
Engines Analyzed	3
Disabled Engines	0
Matches Scanned	100

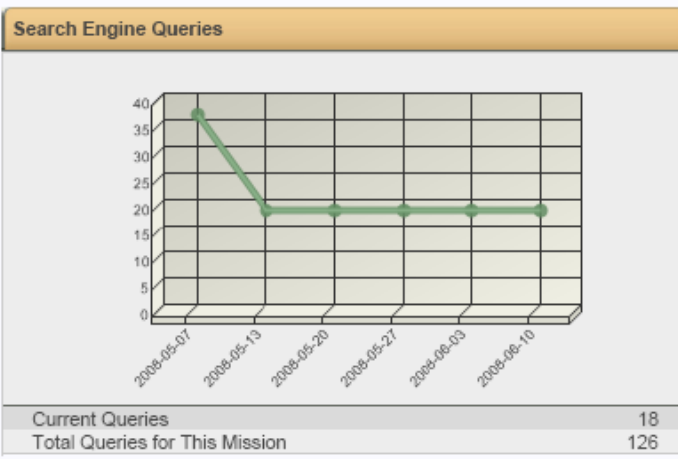
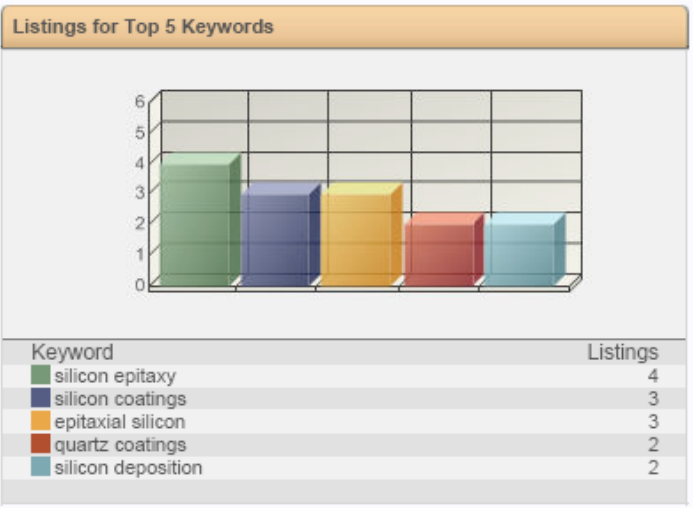
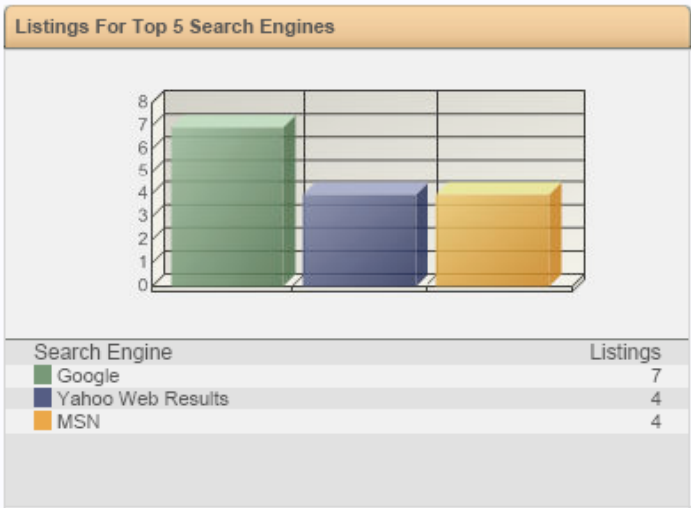
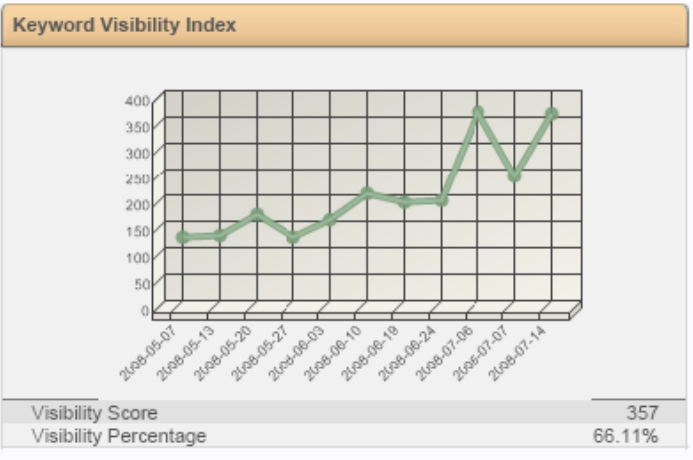


Fig. 8 SEO Graphs – June 10, 2008

This report provides a high level overview of the metrics that affect your site's visibility.

Visibility Statistics	
Listings in the First Position	3
Listings in the Top 5 Positions	9
Listings in the Top 10 Positions	12
Listings in the Top 20 Positions	14
Listings in the Top 30 Positions	14
Listings Which Moved Up	8
Listings Which Moved Down	4
Listings Which Did Not Change	3
Total Listings	15
Total Positions Gained/Lost	4 



General Statistics

Title	Search Positions for www.reactiontechnology.com
Report Date	Monday, July 14, 2008 09:50 AM
Domains Scanned	1
Keywords Analyzed	6
Engines Analyzed	3
Disabled Engines	0
Matches Scanned	100

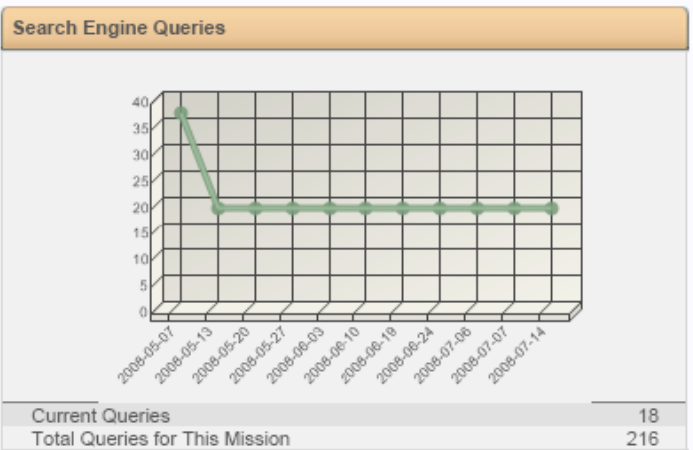
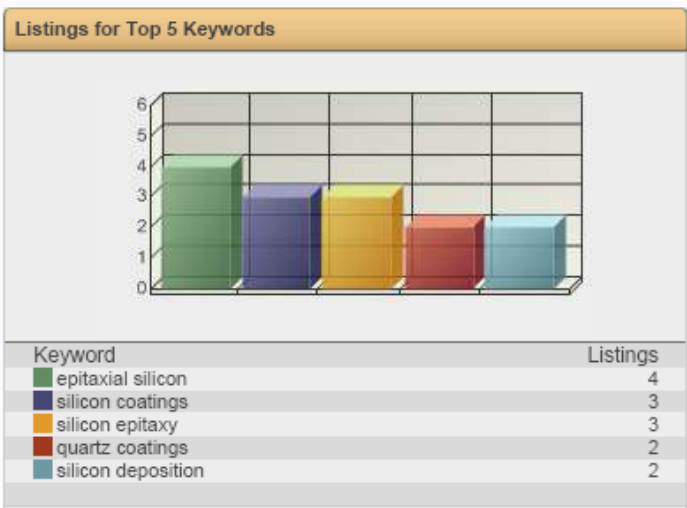
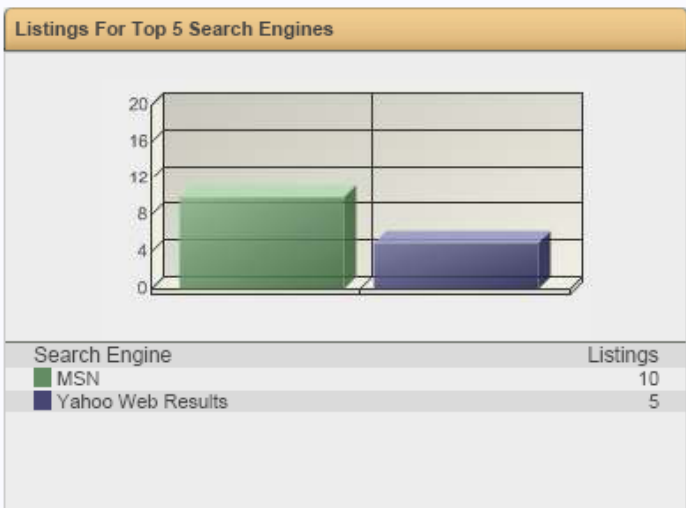


Fig. 9 SEO Graphs – July 14, 2008

This report provides a high level overview of the metrics that affect your site's visibility.

Visibility Statistics	
Listings in the First Position	3
Listings in the Top 5 Positions	6
Listings in the Top 10 Positions	9
Listings in the Top 20 Positions	14
Listings in the Top 30 Positions	14
Listings Which Moved Up	7
Listings Which Moved Down	1
Listings Which Did Not Change	7
Total Listings	15
Total Positions Gained/Lost	6 



General Statistics

Title	Search Positions for www.reactiontechnology.com
Report Date	Tuesday, August 26, 2008 04:09 PM
Domains Scanned	1
Keywords Analyzed	6
Engines Analyzed	3
Disabled Engines	0
Matches Scanned	100

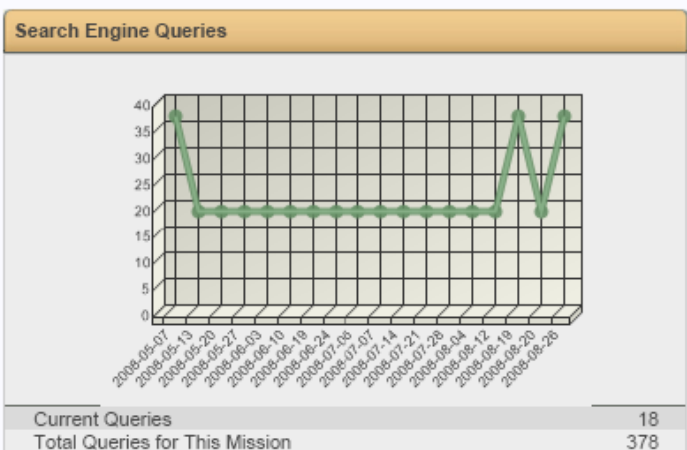


Fig. 10 SEO Graphs – Aug 26, 2008

From Fig. 8-10, you can see that despite slight fluctuations from a few categories, your listings have been gaining positions steadily. Also, your site has been gaining visibility as well, with a significant

spike in July. It shows that the SEO work has been paying off and your site is attracting more and more traffic.

Conclusion

During the period between June 1, 2008 and Aug 31, 2008, your website has been steadily gaining popularity and the first half of September is looking good as well. This is largely due to the SEP work that was done to your site. However, there is still room for improvement, and we suggest you to consider the following...

- Part of the reason your website has been gaining in search engine rankings is because of the increase in number of directory and social book marking sites that have selected your website into their listings for our targeted keywords. This leads to the increase in number of links that point to your site and that the Google spider would assume a greater importance for your site. Therefore, increasing the time and effort put into doing SEO work to your site would not only help advertising your site on other websites, but also help improve your search engine rankings as well.
- Review the keywords that your site is currently targeting, and renew the list if necessary. Also, since most visitors that search for specific keywords like "*silicon epitaxy*" probably know what they are looking for, it would help to include more descriptive information for your ads to catch the attention of the visitors before they had to click on your link.
- Remove the ads on Google Maps since it did not seem to be particularly effective, and spend the resources on more technically specific ads to focus on bringing in customers that would be interested in your services instead of just the general public.