

ECOMMERCE-SAMPLE COMPANY – WEBSITE REPORT

www.ecommerce-sample.com

Written by: Conative Business Inc.

Date: 08/06/09

Pages: 12

I. PURPOSE:

This is a sample case study of a client who need website review for an ecommerce website. All the statistics used in this website are public information from Web Analysis services e.g. Alexa and SEMRush and does not contain any confidential business information. This sample website report shows you the quality information you will receive when you use our Website Report Service.

The purposes of this report are to provide

- (1) A **clear overview about your website performance**, bases on **analyzing Website statistics** and **comparison to several of its competitors**.
- (2) **If your online presence (Website, Blog, and Social Network accounts) is effectively contributing to your Marketing performance**, and
- (3) **What should be done to best use Internet to leverage your business**.

We use two popular website analysis tools, Alexa (www.alexa.com) and SEMRush (www.semrush.com) to evaluate the performance of your current website, www.ecommerce-sample.com.

Statistics is roughly estimated, not 100% accurate, but can give us a clear picture about how a website works. The best way to have accurate statistics about your website is to have **Google Analytics** setup for your website. But that's require domain and hosting information so we will not use Google Analytics at this step.

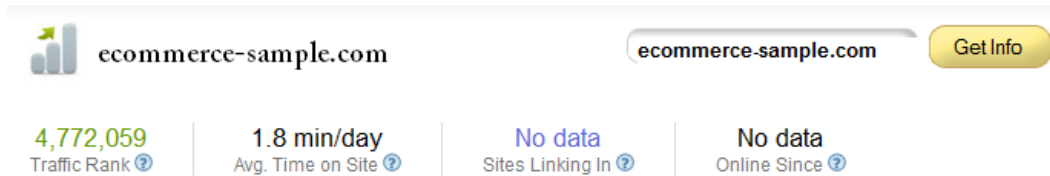
We compare your website statistics with four other successful online businesses, so you know how the successful websites work.

II. WEBSITE STATISTICS:

1. Is your current website effective?

Statistics shows that **your website does not work.**

Ecommerce-sample.com: This is a new website and the traffic is still low.



Alexa ranking is 4,772,059 , which is very low for Ecommerce. Good website has ranking less than 500,000. The three successful ecommerce websites we compare (except success-sample3.com has Alexa ranking around 343,000) have ranking less than 40,000 which are amazing.

Average time on site is 1.8 min/day, is another not good indicator. The higher the time, the longer users browse around your website for products. Success-sample1.com has 3.9 min/day, while success-sample2.com has amazing 8.5 min/day. Success-sample4.com and success-sample3.com are less impressive, with 2.3 min/day.

Domain Age: Your domain is too new, registered in 2009 (source: www.whois.net)

```
Domain Name..... ecommerce-sample.com  
Creation Date..... 2009-02-01
```

It is *fairly difficult to do Search Engine Optimization for website with new domain*, because Google consider the age of the domain is extremely important. Secondly, if the domain contain keywords that you want buyers to search for, it is better. Your domain does not have these two.

There are other statistics that is necessary to evaluate your website.

Bounce rate: The rate of visitors who quit after seeing your homepage only because they find it not relevant or useful. Good bounce rate should be 35% or less.

Pageviews/user: The average number of pages that a visitors view in your homepage. Good pageviews/user should be at least 4 pageviews/user or higher.

However, because your website is new and **the traffic to your website is too little**, thus Alexa statistics for your website is not yet reliable enough so I do not mention here.

To have accurate statistics for these numbers, you should have Google Analytics setup for your website (if you did not do so). Alexa is an estimation tool for pre-evaluation and will not be as accurate as Google Analytics, which provides lots of useful information.

Search Engine Traffic:

80% traffic in Internet is from Search Engines. Thus, Search Engine Optimization (SEO) and Pay Per Click (PPC) are usually must-have for Ecommerce websites.

rank	10383889
Google SE Traffic	0.0k visitors/month
SE Traffic price	\$0.0k per month

Organic keywords 9 of 9				
Keyword	Pos	Average vol.	CPC	URL
watches with white bands	19	16	0.05	http://...10.html
white square sunglasses	19	36	0.88	http://...08.html
iced out caps	14	0	0.05	http://...53.html
watch with white band	14	12	0.05	http://...10.html
square sunglass	5	12	0.05	http://...11.html
silver sunglass	5	12	0.05	http://...28.html
fashion dropship	14	28	0.05	http://...ip.aspx
dropship fashion	20	28	0.05	http://...ip.aspx
fashion dq	20	46	0.54	http://...25.html

Google SE Traffic: 0.0k visitors/month, means that there is very few visitors come to your website recently through search engine.

Among the keywords in the list above that you do rank acceptably, only “white square sunglasses” is a keyword that has good traffic. Other keywords has “Not enough data” means almost nobody searches for them.

Here are the keywords that your website is optimized for, but so far you cannot compete for those keywords:

“magnetic bracelets, magnetic jewelry, titanium magnetic bracelets, magnetic therapy bracelet, magnetic bracelet, Hiphop watches, Designer watches, Fashion Watches”

Note that the actual traffic to the above websites can be higher via Referrals from other websites, email marketing or direct traffic (people type in web address directly).

Once you finish defining your target clients, it is worth to use PPC to drive direct traffic to your website. You paid for the click once, but that client can come back many times later.

2. Key statistics of successful ecommerce websites:

2.1. success-sample1.com: success-sample1.com is a very successful ecommerce website, selling digital devices e.g. digital camera, mp3 players, etc. It enjoys very high Internet traffic.

Success-sample1.com **Alexa ranking** is 8,743 which is far from excellent. **Average time on site** is 4.0 min/day, another excellent number (yours is 1.8 min). **Site linking in** 686 (yours is unable to be calculated), which shows many websites are linking to this website and enhance the website credit. This website has been around for 10 years that explain why it enjoys much success, because Search Engines love long-existing domains.

success-sample1.com has **bounce rate** 44.8%, which is not very good (should be less than 35%), **pageviews/user** excellent, 4.11.

success-sample1.com

DVD R Media online store offers DVD Media,DVD-R Media,DVD+R media,especially Ritek DVD R media,Verbatim DVD R blank media and DL DVD R Media with coupons,Lightscribe Media,DVD-RW,DVD+R,DVD+RW,DVDR Disk Disc,Inkjet Printable,CD DVD Cases,Labels,CompactFlash card flash memory,SmartMedia (SSFDC),MultiMedia Card for Digital Camera,MP3 player compatible inkjet cartridges and toners for Epson,Canon,HP.

- 7 Reviews
- 8,743 Traffic Rank
- 4.0 min/day Avg. Time on Site
- 686 Sites Linking In
- 21-May-1999 Online Since

Success-sample1.com: 90,000 visitors/month via Search Engine (or 3,000 visitors/day) just from Google Search Engine (organic search – or unpaid search). It ranks in top 5 of many high traffic keywords e.g. dvd media, blank media, blank dvd etc.

rank	12253
Google SE Traffic	90.0k visitors/month
SE Traffic price	\$142.8k per month

Organic keywords 10 of 40 498				
Keyword	Pos	Average vol.	CPC	URL
	1	9 900	0.96	http://...ne.com/
dvd media	2	22 200	1.36	http://...ne.com/
blank media	2	12 100	2.22	http://...ne.com/
dvd r	9	49 500	1.25	http://...ne.com/
dvd blank media	2	9 900	1.83	http://...ne.com/
	2	9 900	0.96	http://...45.aspx
blank dvd	3	12 100	1.81	http://...ne.com/
dvd blank media	3	9 900	1.83	http://...26.aspx
	3	9 900	0.96	http://...ne.com/
dvd cases	5	14 800	2.38	http://...ne.com/

success-sample1.com also spend money on Pay-per-click search, around \$8,200 month that drive 6300 visitors/month.

AdWords Traffic	6.2k	visitors/month
AdWords Traffic price	\$8.5k	per month

2.2. success-sample2.com: This is one of the best ecommerce websites that I've seen. Go live in 2007, too young but it can go all the way up to **Alexa ranking 16,235**, which is amazing (remember Alexa or Search Engines consider long-existing domains is more credit! And this one is too young). It has smart marketing strategy associating with Celebrities dresses at very reasonable price. Its **time on site** is perfect 9.3 min/day. **Site linking** is 146, which is normal.

success-sample2.com has **bounce rate 30,5%** which is great, and amazing **12.7 pageviews/user**.

Success-sample2.com

is your one stop source for first-quality fashion products at unexpected prices
 is an incorporated women's clothing shop based out of one of the nations hottest fashion capitals in Southern California.

★ ★ ★ ★ ★ (No reviews yet)	16,235 Traffic Rank	9.3 min/day Avg. Time on Site	146 Sites Linking In	No data Online Since
-------------------------------	-------------------------------	---	--------------------------------	--------------------------------

www.success-sample2.com registered in 06/28/2007 (source: whois.net)

success-sample2.com: 61,100 visitors/month via Search Engine (2000 visitors/day)

rank	15880
Google SE Traffic	68.4k visitors/month
SE Traffic price	\$55.3k per month

Organic keywords 10 of 4 444				
Keyword	Pos	Average vol.	CPC	URL
dress women's clothing	4	165 000	1.11	http://...ar.com/
clubwear	1	22 200	0.81	http://...ar.com/
dresses women's clothing	10	165 000	0.84	http://...ar.com/
club wear	1	9 900	0.63	http://...ar.com/
club dresses	1	9 900	0.47	http://...ar.com/
club clothes	1	6 600	0.52	http://...ar.com/
wedge women's shoes	5	49 500	1.55	http://...es.html
	11	33 100	0.87	http://...ar.com/
	11	33 100	0.79	http://...ar.com/
club dresses	2	9 900	0.47	http://...ss.html

2.3. success-sample3.com

If you ever look for printer ink online, you will remember success-sample3.com. It does great job in email marketing for buying ink online. It has all kind of inks at combo price, and enjoy great success.

Alexa ranking is 343,249, not as good as the other website. It has bad **average time on site** 2.3 min, and its **Site Linking in** is normal, 157. It has **bounce rate** 55% which is not good, and low **pageviews/user**, 2.2.

success-sample3.com

Source for Canon Brother Epson Lexmark HP ink cartridges, cheap ink refill kits, inkjet cartridge, toner cartridges,laser cartridges, toner refill kits and more...

343,249 Traffic Rank
 2.3 min/day Avg. Time on Site
 157 Sites Linking In
 02-Oct-2000 Online Since

www.success-sample.com registered in 10/02/2000 (whois.net)

Success-sample3.com does fairly good in Search Engine Optimization: It has 18,500 visitors/month via Search Engine (600 visitors/day) from Google organic search, and rank high in very good keywords e.g. “ink cartridge”, “inkjet cartridge canon”, or “ink toner”.

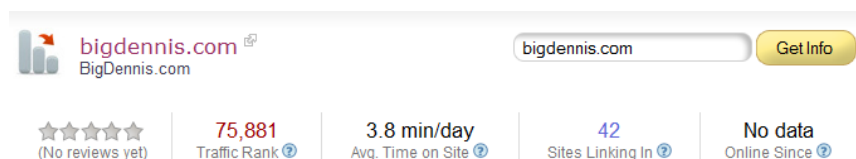
rank 48151
 Google SE Traffic 20.8k visitors/month
 SE Traffic price \$98.4k per month

Organic keywords 10 of 8 810				
Keyword	Pos	Average vol.	CPC	URL
inkjet cartridge canon	1	1 300	4.13	http://...rt.html
ink cartridge	7	14 800	5.30	http://...nk.com/
laser toner cartridge	4	4 400	5.74	http://...nk.com/
laserjet 4000 toner	1	480	9.06	http://...00.html
ink toner cartridge	1	480	6.64	http://...nk.com/
ink cartridges	16	40 500	5.87	http://...nk.com/
nec toner	1	390	4.12	http://...es.html
hp 840c	1	390	1.93	http://...0c.html
ink toner	5	3 600	5.59	http://...nk.com/
laser toner cartridges	5	3 600	6.69	http://...nk.com/

2.4. success-sample4.com

Success-sample4.com is also extremely successful, with **Alexa ranking** 36,246. As you can see, it is important for ecommerce website to have a lot of traffic, thus improve the Alexa ranking. **Average time on site** is also good, 3.8 min/day. **Site linking in** is 42, which is much worse than Meritttime. Domain created on 08/04/2005, not too long, thus its performance is really good.

Success-sample4.com has excellent bounce rate 15.2%, and good pageviews/user 3.64.



I could not retrieve Search Engine Optimization data for success-sample4.com as it is in different language.

3. Website Backlinks:

Backlinks are links from other websites to your website. The more backlinks the website has, the more credit it is. Backlinks are very important to have high ranking in Search Engines.

At Backlinkwatch.com, your website has *only 03 backlinks*. This makes your website very less competitive in Search Engine ranking.

While success-sample1.com has 11,240 backlinks, success-sample4.com has 8,453, success-sample2.com has 4,321 and success-sample3.com has 1,270 backlinks.

III. WEBSITE ISSUES AND SUGGESTIONS

There are **three factors** that make a good website: **Design, Content, and Functions**. If your website has elegant, user friendly design, rich, quality, persuasive content, and useful functions, you'll improve the website performance, e.g. average time on site,

1. Design

Design is the first step or marketing. People buy what they love. Tom Peters, the marketing guru, said: *"Design is about passion, emotion, and attachment – and it must be at the heart of every business"*.

People have 0.7 second to have first impression about your website. And that first impression is the impression they have about your business. Just like you meet a new person, the first impression counts, and mostly true.

Your website is simple, fairly elegant. I like its design style. Layout is good, color is nice, decoration is beautiful, text is clear enough and product images are fine.

But it needs to be more direct to the buyers, more user-friendly. You already have left menu, you can skip the repeated categories in the middle of homepage.

Put the hottest products of each category, with nice pictures and clear price, in a row in the middle of homepage. End of row, put "View all items in this category". The coupons, discount items should be in first half of the homepage so viewers can see easily.

In product list in a specific Category, Item name should be in bigger size to capture attention.

In product details page, put Price first, product description the second, delivery cost third. They need to see the images, the rating, the price and the description to be persuaded to buy. Then they care about shipping later.

2. Content for Marketing

Content is King. Rich, quality content is the most important factor to persuade visitors to do business with you. If great Design makes visitors love, great Content make them act.

Your website is content-rich, which is good. But to be successful, online or offline, we need to develop an **effective message**.

Defining your message, and transfer that message clear to your visitors through your content will make your website successful.

I often buy inks at success-sample3.com because I can easily find the ink I need via effective search function, and the price is much cheaper than Staples store nearby. "Have all the inks you need at much cheaper price" is a simple message, at least with me, a regular customer. I have good experience buying from them so I keep coming back.

We can only provide insight comment about content after we fully understand your business, by having the answers for several key questions:

- Who are your clients?
- Who are the visitors of the website?
- What is the uniqueness or competitive advantages of your products?
- What do they want to see FIRST from your website?
- What do you want them to know FIRST about your website?
- What is the first impression you want them to have about your website?

3. Technology:

I see you have a completed ecommerce solutions so there is no need for comments on this section.

However, you should include News and Blog section to write about hot products and do some viral marketing.

Adding web video about models wearing your watches or bracelets would be nice. You can also post the videos on YouTube and drive some traffic to your website.

IV. ONLINE MARKETING

Nobody will buy from you, or use your products/services if they could not find you. Looking at the SEO statistics of your competitors, you can see driving traffic to the website is the key for ecommerce success.

There are several key Internet Marketing activities that drive traffic to your website: Search Engine Optimization (and Pay-per-click), Blog and Social Media Marketing, Email Marketing, Banner Ads.

Only with effective Internet Marketing, your website solution can become a complete solution that can generate revenue for you.

1. ***Search Engine Optimization (SEO):*** is the service that optimizes your website to Search Engines so that people can search and find your website. Analysis shows that 78-82% traffic to a website come from Search Engines. E.g. A person type in Google “your product name” and your website appear in the top places of the list of results, so they click to view your website. There is Organic Search (unpaid search) and Pay-Per-Click (paid search).

This is the area you can do a lot better. We can help you do much better organic SEO for your website. While SEO often takes very long time (around 4-6 months to 1 year) to see the effectiveness, your website has potential to rank high in Google if you focus on providing good content and nice product images.

2. ***Blog and Social Networks Marketing:***

The keys are build quality content and successfully broadcast it to social networks with millions viewers. Facebook recently reach 68 million unique visitors/ month, followed by Myspace with 58 millions, Linked in, 11 millions. Twitter also has over 5 millions unique visitors/month (source: CNET 2/2009). Social Networks and blogs have become more popular than Email (source: Emarketer).

You should create and maintain a Facebook account, a Twitter account, a YouTube account for your business, and connect with your business connections, colleagues, friends, etc. You can develop relationships online via social networks and drive them to your website.

In our services, we can broadcast your website to 30-50 different social networks and social bookmarking websites that relate to your industry, with clear strategies and quick updates useful news and status to attract audience to your website. You just need to provide us good content which you already have.

3. **Email Marketing:**

Not as hot as the above, email marketing remains to be an effective way to communicate with your potential clients if done properly. It is especially useful to deliver your news releases to readers.

I believe you are sending out Newsletter frequently with attractive coupons to various people. If you don't, let's do it soon. This can be very effective. We can help you design the template of the newsletter, setup the system, and create a plan for email marketing.

4. **Banner Ads:**

Banner Ads can drive a lot of traffic to your website, but it is costly and has fairly low click-through rate, around 0.1%. Banner Ads is still used a lot by advertizing agencies to promote branding.

As you do not implement any of the above Internet Marketing Activities, we could not provide more details comments. Instead, in the next section we will focus on How we can help you succeed.

V. ABOUT CONATIVE BUSINESS INC.

Conative Business Inc. founded in 2008 in New York City, providing high-end website, online marketing and web security solutions. We now grow into a 24-staff company with offices in New York City, US and Ho Chi Minh City, Vietnam. We have various clients throughout United States, who are businesses, networking organizations, celebrities, restaurants, and others.

Our services are:

Website Design: Create quality designs that inspire viewers

Website Development: Provide Content Management, Flash, eCommerce, Blog, Forum, Webinar, Video Gallery, Live Chat, etc

Search Engine Marketing: Do Search Engine Optimization, Pay Per Click Management

Social Network Marketing: Grow your business with Facebook, Twitter, Linked In, My Space, YouTube, and do Blog Marketing. Create Viral Marketing effects via Social Media.

Content Strategies: Develop Content Strategies for Blog, News Release, Podcast, Video

Web Security: Fix website security holes, immediate react with Internet attacks

If you have any questions about the information in this analysis, feel free to let me know at janebui@conabiz.com or call me at 646-270-5136. I'd be happy to help you.

Jane Bui

CEO – Conative Business Inc.

72-49 Loubet Street, Forest Hills, NY 11375

Tel: 1-646-688-4899

Fax: 1-646-216-9789

Cel: 1-646-270-5136

janebui@conabiz.com

www.conabiz.com