

**Sample Client, Inc.**  
**Strategic Website Marketing Plan**  
**Prepared By: Intuitive Websites. LLC**  
June 2011

## Objectives

The key objective of this report is to provide strategic direction for the design and development of a new Website for Sample Client (Sample Client). This will lead to the launch of a new Website that will adequately market the company and provide leads that will convert into sales. This report provides the starting point for the launch of the new Website and the ongoing Web marketing efforts to drive results for Sample Client. The Website will also be used to strengthen relationships with current customers to drive improved sales results for Sample Client.

Sample Client is a hydronic sales and consulting company dealing with anything to heat or move water in commercial, residential and government buildings. The organization's background is in mechanical engineering and their key benefits to customers are consulting services and a team approach. They function as a manufacturer's rep in select regions of Western U.S.

Other goals and objectives of this report and the new Sample Client Website include:

- Sales lead generation from new qualified prospects.
- Excellent content focused on benefits.
- A clean and professional Website appropriate to user needs.
- A leading edge look and feel for the marketplace.
- Methods to drive Web leads from younger engineers.
- The ability to see completed projects on the site to build credibility and trust.
- A form for inquiries to purchase products (non-eCommerce).
- Technical data and information to support the user.
- Instruction on how to get parts and service.
- A review of renewable energy, wind and solar and other green initiatives.
- A transition from paper catalogs to Web based content.
- Ongoing monthly marketing of the Website to drive results.

The customer of Sample Client wants to see the value from working with a distributor and not going direct to the manufacturer. The Website has to communicate this clearly with photography and content that drives conversions and a contact with Sample Client.

The strength of the company comes not so much from the products offered (similar products can be purchased from competitors), but from service, consulting efforts and working as a team. This key strength and approach will be driven home to Website users in the site's content.

The Website's content should focus on the firm's strengths that include the following:

- The ability to design with mechanical contractors and work as a team.
- Sample Client's expertise and experience as a key differentiator.
- Consulting expertise and service to get the right product installed.
- Leading products not offered anywhere else.
- Team approach and wide skill and knowledge base.

Sample Client has an exclusive for the region, but wants to grow and the new Website should be a key component to that growth.

### **The Sample Client Process as a Competitive Advantage**

- Sample Client provides recommendations and works as a team with their client to determine the budget, what are they trying to achieve and bring a plan together to make this happen in an efficient and cost effective manner.
- The customer sends drawings to Sample Client to review.
- Sample Client makes suggestions for those drawings.
- The drawings go to mechanical contractors to install the product.
- Sample Client sells directly to the mechanical contractor.

This process should be highlighted on the Website in the process section or in case studies. It can also be in a company blog. It is the content on the Website that will explain the firm's competitive advantage.

### **Where does Sample Client need to improve?**

The new Website is an important part of Sample Client's improved marketing strategies. Web marketing and driving Web leads is an important part of this improved marketing strategy for the company. The new Website should include content on green initiatives and appeal to younger engineers.

### **Barriers to Success**

How important will the Internet be to the Sample Client target market is yet to be determined. Product education is a key area to review along with the concept of overcoming user objections to buying from a distributor. Many customers would like to go direct to the manufacturer. Younger engineers will expect to do this because they buy direct online and are not as familiar with established sales relationships.

## Summary of Findings and Action Items

### **Key Action Items**

- Set-up Google Analytics for the site as the first priority.
- Run a search engine placement report on competitors.
- More content and strategic insight should be given and developed around the company's key competitive advantages and clearly defined benefits to customers and prospects.
- Develop content for a process that is unique to Sample Client and drives results.
- The Sample Client process can be defined in the company blog and project list.
- Use a thumbnail approach to manufacturer links and content.
- Highlight the key products from each manufacturer in the thumbnail approach.
- Include a summary of product benefits.
- Consider a free equipment audit and request a quote form to drive conversions.
- Use a Web only phone number to measure conversions from the Website.
- Great content will drive success for the Website.

## General Website Performance History

**Google Analytics has not been set-up for the site as of the writing of this report.**

How is data collected from the Website?

What is the performance history of the Website?

What are some recent trends in the data?

How is the Website performing this year compared to last year?

What are the current strengths and weaknesses from the data?

## Domain Names

The current domain name is very appropriate for the Website and should remain unchanged. The only area for some confusion maybe the difference between the names "Sample Client" and "Sample Client." This should be minor and the firm is fortunate to have a company name that matches the domain name.

## Competitive Analysis

Sample Client is competing against brands that are not represented. There are no direct competitors to the Sample Client branded products in the region. There are competitors for the service and product offered from other brands and from indirect competition.

### Direct Competitors

Emona Sales - [www.emonasales.com](http://www.emonasales.com)

The Boiler Room Experts  
**EMONA**  
Sales

Home Products Suppliers Clients Services Company Contact Us

Your Boiler Room  
**Experts**

Emona Sales Ltd. specializes in the distribution, design, installation and repair of steam and hot water systems. We serve customers all over the Lower Mainland and Western Canada. Browse our online product selection or contact us for consultation.

**FEATURED PRODUCT**

RBI Infinite Energy

- High efficiency condensing stainless steel hot water supply boiler
- Up to 93.7% efficient
- Fully modulated low NOx commercial-grade stainless steel burner

**NEWS & EVENTS**

August 9, 2010  
Website Update - We are pleased to announce we have launched our new website.

Please let us know what you think. We are working hard to offer you the best service in our industry!

Copyright © 2010 Emona Sales Ltd. All rights reserved. | Sitemap

It is not difficult to notice this company works with heat from their home page design. The company appears to be a direct competitor selling different brands from Murray. The site has a clean look and feel and integrates product photos into the design, although with no captions it is hard to know what the products do. The site sends visitors directly to the supplier Websites landing on the home page. The navigation breaks the products down by type of product. The product logos do not look good in the

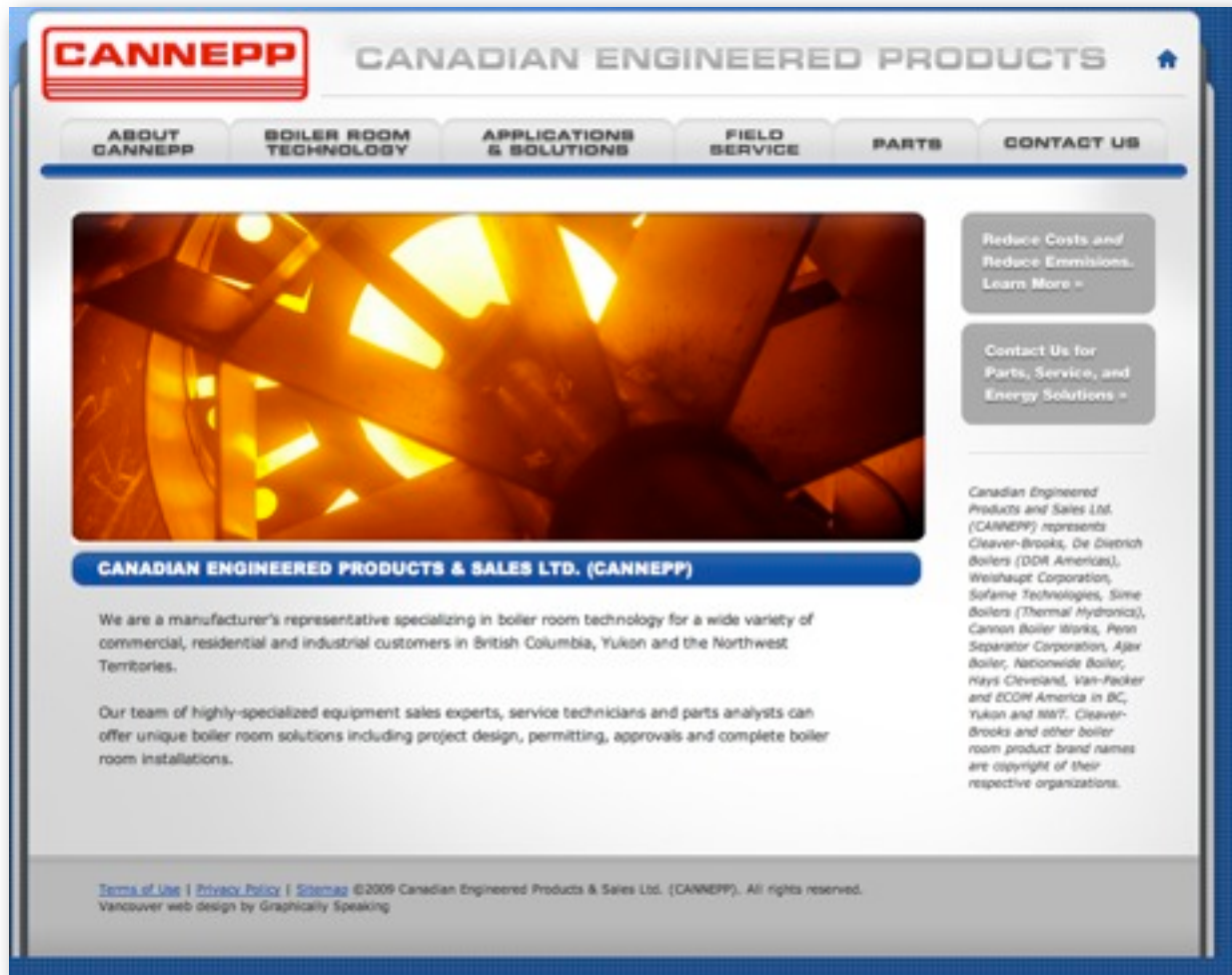
design. The suppliers page is a nice addition. Several pages have little to no content and the site does very little to build a competitive advantage.

**Equipco Ltd. - [www.equipcoltd.com](http://www.equipcoltd.com)**



The site has an old design, but has plenty of content and a training link with a schedule of upcoming training. However, the training schedule is blank for June and July. The site design needs work especially on the manufacturer's page, which includes a direct link to the manufacturer's Website. The site includes a hard to find newsletter sign-up graphic and an extensive list of sales reps on the "contact us" page. The site has extensive content explaining who they are, but very little content that explains the benefits of working with the company.

This site has a more modern design and graphics. The nice design gets a bit confusing because the message is not very clear and they avoid the words manufacturer or supplier on the home page. The site appears to have a simple menu system, but it becomes complicated quickly with a new left navigation menu on the interior pages. The site also takes the user very deep into the site when reviewing products. There are too many layers of navigation to get to the product information. The thumbnail approach is more effective for the manufacturer display page.



The site looks good, but needs a strong home page tagline and more focused approach to the home page messaging. There is too much information on the home page. An effort has been made for SEO on all site pages. The site makes good use of content in some areas, but in other areas falls short. It also uses a thumbnail approach to suppliers and includes a list of recent projects. The Applications and Solutions link includes benefit focused content on the products and industry. **This is one of the best of the competitor sites reviewed.**

Site Map | Contact Us

Quality products ... trusted advice

RAVEN HYDRONIC Supply Ltd

Products Services About Raven Job Profiles Resources

**RAVEN...**

*Delivering On Our Promises*

Raven Hydronic Supply Ltd is a specialized company dedicated solely to the distribution of quality commercial hydronic heating and domestic water heating products and supplies for British Columbia and the Yukon.

*"Trusted Advice, backed by over 25 years of experience in hydronic systems & engineering, means that we are able to answer technical questions, assist you in your designs, and provide you with reliable help on all of your projects."*

**Company News**

New Product  
Raven is now stocking a new line of cupronickel heat exchangers for salt water pool and spa applications. These units feature tube and shell construction with corrosion resistant tubes and bronze end covers.

New Product  
Raven Hydronic Supply is excited to introduce the Raven line of accessories for 2007. A complete range of high quality combination gauges, variable angle thermometers, and other accessories will be available under the Raven name.

Website Updates  
We have updated our website to include many exciting new features such as a Product Spotlight and an expanded Job Profiles section.

**Product Spotlight**

**heatfab.**

- Special gas vent for mid- and high-efficiency gas furnaces, water heaters, and boilers.
- Suitable for category I, II, and IV appliances.
- Heatfab 6" and 8" EZ Seal single wall venting is now **IN STOCK** and ready to ship from our Surrey warehouse.
- At Raven, your venting comes complete with an AutoCAD layout for an easy, hassle-free installation.

**HYDRONIC NEWS**

Sign-up and receive valuable industry news & updates to your inbox...

Email

**Job Profiles**

View profiles on commercial jobs we have supplied hydronic equipment for:

- Discovery Pointe**  
Luxury accommodations in Kelowna, BC
- Marriott Hotel**  
Industry leading hotel in Victoria, BC
- Royal Private Residence Club**  
Waterfront villas in Kelowna, BC

[View more Job Profiles](#)

**Hydronic Products**

- boilers
- domestic water heaters
- coils
- venting
- pumps
- gas tanks & air separators
- heat exchangers
- hydronic accessories
- gauges & thermometers

VRCA Vancouver Regional Construction Association

P.Eng Professional Engineers and Geoscientists of BC

APEGGA The Association of Professional Engineers, Geologists and Geophysicists of Alberta

CIPC The Canadian Institute of Plumbing and Heating

Services | Resources | About Raven | Job Profiles | Contact Us | Site Map

Website by ikrave entertainment group

June 22, 2011 Local Time: 1:14:03 PM

© 2003 - 2007 Raven Hydronic Supply Ltd. All rights reserved.

A very long home page that is product focused. The user has too many options on the home page. The site has a thumbnail approach for the products with links directly to the manufacturer. The site has a very nice approach to sample projects they call "Job Profiles." The site does not make good use of SEO for interior pages. The taglines are generic and need to show more value. The site includes a well thought out site map.





# JSA Sales Inc.

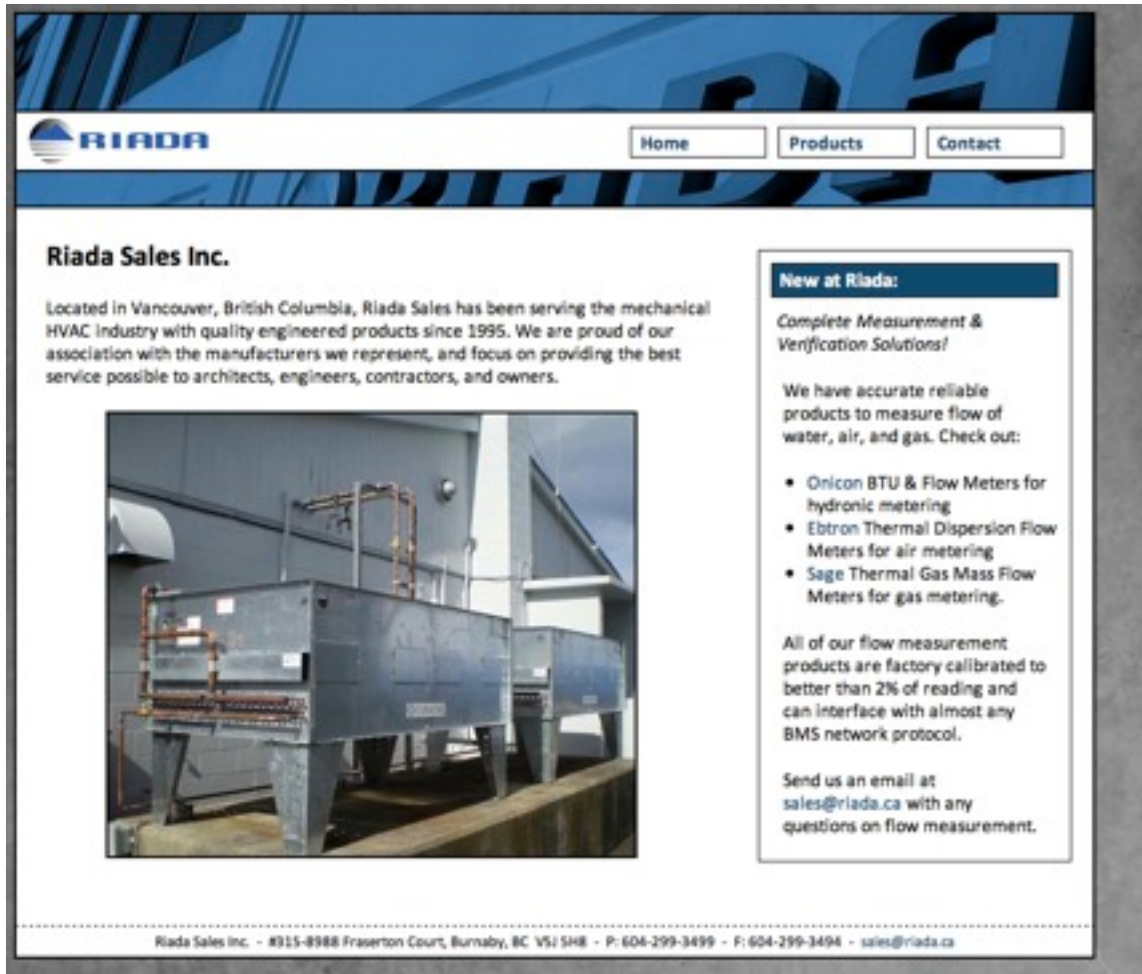
- HOME
- ABOUT US
- JSA LINES REPRESENTED
- CONTACT US

**Focused  
Support**



JSA Sales Inc.  
75A Clipper Street  
Coquitlam,  
British Columbia V3K 6X2,  
Canada  
Tel: (604) 525-4774 Fax: (604) 525-4355

A very badly designed home page that is very unprofessional. The site does not easily take the user to the manufacturer Website, the link is very hard to find.



The site includes rotating images that need captions. It is a clean design and needs a brief tagline. The site has no information on the firm and takes users directly to the manufacturer's Website from the products pages. This was a very inexpensive site that is a place holder for links to other Websites.

## Indirect Competitors and Sales Objections

- Repair versus replace with new equipment.
- Other facts and myths about the products and service.
- The desire to go direct to the manufacturer.
- The product selection process across brands.

There is an opportunity for Sample Client to excel in their marketplace with value-added content on the industry and the Sample Client process. Can the products become a competitive advantage? Product benefits and sales focused content should be included on the Sample Client Website, along with links to the supplier Websites.

**Run an SEO ranking report on this competitors to support these findings and recommendations. Keywords are needed from Sample Client.**

This report will show search engine visibility and a perspective on opportunities in the competitive landscape. The goal is find areas to compete with SEO leaders by following the recommendations in this report.

## Target Market

Sample Client is a manufacturers' rep company providing products to mechanical contractors and engineers. Mechanical consulting engineers and mechanical contractors - blue chip contractors and end users such as hotel chain owners. The site is for both mechanical contractors and engineers along with a variety of end users. Sample Client supplies BC, U.S. and the world with the finest in boilers, water heaters, heat exchangers, burners, combustion, steam boilers, high efficiency boilers, high efficiency water heaters and commercial water heaters. The target market is looking to install and replace these products.

The three key target markets are:

**Commercial:** office buildings, high-rises, apartment buildings, business centers, shopping malls, condominiums.

**Industrial:** food processing, factories, ice rinks, warehouses, pulp and paper, mining, forestry.

**Institutional:** schools, hospitals, nursing homes, retirement homes.

## **The target market will be asking these questions when they come to this Website:**

- What can Sample Client do for me?
- What value does Sample Client bring to this project?
- Can I trust Sample Client?
- Are the budget and costs fair?
- Is Sample Client the expert in this area?
- What is the history of Sample Client and who have they worked with in the past?

Currently, Sample Client customers must buy the selected brands direct from Sample Client. There are two ways to get products in the industry. The first is to buy from Sample Client and second method is to buy direct wholesale from the manufacturer. The target market wants to buy direct, but they can't. This is changing in residential markets with Websites like [www.pexsupply.com](http://www.pexsupply.com). They are a residential Website that is changing the marketplace by selling direct to consumers.

## **How is the target market segmented in search engines via keyword research?**

The specific target market are buyers of the following product lines:

- Parker
- Aerco
- SWEP
- Riello
- Reimers
- Niles Steel Tank ([www.nilesst.com](http://www.nilesst.com))
- Precision Boiler ([www.PrecisionBoiler.com](http://www.PrecisionBoiler.com))

More information is needed about the interest level of the target market for these products. The Website content should focus on these questions:

- Can the products become a competitive advantage?
- What other options to buyers have to these products?
- How do the products compete against other brands?
- What are industry reviews of the products from the various marketplaces?

## **Geographic Area**

The area includes the Canadian providences of British Columbia and Yukon Territories, not Alaska. This needs to be clearly communicated on the home page and users should clearly understand what geographic regions are not served by the Website.

## Industry Websites

The Website [www.HeatingHelp.com](http://www.HeatingHelp.com) is an informational site to get more information and an advertising or similar relationship might be important or useful.

The Website [www.MCABC.org](http://www.MCABC.org) with the password - 2095429387 and Miles' email address for login is a useful resource and includes a member list of "blue clip" customers.

Sample Client offers services in relation to the [LEED Program](#). The LEED (Leadership in Energy and Environmental Design) Green Building Rating System® is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. Measuring buyer's interest level for this benefit will be important in determining how to feature content about this on the Sample Client Website. It should be mentioned on the home page in a bullet point and with a link in the navigation system.

## Customer Websites

**(Miles to send a more complete list of customer Websites for key customers.)**

[AERIUS ENGINEERING :: Engineering the world we live in.](#)

[Alpha Mechanical](#)

[Vancouver Plumbers and Plumbing Services | Ashton Service Group](#)

[BC Comfort Ltd. - Vancouver, British Columbia - Installation and service of air conditioning, heating, plumbing, controls, ventilation, specialty piping and HVAC systems.](#)

[Blueridge Engineering Ltd. - Home](#)

[Cobalt Engineering LLP - Integrated mechanical and electrical engineering consultants Vancouver, Toronto, LA, Kelowna, Prince George](#)

[Honeywell International | The Leader in Diversified Technology and Manufacturing](#)

## User Testing and Market Research

IWS team to call and speak with a few customers. Research to determine how the target markets use the Internet in their selection process and their thoughts about the products is key.

## Website Taglines and Messaging

### **Current Tagline**

- Commercial Industrial Boilers, Water Heaters, Pumps and Storage Tanks.

### **Suggested Taglines**

The following taglines are offered as alternatives to the current tagline.

- Reliable sales and support for commercial and industrial water...
- Experts in sales and support for commercial and industrial.
- The first choice of mechanical engineers and contractors.
- High-efficiency and innovative new products.
- Newest products on the market.

### **Primary Messaging**

The home page currently uses two paragraphs of text. Bullet points are recommended to communicate this message.

- Boilers, Water Heaters, Pumps, Storage Tanks, Parts and more.
- Serving British Columbia and the Yukon
- High efficiency and low nox ratings.
- Consulting and Sales
- Green Building Rating System (The LEED Program)

The most important message on the Website is clearly defining the company's brand and key differentiator explained at the beginning of this report.

## Website Navigation

The primary navigation is a significant part of the messaging of the Website. Visitors should be able to get to primary content with one click from the navigation. The key challenge for the site is how to display the products without loss of contact with the Sample Client Website.

### **Basic Navigation Structure**

It is important that the navigation be intuitive so that the user doesn't have to guess how to dig deeper into the Website. The navigation should easily drive users to the content that helps them reach their goals and ultimately to a conversion.

Consider the homepage the widest part of a funnel and the "contact us" and "request a quote" pages the narrowest part of a funnel. The navigation structure should help move visitors through the funnel to the goal.

Some basic navigation principles include:

- Always make the logo in the upper left corner a link to the homepage.
- "Home" should go consistently to one page.
- Make the navigation consistent throughout the site so the user doesn't get confused about where they've been and where they are going.
- Make sure the on-page content is consistent with the navigation so that when a user clicks on a link they find what they are expecting to find.

## Recommended Site Map

- **Home**
- **Products** - Includes a summary of the key product lines and a thumbnail list of the suppliers and their logos for easy access and links to their Website home page. It should include their logo, a brief description and links to key products or product lines.
- **Suppliers**
- **Client List and Projects** - A thumbnail approach that is short on content and heavy on photos with captions.
- **Services** - Sales and design assistance and additional content on the value added services provided by Sample Client.
- **Parts and Accessories** - A list of parts and accessories with links to a form that can be submitted for sending in an order.
- **Facts and Myths** - This content section will review key sales objections and other content to educate buyers about the process and the value of Sample Client. It can include ROI information and more.
- **Resources** - Links to industry information and other content.
- **About Us**
  - Bio of key team members with photos
  - The Sample Client Process
  - Company President
- **Contact Us**
- **Request a Quote**

## Links to Manufacturers and Product Information

A thumbnail approach is best used for displaying the manufactures. The manufacture's Website can also be placed inside an iframe or displayed in a new browser window so users can easily get back to the Sample Client Website.

Each thumbnail should have a brief explanation of the manufacturer and what they do well and why their products are a smart choice for the Sample Client target market.



Another key area to review is user access to individual product information and how that information is accessed. The thumbnail can include links to the Sample Client preferred or most popular products from each manufacturer.

Here are examples of sites that use thumbnails:

[Cleaver-Brooks boilers, boiler service, boiler parts | CANNEPP](#)

[Raven Boilers - Commercial hydronic boilers by name brand manufacturers](#)

## **Conversion Strategy**

Website visitors connect with this company through the content, knowledge base, photos and plans of products, a process that drives results and ROI, Website professionalism and ease of use, client list, previous projects and other key Website pages.

Points of conversion should be on every page and include a “get a quote” form or similar conversion point.

Offers or incentives to convert should focus on a free quote or consultation. This should be included on all Website pages and in the contact us page. This can also include a free energy or equipment audit and a focus on the ROI of upgrading to new equipment. The site can also include an energy ROI calculator as a value-added link.

## **The Contact Us Page**

The contact us page should include the following:

- Web based Phone Number
- Email address that is spam protected if possible.
- Contact Us form.
- Get a Free Quote form.
- Driving directions to Sample Client office.
- Fax number and address.

## **Post Conversion Strategies**

Sample Client should have a set sales process for dealing with Web leads and all contacts from the Website should go to the firm's email marketing list, regardless of whether or not they are ready to buy. A great service for clients might be a free equipment audit or other form of consultation that adds value. Sample Client should be very strong in this area and close Web leads at a high percentage.

Sample Client may be able to make use of [www.btob-leads.com](http://www.btob-leads.com). This Website site includes data on the specific organization that is visiting the Website. The technology works well for B2B companies and sites that can aggressively pursue sales leads, have strong conversion rates and high price point sales opportunities.

## Website Design and Development

### Home Page Design

The home page should communicate directly the site's mission and move users easily and quickly into deeper information that helps them reach their goals. The main objective of the home page is to clearly state what the Website is about and invite the user into a deeper interaction with the Website.

- Users will expect to see a professional and simple design that does not get in the way of the content or information about the company and products.
- The current logo should remain in the upper left hand corner of the site and company colors of grey and red can be used if needed.
- Graphics should be simple, clean and support the content and photography. The logos of the supplier companies should be used in the thumbnail section.
- There is no need for unique fonts. Fonts should be standard Web fonts read by all browsers.
- Images and photography should be of the products, projects and Sample Client staff. The site does not need clip art.
- The site will be built in a Joomla CMS platform.
- Use a white background for photography and logo placement.

Websites with appealing designs:

[www.Viessmann.com/en](http://www.Viessmann.com/en)

[www.CobaltEngineering.com](http://www.CobaltEngineering.com)

[www.Can-Aqua.com](http://www.Can-Aqua.com)

[www.Honeywell.com](http://www.Honeywell.com)

[www.PexSupply.com](http://www.PexSupply.com)

[Buderus Heating Systems | Commercial and Residential Boilers | Energy Efficient](#)

## Website Content Strategies

The content strategy for the site is important to drive conversions. Images and photos with captions will help tell the story and drive results.

- Product and service content recommendations include brief bullet points, paragraphs with titles, captions on photos and images and detail PDFs and specs available for products as needed.
- Include pricing on the Website. This can also be a conversion point for prospect to call and inquire about costs and budgets.
- Company locations should be listed in the footer on every page and in the contact us page.
- Update Copyright information in the footer and keep it current.
- Interactive components may include an ROI calculator and the ability to send in an order for parts or accessories via fax or submit form.
- The clear advantages of Sample Client approach to the sale and solving the problem should be included in content areas throughout the site.
- The clear advantage of the product and accessory selection should be in bullet points on the site and in the product pages.
- The accessory selection for Sample Client should be used as a competitive advantage.
- Use of photography and captions to tell the Sample Client story and sell these advantages will be very important to drive conversions, especially in the projects pages.
- Sample Client should consider a video to communicate their benefits and for distribution on YouTube.

## **Traffic Generation**

Effective strategies for driving targeted traffic to the Website will be very important in driving leads. Here are the key areas to implement and develop strategies for traffic generation. These areas will be explored in more depth and implemented in the monthly marketing program.

### **SEO (Search Engine Optimization)**

Keyword research and SEO should focus on the following areas:

- Company brand name
- Product brand names
- Top niche search terms in U.S. for companies looking to find Sample Client and their product lines.
- Sample Client to send IWS key search terms to start research.

Thread the keyword phrase throughout the Web page to drive SEO results. Include it in the URL and page titles keeping it under 65 characters. Put the key word phrase in the meta description under 150 characters. Include it in the H1, H2, H3, alt and title tags on that page. Finally, place the keyword phrase in content on the Website page as is appropriate to communicate the message.

### **PPC (Pay-Per-Click)**

PPC should be tested and a campaign established following launch of the new site and full completion of SEO research and analysis. The focus should be on very niche terms that will drive highly qualified traffic.

### **Email Newsletter**

A monthly email newsletter should be developed for all Sample Client clients, prospects, referral sources and other key partners. The newsletter should focus on tips and suggestions around the work and installation of all products and Sample Client services. It should not sell, but rather inform and drive traffic to the Website. The newsletter will be effective even if targeting a small list of subscribers. A schedule and list of topics will be developed in the monthly marketing program.

## **Content Strategies**

The content developed for the Website and general online distribution will be critical in developing the site's competitive advantage and driving online conversions. Topics for online include:

- Myths and facts about heating water
- Product comparisons
- Green energy and costs savings
- ROI of repair versus new equipment
- The sales process for Sample Client
- Other topics as determined in keyword research and in the monthly program.

Distribution channels for this content include the following:

- Company and Industry Blog
- Podcasts
- Webinars
- Images
- Company videos for YouTube and the Website
- Related industry Websites and portals.

## **Linking Strategies**

This includes links to the Sample Client site from any Website that is visited by the target market. Supplier Websites should link to Sample Client.

## **Social Networking**

Facebook  
LinkedIn  
Twitter

## **Offline Marketing**

Any marketing done by Sample Client should include an interaction or visit to the company Website.

## Performance Evaluation

Intuitive Websites will be monitoring the traffic and evaluating the effectiveness of each strategy outlined above. This data will show what is working and will also help us evaluate how we can continually improve the site to increase traffic and leads. Intuitive Websites will report these findings each month as a part of the monthly service and will implement action items and recommendations to improve the Website's performance.

Google regularly releases data that can be used to benchmark Website effectiveness. This is part of the Google Analytics sharing program and is provided to Web marketers that allow their data to be shared. Learn more at this link: [Analytics Help](#)

### **November 2010 - February 2011**

- Average Pages per Visit - 4.5
- Bounce Rate 47% (Global)
- Bounce Rate 42.5% (US)
- Average Time on Site 5:23 minutes
- Conversion Rate on Goals: 1%

Traffic Sources	Pages / Visit	Bounce Rate	Avg Time on Site
Direct	4.0 (-0.5)	47.2% (-4.0%)	5:21 (-0:07)
Referral	5.0 (+0.1)	43.1% (-1.1%)	6:36 (-1:48)
Organic Search	4.9 (-0.1)	47.9% (-1.1%)	4:43 (+0:06)
CPC Search	5.6 (+0.0)	41.4 (-1.7%)	3:57(+0:07)

% Visits from Sources	11/1/09 - 2/1/10	11/1/10 - 2/1/11	Difference
Direct	36.5%	36.8%	+0.3%
Referral	21.0%	19.4%	-1.6%
Search Engines	27.0%	28.0%	+1.0%
Other	15.5%	15.8%	+0.3%

IWS clients on average see much better than average.

## **Additional Recommendations**

- Clearly define the key selling proposition for the firm by target market.
- Conduct more detailed market research of the target market and their needs.
- Identify key content areas for the Website to grow content over time and maintain the company email newsletter.
- Consider additional online resources such as eCommerce or calculators.
- Development of a company blog that positions Sample Client as an expert in the field and a key resource for the target market.
- Discuss and prep for company newsletter to be sent monthly.
- Move forward on design and development of new Website.
- Assign content recommendations.



## **Action Items**

The purpose of this section is to track recommended action items throughout the building of this report and after the presentation of the report to Sample Client. This list should provide the first steps for marketing the new Sample Client Website and also outline what will be done in the monthly program.

These action items can be set based on priorities and maximum return.

## **Monthly Website Marketing and Performance Program**

This report becomes the starting point for the monthly performance program to drive leads and sales results and measure the overall effectiveness of the Website.

Detailed Website Audit found here:

[Technical Site Audit Checklist | SEOmoz](#)