

# Have your web leads or sales changed?

How to carry out **Insight  
Audits** to find out why?

*Ann Stanley*

May 2022



# *Introductions*

## *Ann Stanley*

- 20 years in digital marketing
- Founder & CEO of Anicca
- 15 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing



# About Anicca

**2007**

*Est*

**28**

*Crew*

**45+**

*Clients*

- Supporting your digital ambitions.
- **No Ego and No Bull**, we invest in relationships with businesses and brands to drive growth and succeed in what we do.
- Our multi award winning agency in the heart of Leicester speaks for itself.





# Agenda

- Predictable vs sudden changes in website traffic, leads and sales
- The factors that impact supply and demand
- How to determine the causes of fluctuations in your site performance?
- Review of current economic factors
- Auditing sector and competitor performance
- Channel-specific audits to compare your vs your competitors' website performance
- Case study to illustrate the diagnostic process



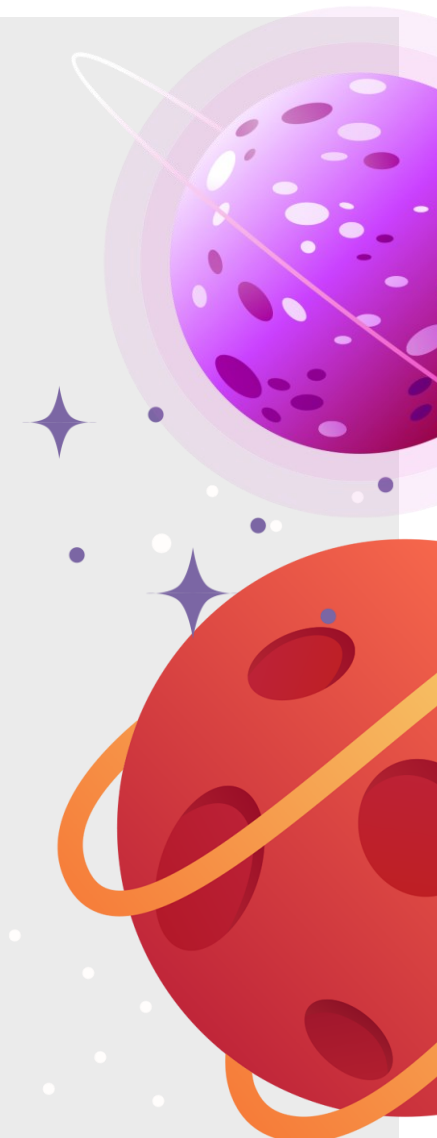


# Predictable vs sudden changes in website traffic, leads & sales



# *Did you have predictable traffic, leads and sales before Covid?*

- Before Covid most businesses would have expected **reasonably predictable changes** in web traffic, leads or sales:
  - **Growing businesses** (investing in marketing) would be able to see month-on-month or year-on-year growth.
  - Companies that were not investing significantly in marketing may have seen a relative **decline in traffic and market share**
  - **Seasonal businesses** could predict the peaks and troughs of their business and when they expected visitors to return.



# *Monitoring traffic and users' behaviour*

- These changes would be **monitored weekly or monthly** by reporting of traffic, leads and sales from the back-end of the website or by using a phone app .
- Most websites would also use **Google Analytics\*** or have a dashboard, such as **Data Studio report**
- Most businesses use year-on-year comparisons, and look for variations, such as those caused by an early Easter or different weather patterns

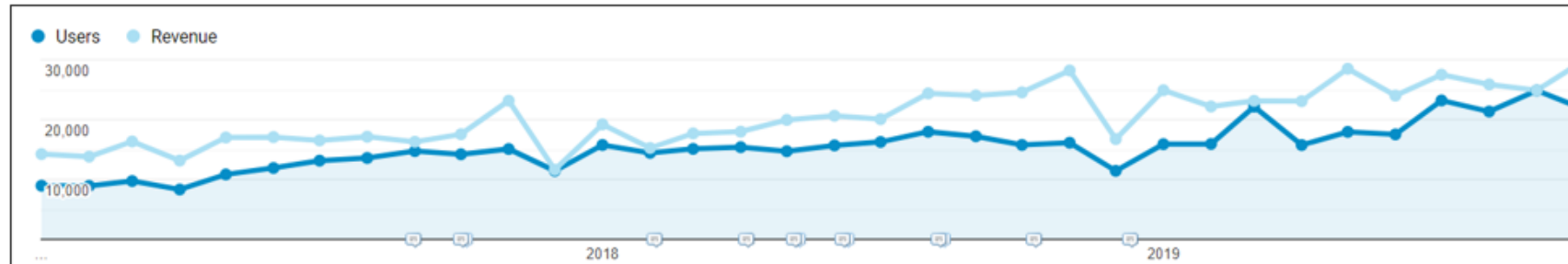
*\*Google is retiring the standard Universal Analytics next July, so you need to migrate to GA4 as soon as possible*



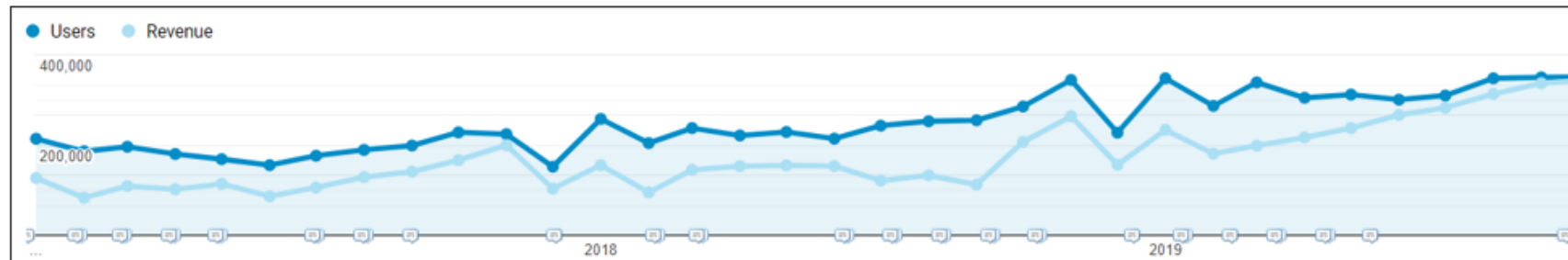


# Gradual increase in traffic & revenues

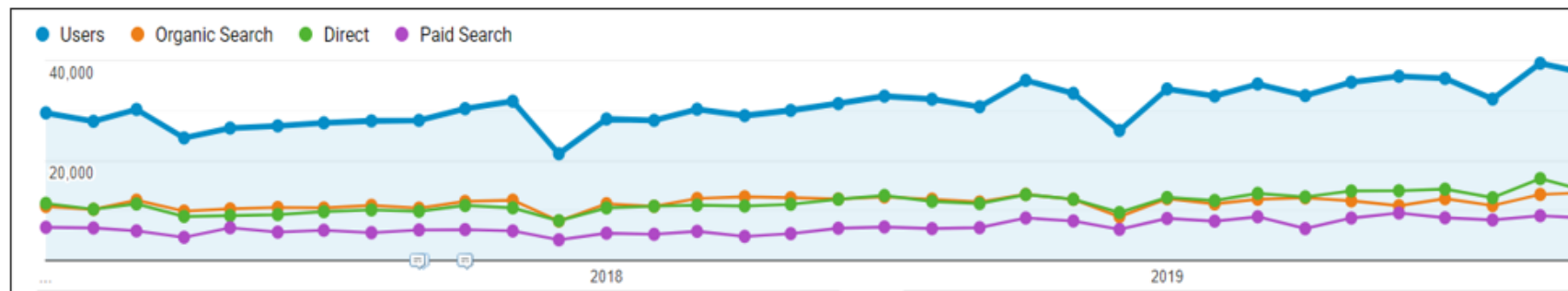
Labels  
(ecommerce)



Flooring  
(ecommerce)

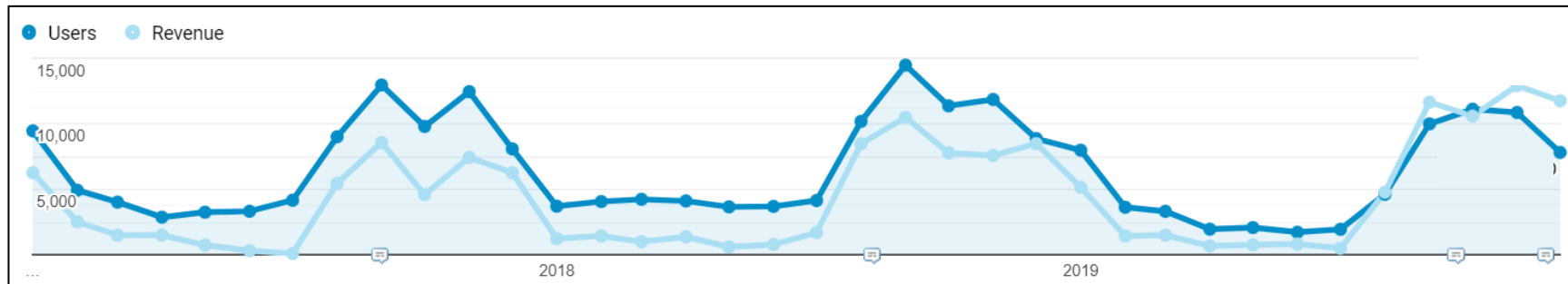


Barcodes

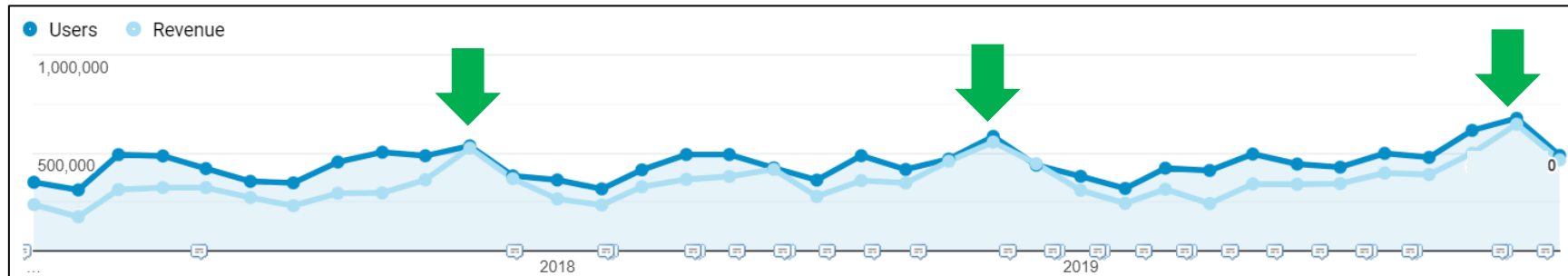


# Seasonal businesses

Winter sports

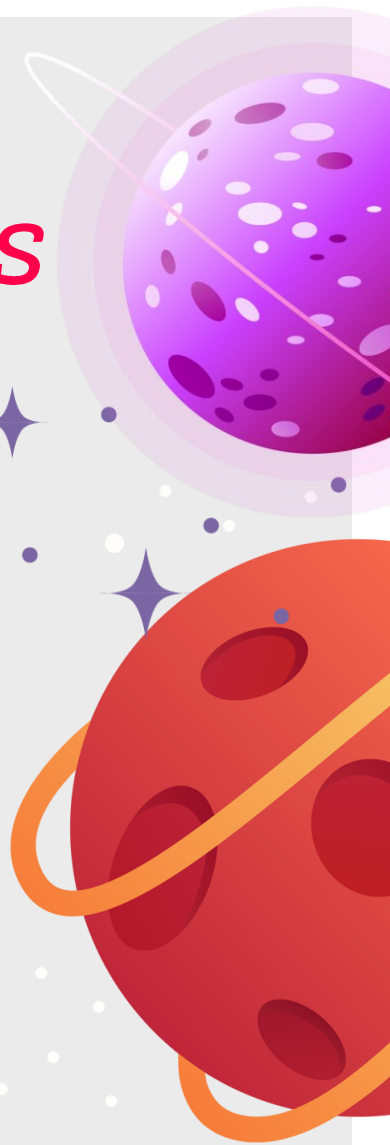


Shoes



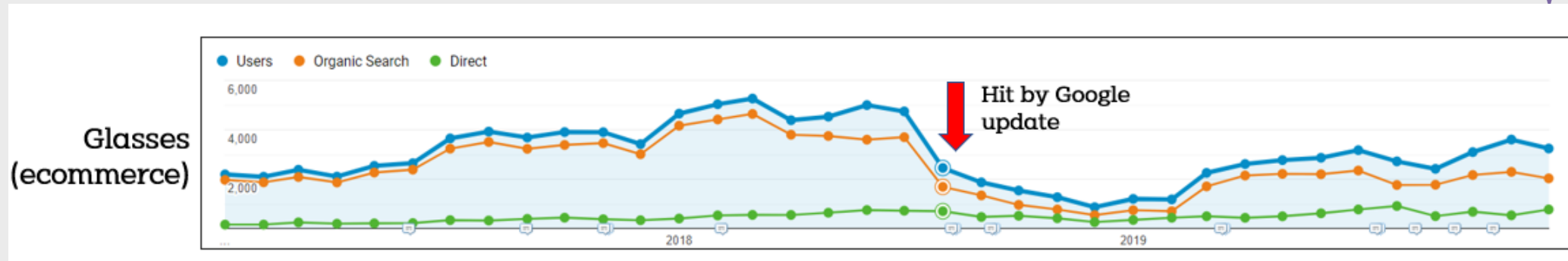
# *Causes of sudden or unpredictable changes in web traffic, leads or sales*

- Any big changes in traffic, leads and sales tended to be triggered by:
  - **Annual spikes or events** like Valentine's Day or Black Friday
  - **Algorithm changes** in the search engine, resulting in shifts in rankings and corresponding drops or increases in organic traffic
  - Changes in **marketing activity by you or a competitor**, such as investing in paid media, launch of a TV/radio campaign, which could also result in increased organic search for a brand or direct traffic to your site
  - Other **external factors**, such as **good or bad publicity** over a new product, another brand or change in demand
  - **Rarer geopolitical events** like Brexit, the banking crisis or a recession, where the impact may have happened quite quickly or over several months

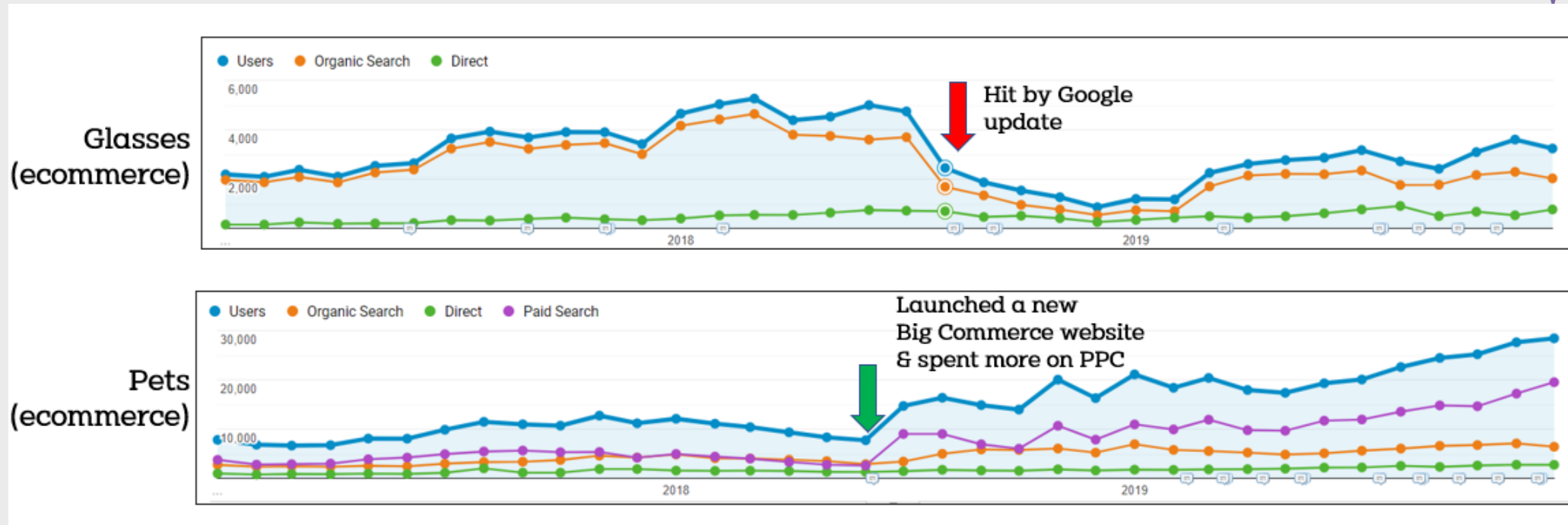




# *Big changes in traffic & sales caused by external & internal factors*



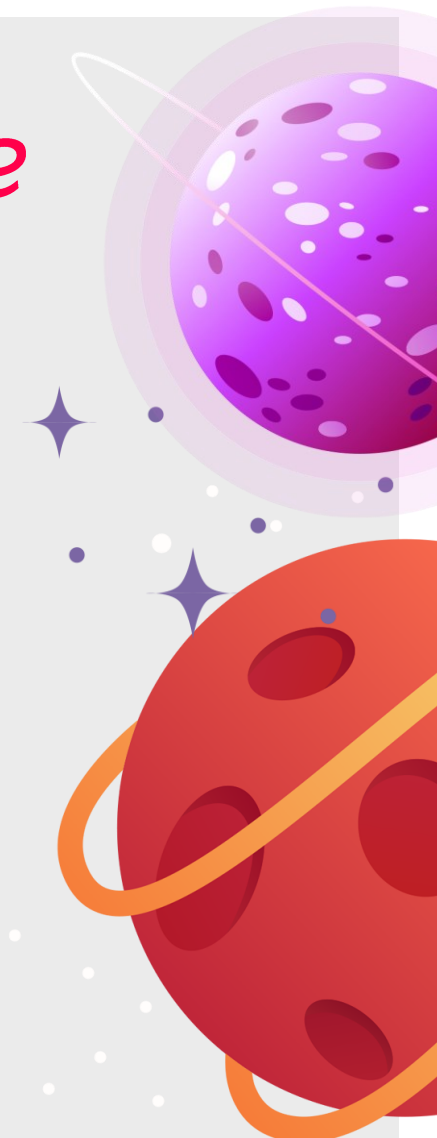
# *Big changes in traffic & sales caused by external & internal factors*



# *Why web traffic, leads & sales have been so volatile during to covid*

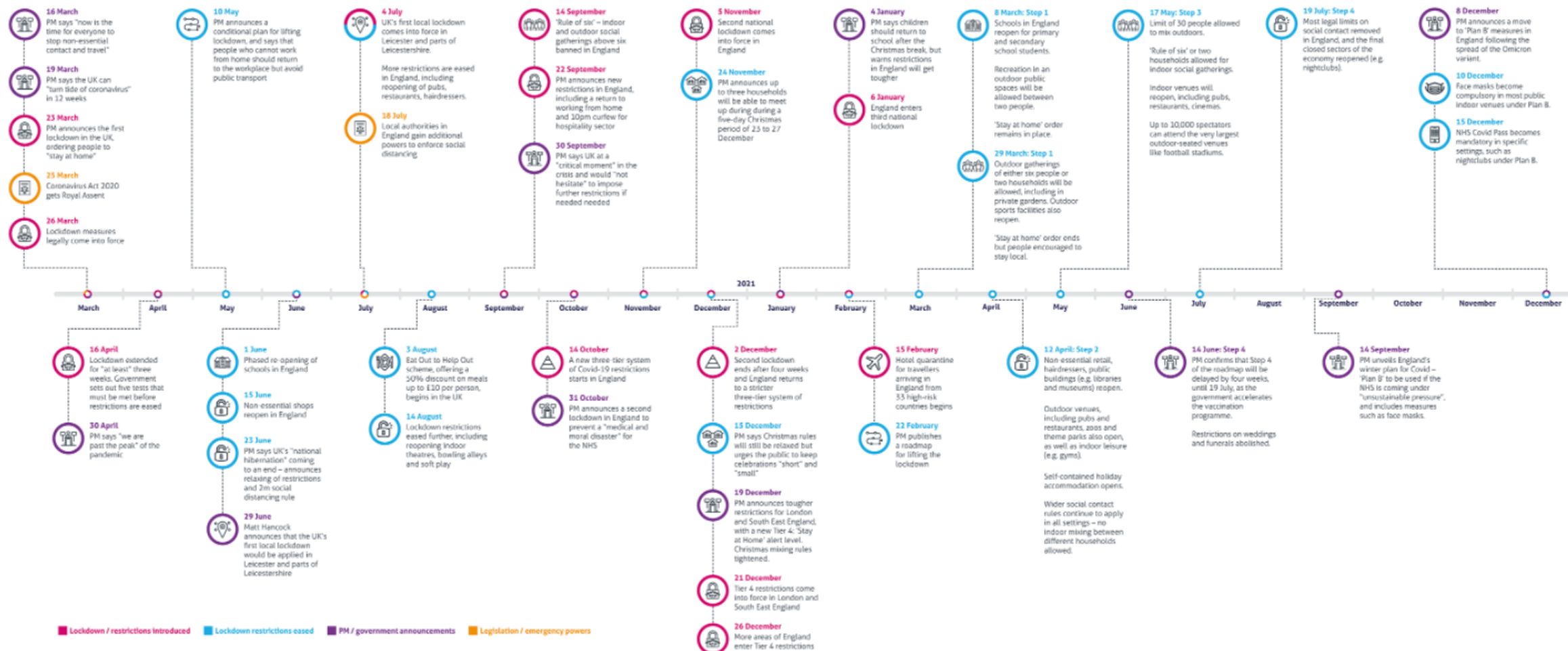
Covid and lockdowns have impacted our behaviour

- **Initial impact of Covid and lockdowns** caused huge impacts on demand, for products or services
- Longer term **changes in behaviour**, such as digital transformation of businesses, new users of ecommerce and more competitors
- Following lockdowns, there were often significant **reversals of demand for ecommerce** when retail opened
- Big changes in demand for **specific products like home, garden, fitness etc.** where increased demand was driven by **working from home**, restriction in travel or socialising, and in some cases more disposable income
- More recent changes in demand in 2022, as consumers **switch their buying behaviour to other products**, such as foreign travel



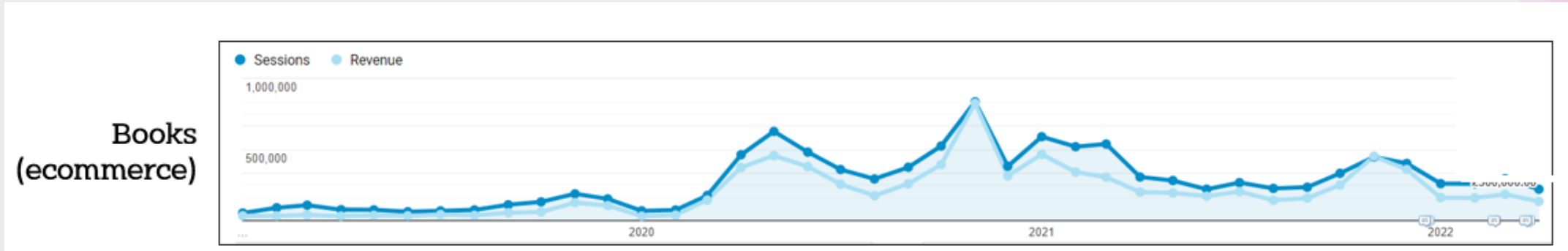


# Timeline of UK government coronavirus lockdowns and measures, March 2020 to December 2021

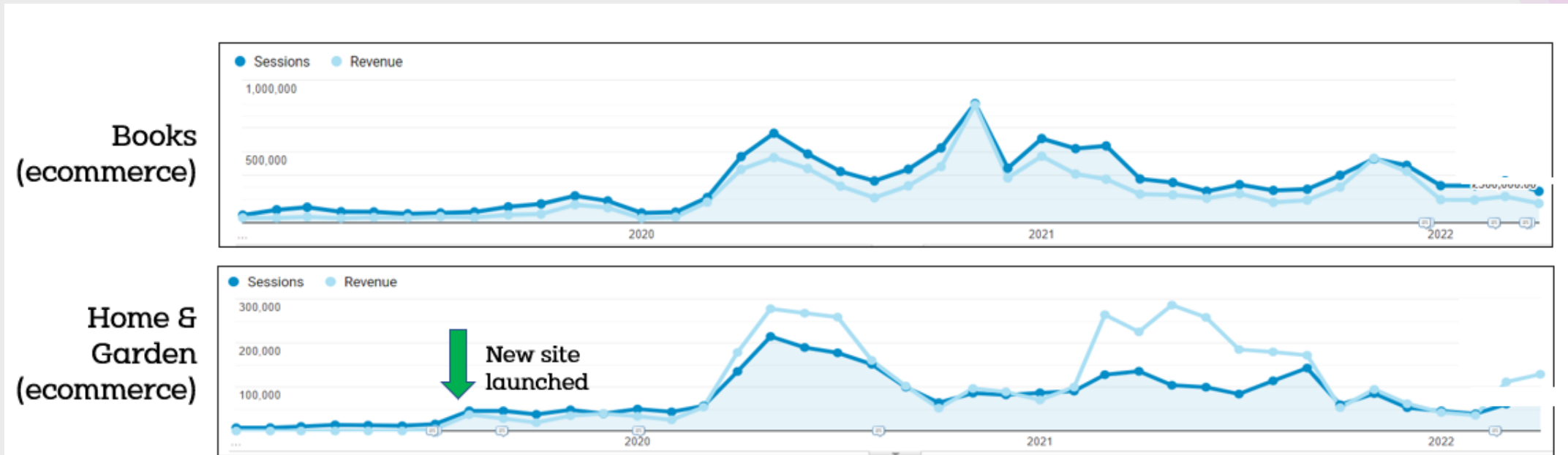


Source: Institute for Government analysis.

# *Big changes in traffic & sales over the last 2 years*

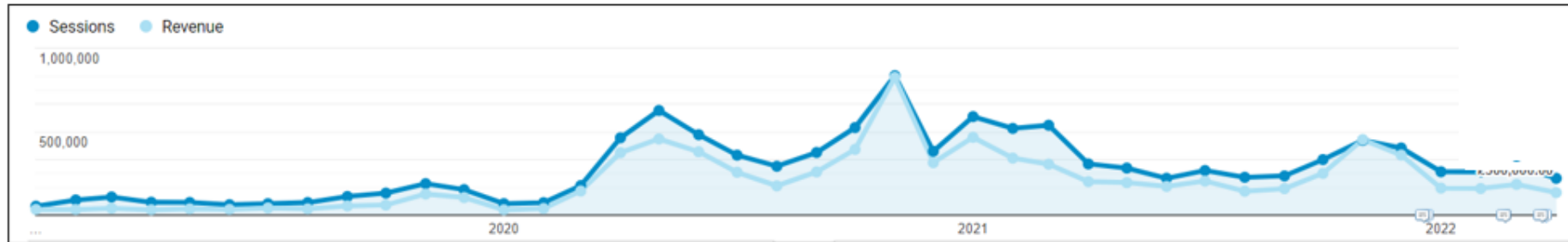


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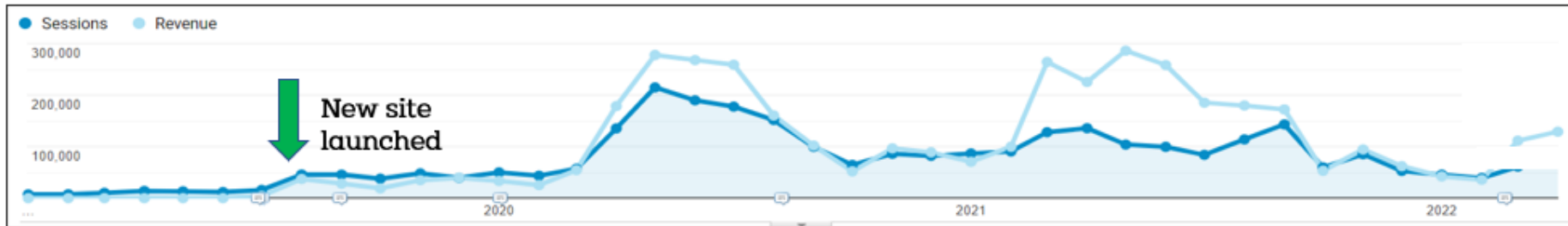


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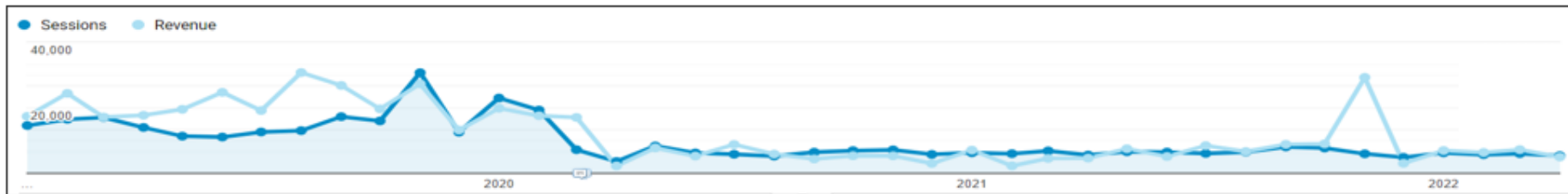
Books  
(ecommerce)



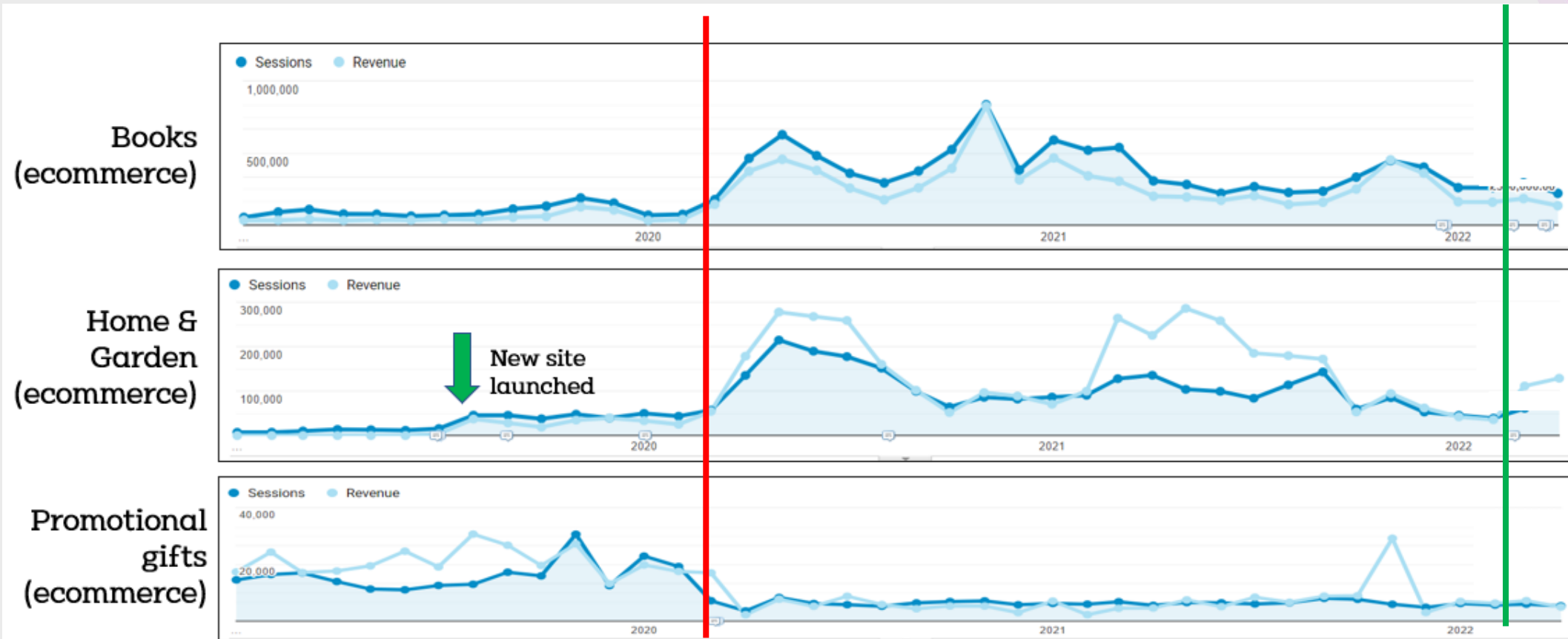
Home & Garden  
(ecommerce)



Promotional gifts  
(ecommerce)



# *Big changes in traffic & sales over the last 2 years*



24<sup>th</sup> February 2022 – the same day legal restrictions for covid ended in the UK,  
This was the same day that Russia invaded Ukraine



# The factors that impact supply & demand

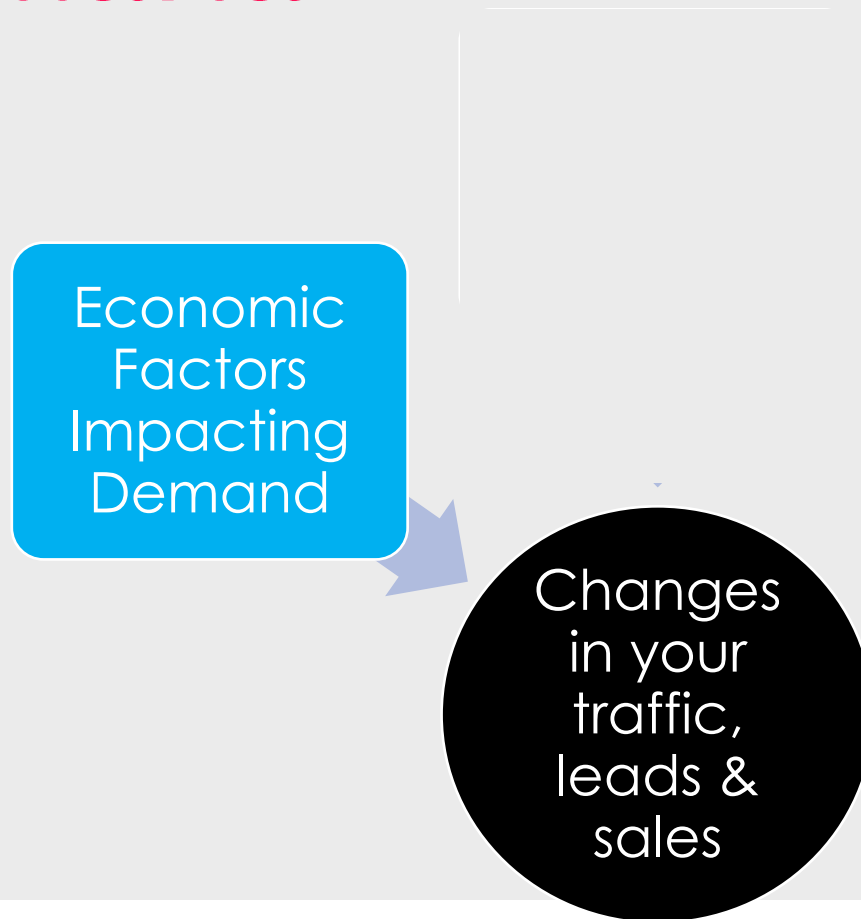


# *Factors impacting supply & demand*

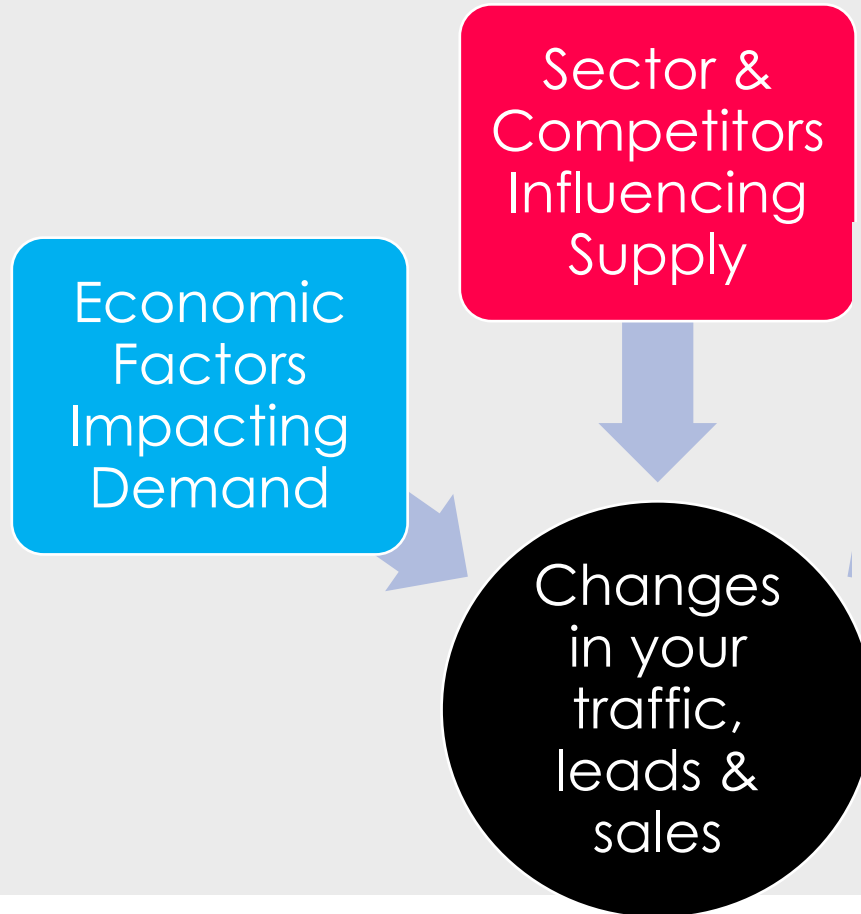
Changes  
in your  
traffic,  
leads &  
sales



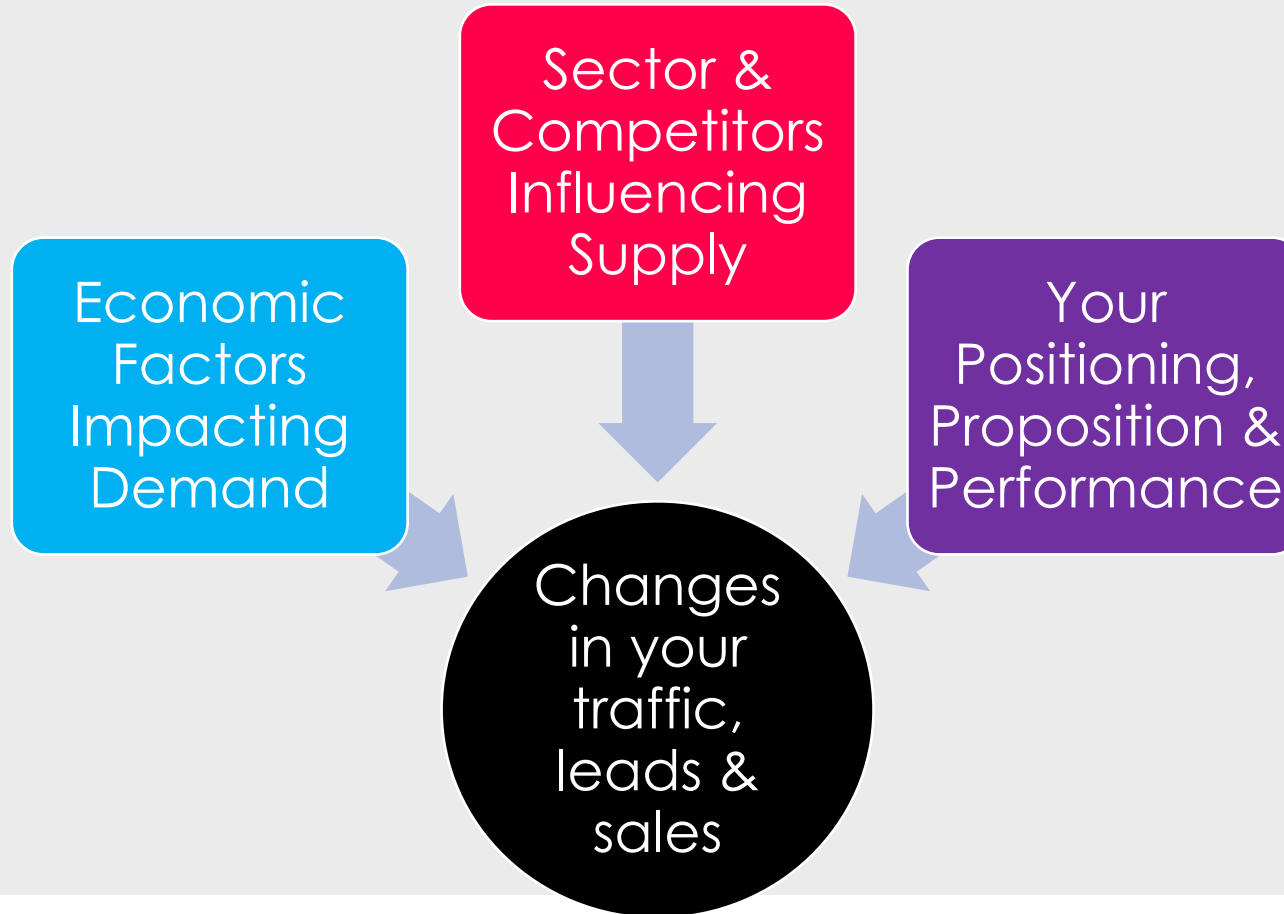
# *Factors impacting supply & demand*



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# *Factors impacting supply & demand*





# How to determine the causes of fluctuations in your site performance?



*Have you witnessed large  
fluctuations in  
web traffic, leads or sales?*



*Have you witnessed large  
fluctuations in  
web traffic, leads or sales?*

*How can you tell if the cause is  
the economy, your sector or just  
your site?*



# *What is an Insight Audit?*

- Insight Audits are a series of discovery projects that allow you to understand what is happening on your **website**, in your **sector** and within the **economy**
- These audits require the use of your own **first-party data**, such as Analytics but they often require the use of **third-party tools**, which you may need to pay for
- You can also get an agency, such as Anicca\*, to carry out the **Insight Audit on your behalf**

\*Note: Anicca also carry out additional audits to understand your **audience** and what they are saying about you (social **listening tools**), but these are not covered in this talk



# *Insight Auditing techniques*

## 1. Economic factors impacting demand

- News and announcements from big brands and the platforms
- Google Trends and other search volume data

## 2. Sector and competitive factors that influence supply

- Supply and demand for you vs competitors
- Competitor marketing activity relative to yours
- New entrants and exits – using PPC auction insight data

## 3. Auditing your site performance

- Web traffic and channel data
- Web conversion rates and site issues
- Channel specific audits – like SEO, PPC etc.

## 4. Walk-through of a case study to show Audit Insight techniques





# Review of current economic factors



# *Factors that are currently impacting consumer and business confidence*

**FT** Financial Times

## Stagflation looms in UK as economic growth grinds to a halt

Latest on UK GDP. UK GDP - UK economy grows just 0.1% in February, missing expectations.

15 hours ago



**CS** Credit Strategy

## CS - Latest News - GDP sees first drop in 2022

UK GDP is estimated to have fallen by 0.1% in March 2022, according to the Office of National Statistics' (ONS) latest figures.

13 hours ago



**Sharecast.com**

## London midday: Stocks slump as UK GDP sparks recession fears

"Our latest monthly estimates show GDP fell a little in March, with drops in both services and in production. Construction, though, saw a..."

17 hours ago



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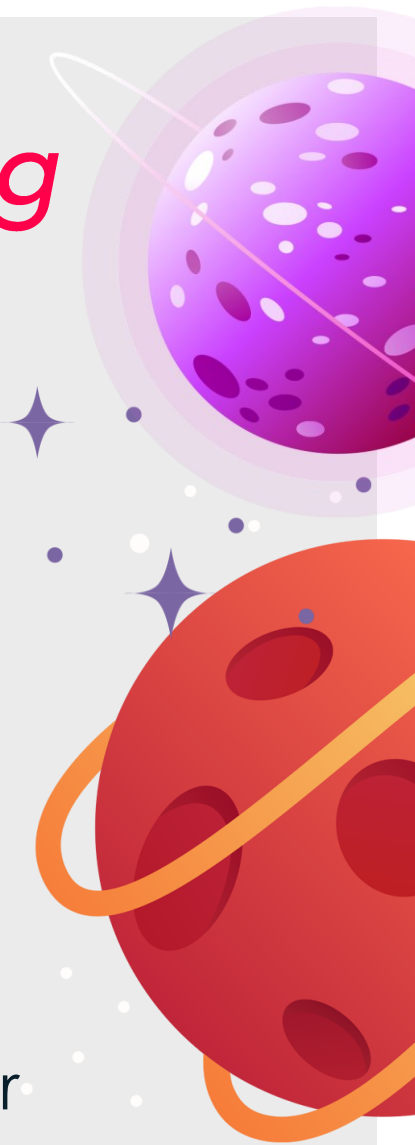
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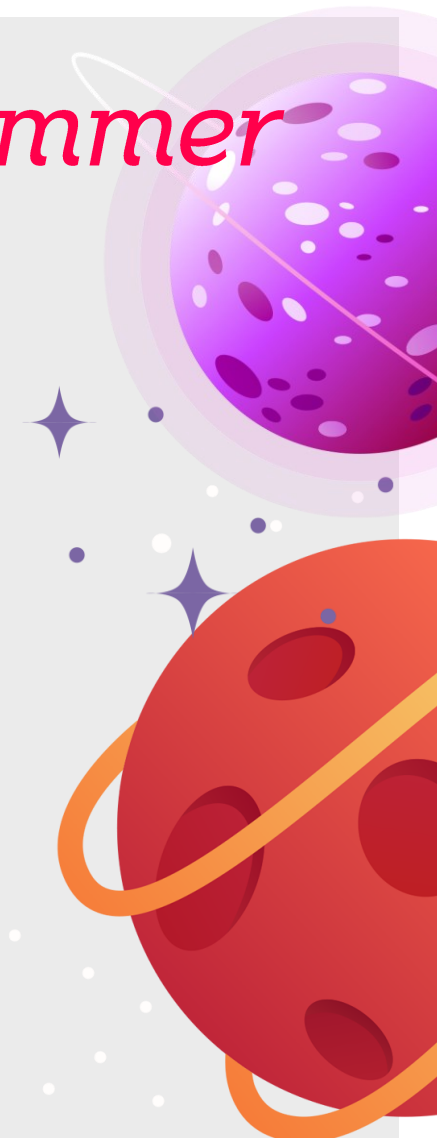
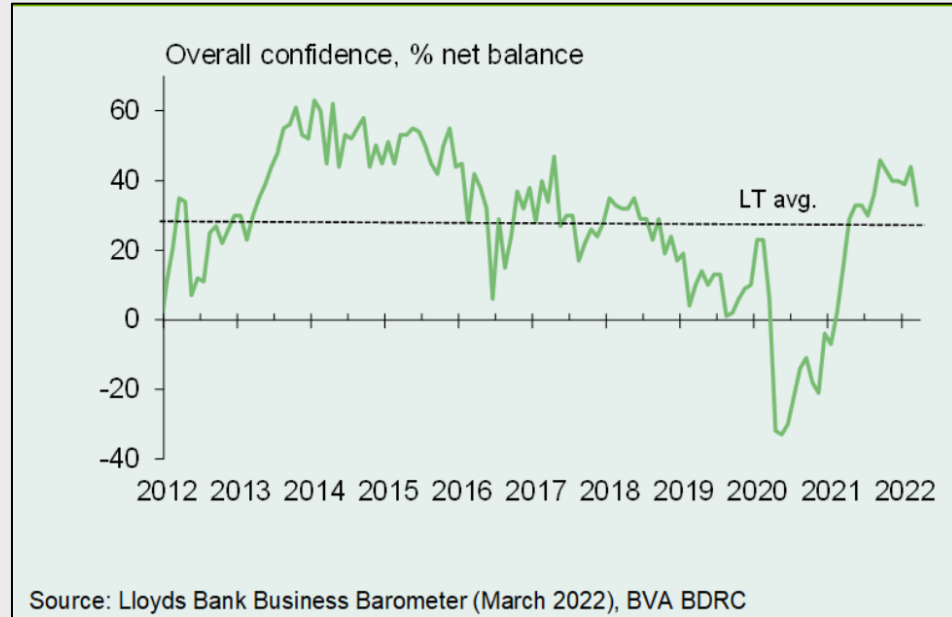


- Impact of **inflation and of cost-of-living crisis** on consumer confidence.
- “Unexpected” **retraction of the GDP** and UK economy in March
- Retailers and ecommerce have seen drop in demand as **consumers have reprioritised their spending** or are able to afford only essential items



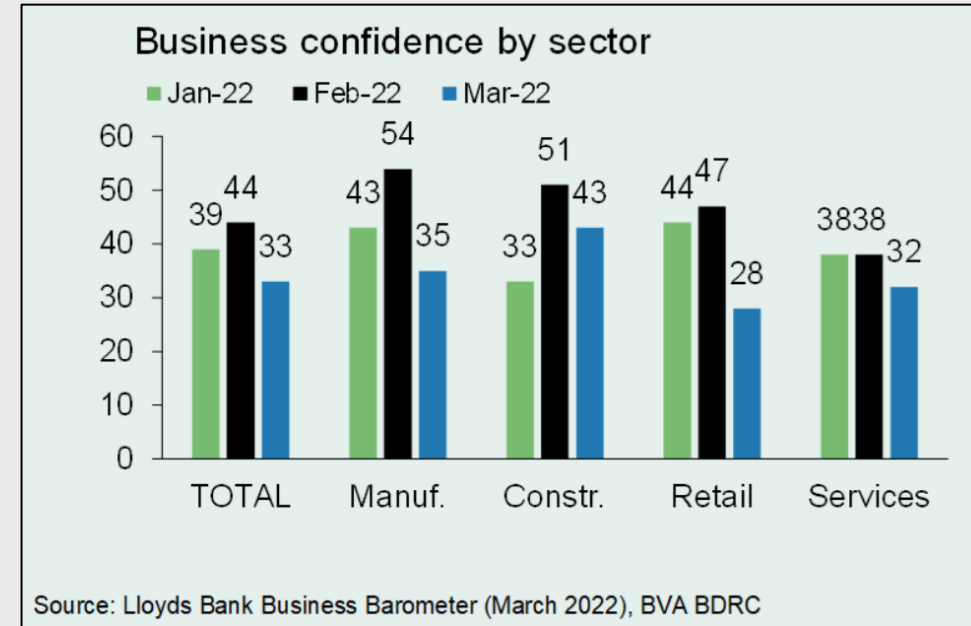
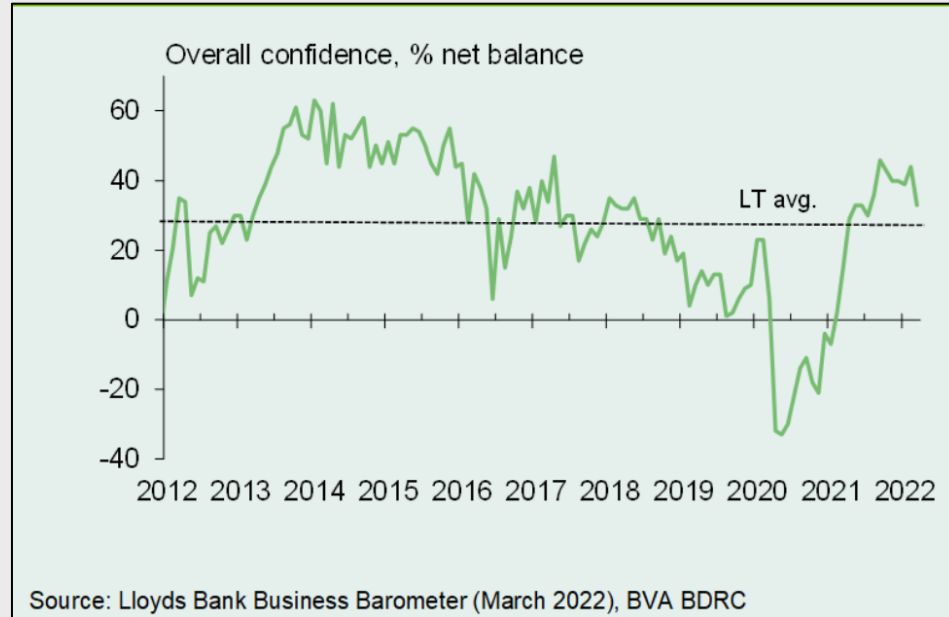
# *Business confidence lowest since last summer*

**Business confidence** has also dropped since the lockdown in December 2021,



# *Business confidence lowest since last summer*

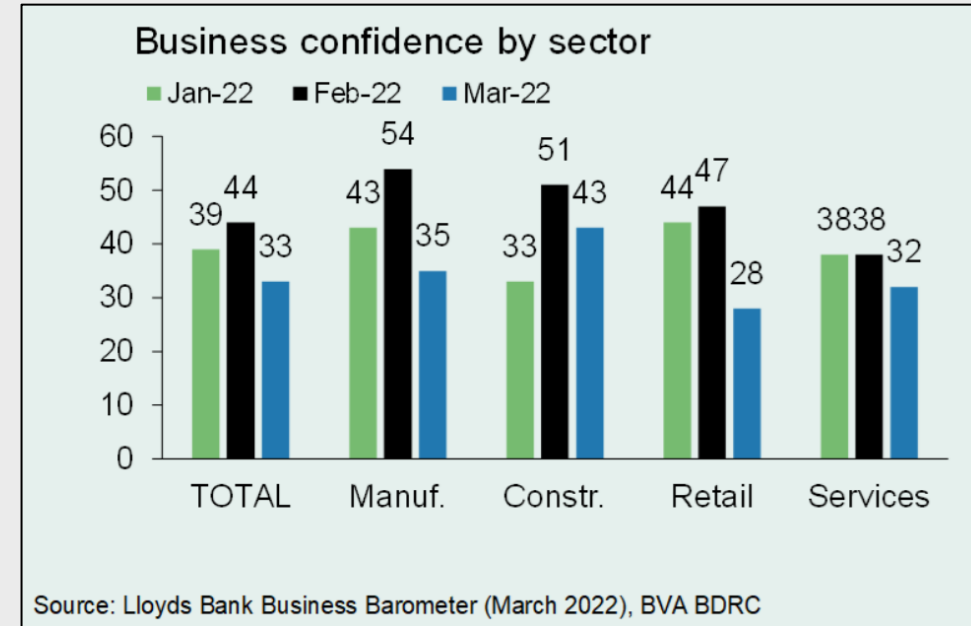
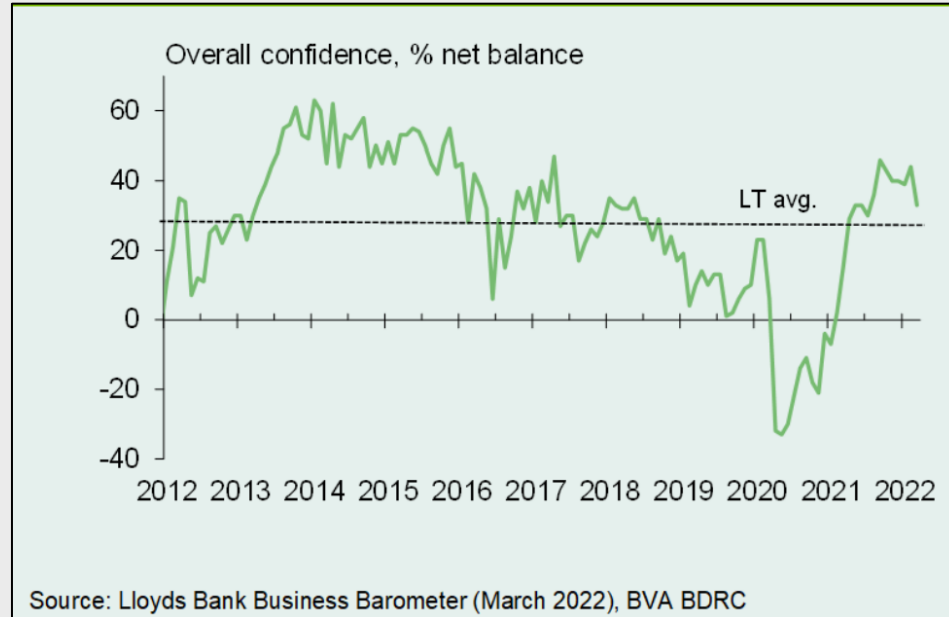
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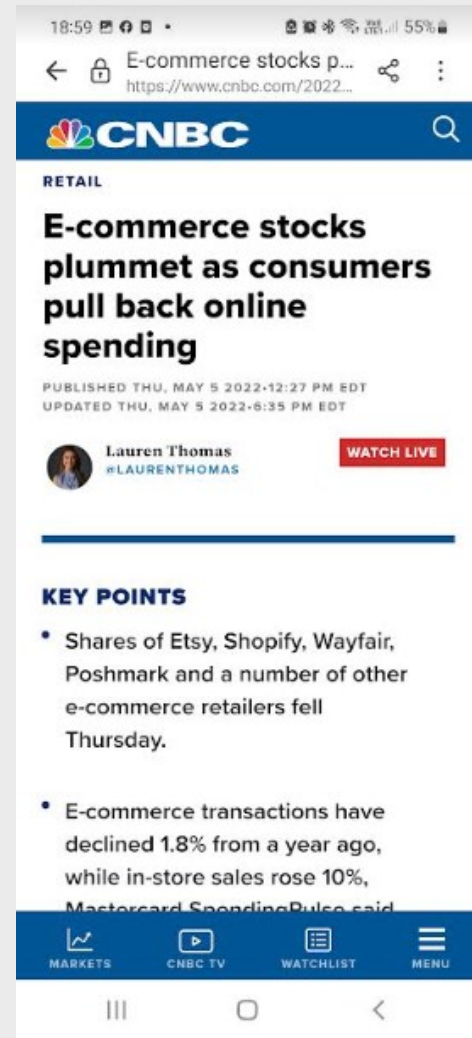


- B2B websites have also witnessed drops in traffic, leads and calls.
- Talk of inflation and a recession can be a self-fulfilling prophecy, as confidence drops

# *In the news - turndown for retail*

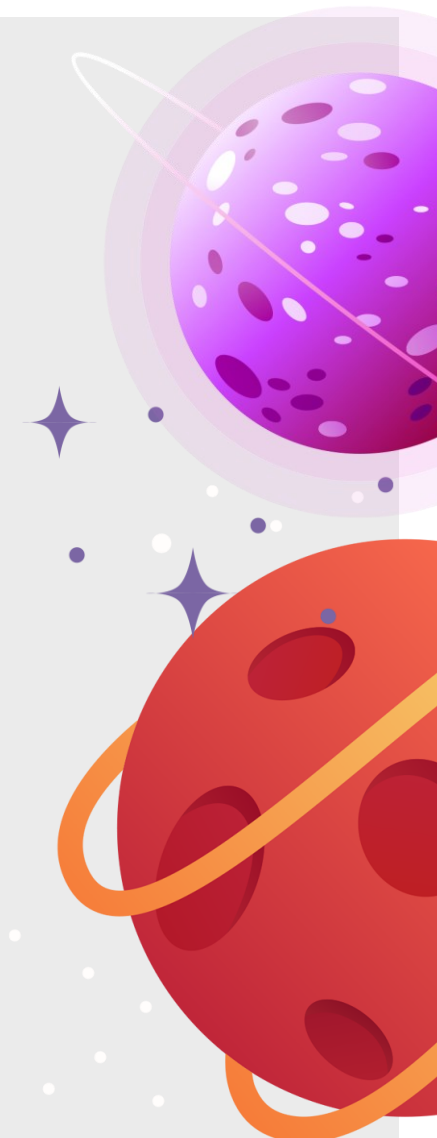
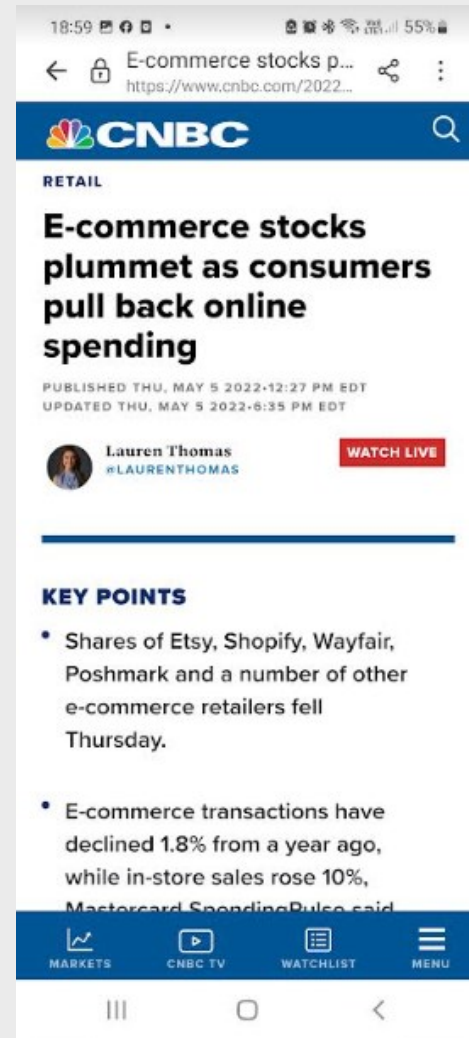


# In the news - turndown for retail

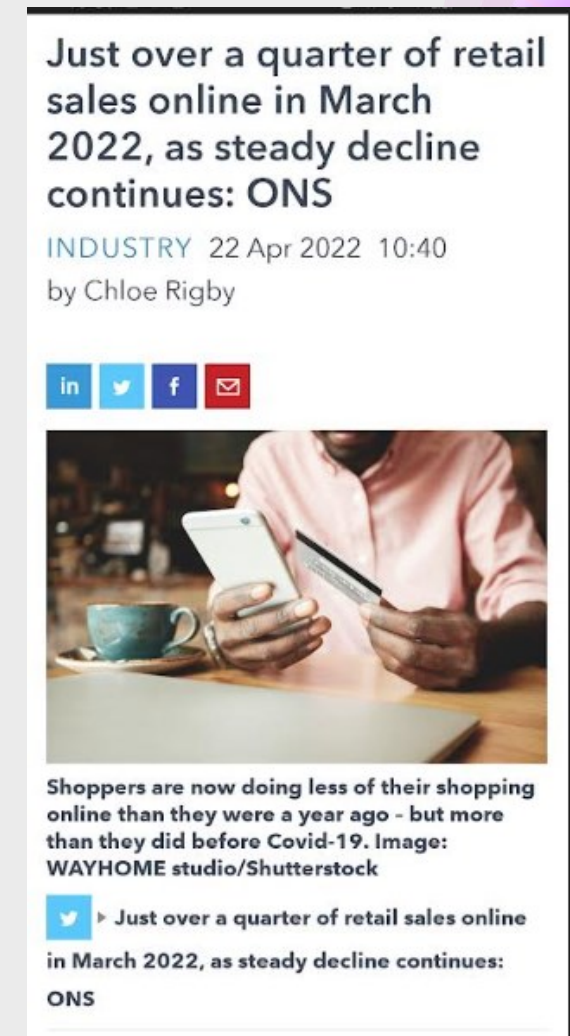
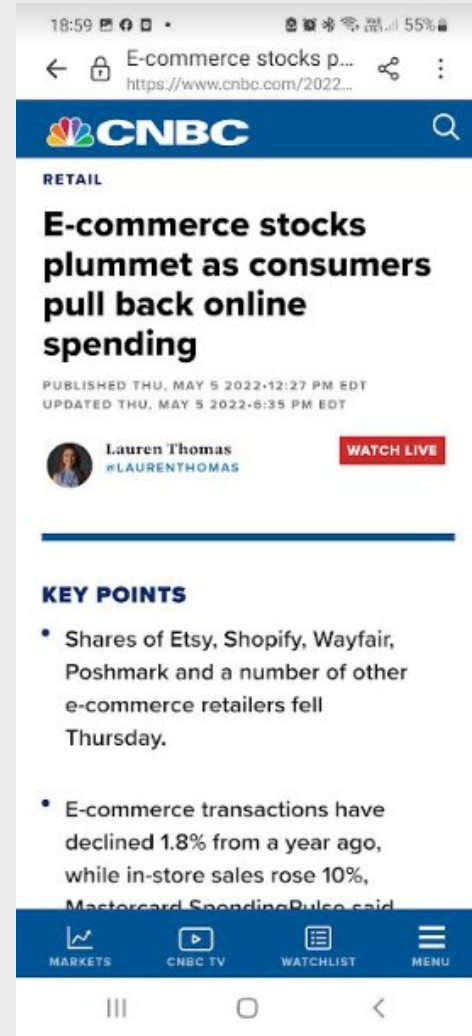




# In the news - turndown for retail

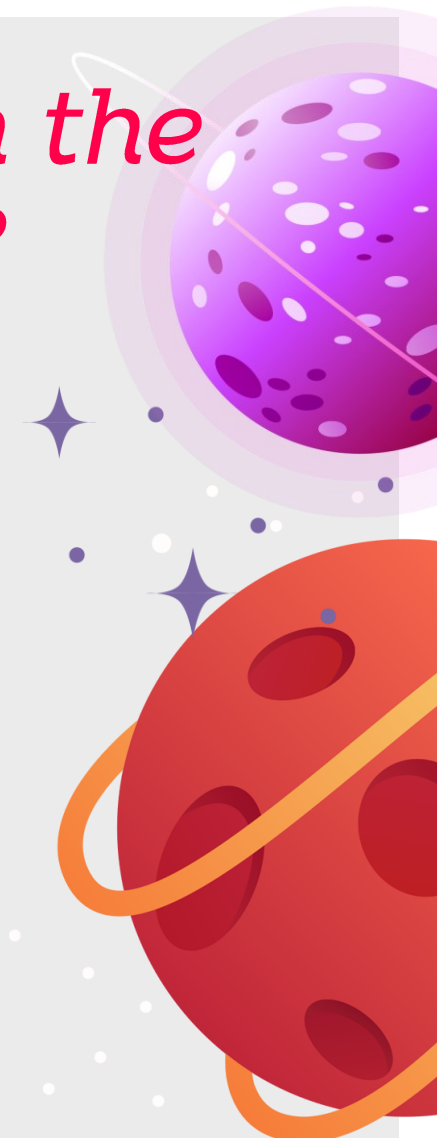
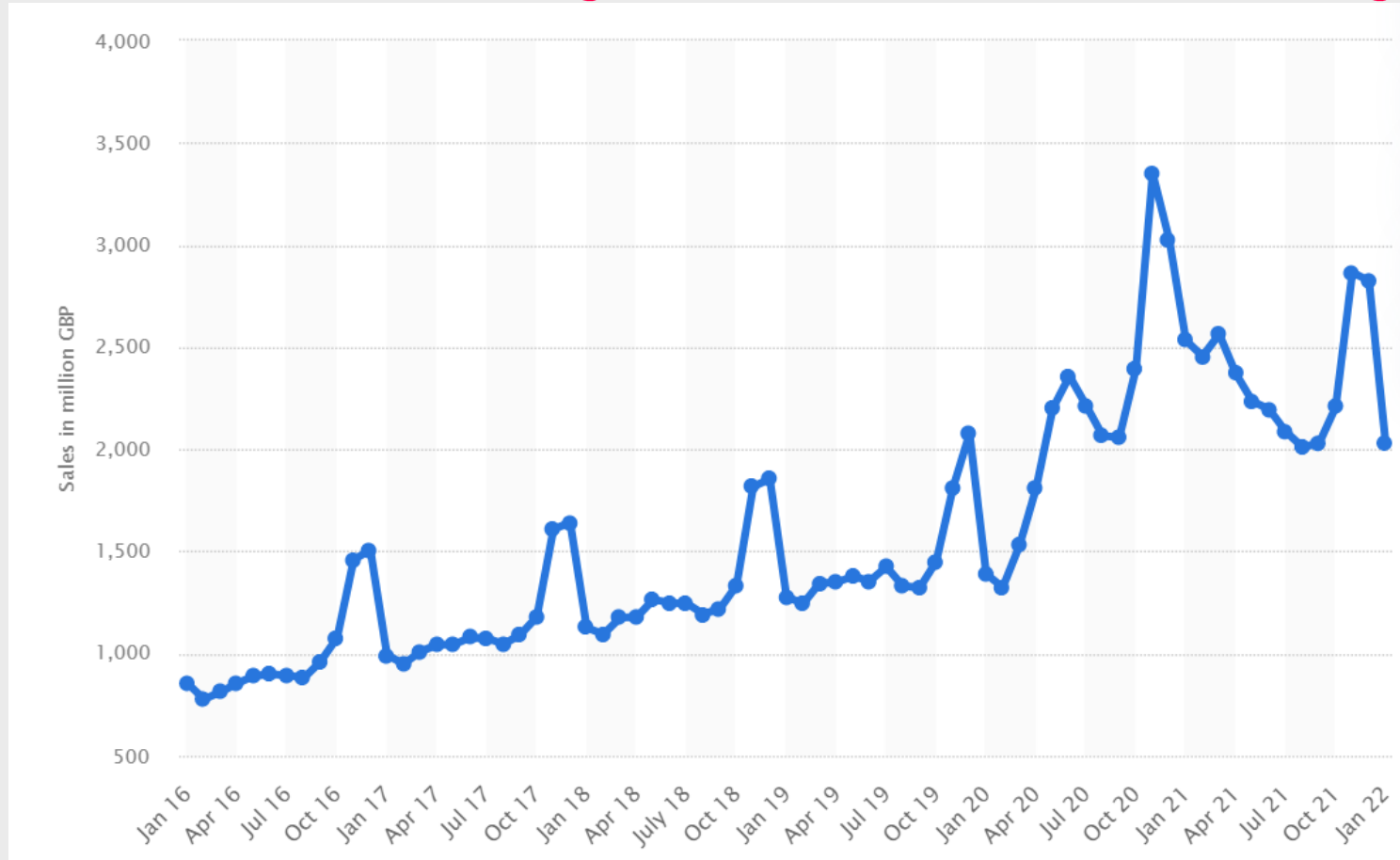


# In the news - turndown for retail



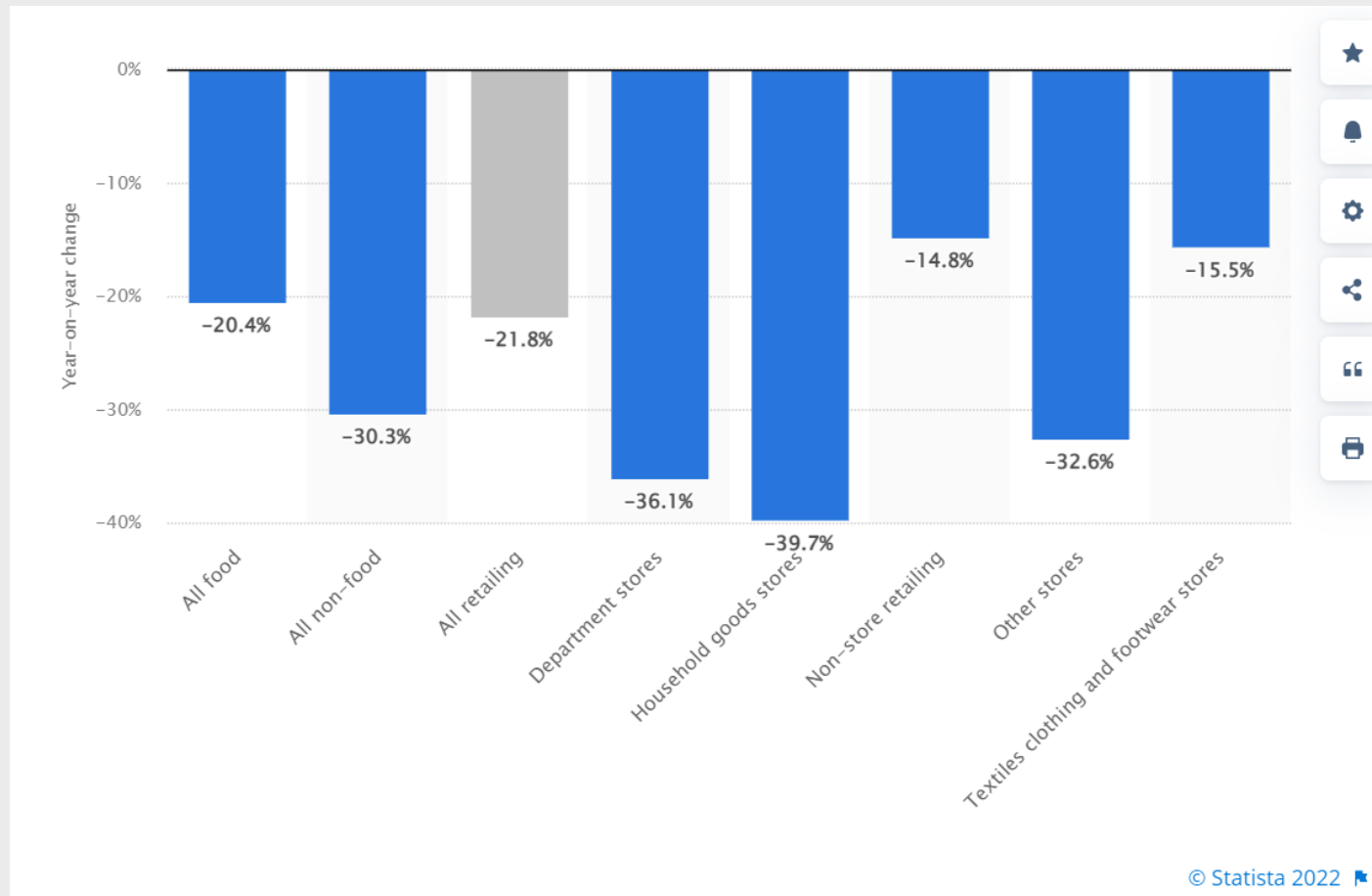


# *Value of internet retail sales monthly in the UK from January 2016 to January 2022*



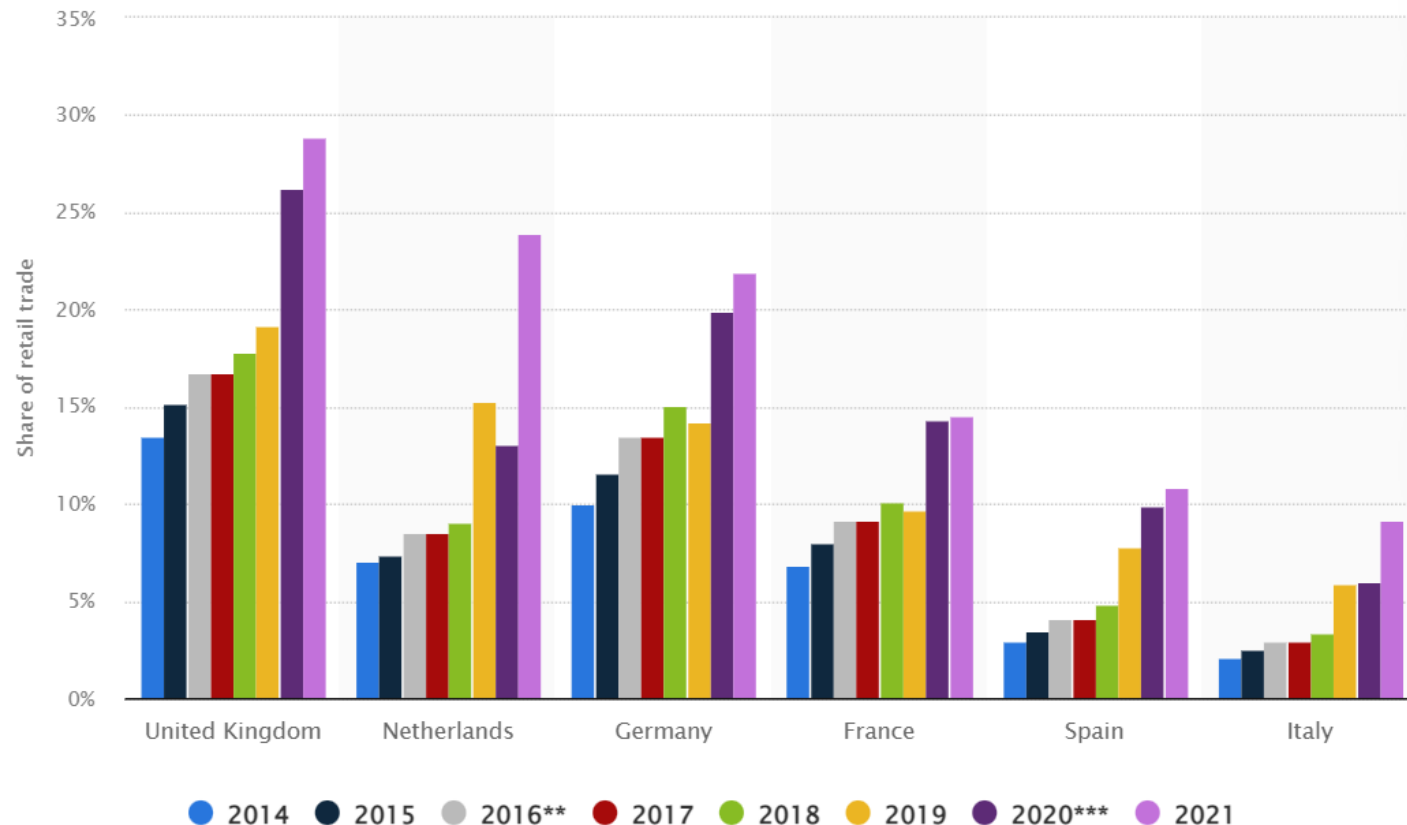
<https://www.statista.com/statistics/380070/uk-internet-retail-monthly-sales-value/>

# Change in ecommerce sales value in the UK in March 2022 vs 2021, for different sectors



<https://www.statista.com/statistics/280643/internet-sales-growth-rate-in-great-britain-by-retail-sector/>

# Retail ecommerce sales as share of retail trade in selected European countries (2014 to 2021)



The proportion of UK sales taking place online peaked at 37.1% in February 2021, in the final UK Covid-19 lockdown, but has since fallen steadily, reaching 26% in March 2022

<https://www.statista.com/statistics/281241/online-share-of-retail-trade-in-european-countries/>

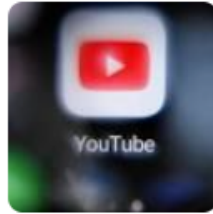
# Variable performance of the ad platforms

**E** Entrepreneur

## YouTube ad revenue is down, is TikTok to blame?

The video platform's goal for Q1 2022 was \$7.48 billion. Although the drop may have to do with seasonality (the last quarter of the year...

1 week ago



**SE** Search Engine Roundtable

## Google Ads Earnings & Microsoft Bing Ads Earnings Both Up Over 40%

Microsoft reported Q1 revenue of \$45.3B, up 22% year over year with net income of \$20.5B, which is up 48% year over year. On the ad side,...

27 Oct 2021



**CN** CNBC

## Facebook forecast points to possible revenue drop for the first time after decade of growth

Facebook reported guidance of \$28 billion to 30 billion in revenue for the second quarter of 2022. If the company's revenue hits the bottom...

1 week ago



**AW** Adweek

## Twitter Q1 2022 Revenue Rises 16% in Its Last Pre-Elon Musk Reporting Period

As for other social platforms, Carr said traffic to LinkedIn's ad portal rose just 1.3% year-over-year, but Facebook saw a 22% gain and...

1 week ago



# Google trends data for 3 sectors

Flooring



# Google trends data for 3 sectors

Flooring



Garden  
furniture

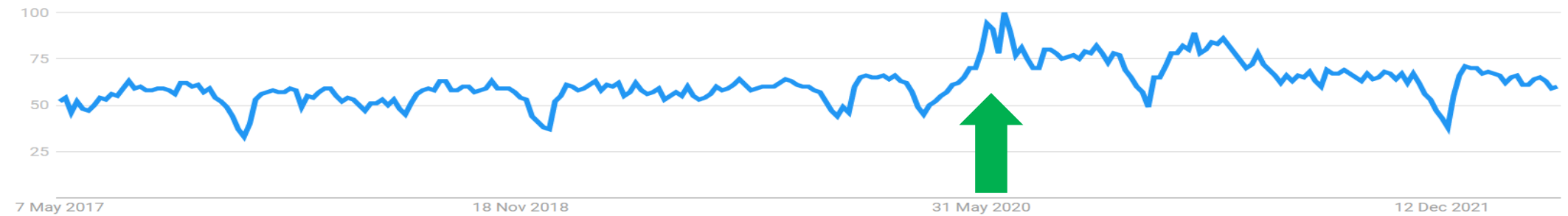


# Google trends data for 3 sectors

Flooring



Garden furniture



Family holidays



# Flooring – 34% increase in searches (Mar 22 vs 21)

Topics by SEOmonitor

🇬🇧 flooring

Filters

Pin search Share

Keywords<sup>1</sup> 306

Search Volume<sup>1</sup> 820K

Monthly Trends<sup>1</sup>

Year over Year<sup>1</sup> -34%

CPC<sup>1</sup> 1.7 GBP

SERP Features<sup>1</sup>

Local Pack: 210, Videos: 2, Images: 191

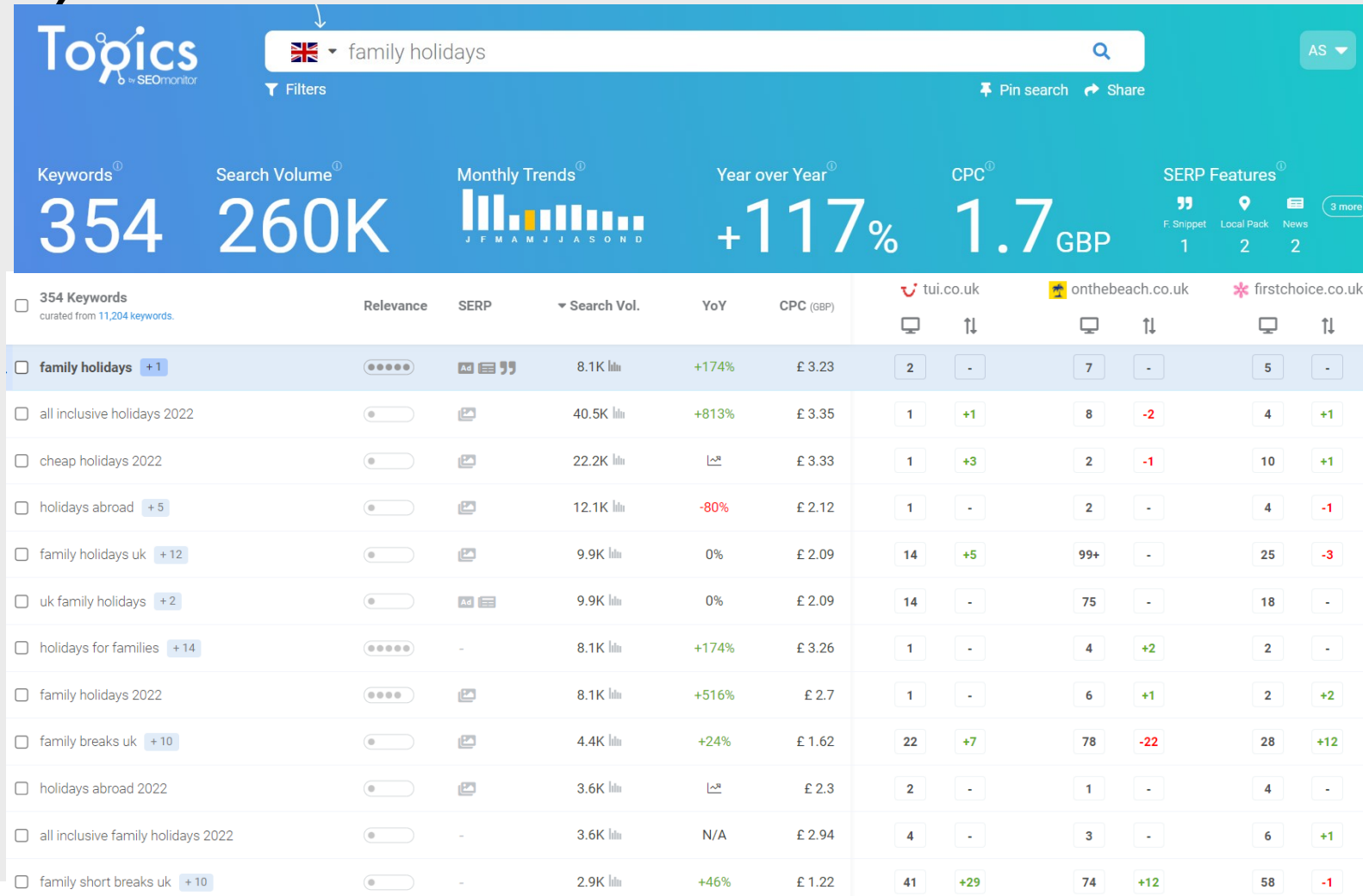
306 Keywords curated from 3,170 keywords.

	Relevance	SERP	Search Vol.	YoY	CPC (GBP)	diy.com	carpetright.co.uk	ukflooringdirect.c...
<input type="checkbox"/> flooring +3			60.5K	-18%	£ 2.46	4	24	1
<input type="checkbox"/> floor laminate +14			165K	-32%	£ 1.66	2	6	5
<input type="checkbox"/> vinyl-flooring +1			135K	-45%	£ 0.96	4	2	10
<input type="checkbox"/> wooden flooring +1			74K	-45%	£ 2.34	4	3	1
<input type="checkbox"/> wood floors +1			74K	-45%	£ 2.35	5	3	2
<input type="checkbox"/> lino flooring +2			33.1K	-33%	£ 0.76	2	1	15
<input type="checkbox"/> lino.flooring			33.1K	N/A	£ 0.75	2	1	13
<input type="checkbox"/> kitchen flooring +13			22.2K	-45%	£ 1.04	8	5	1
<input type="checkbox"/> vinyl flooring roll +5			9.9K	-33%	£ 0.8	1	4	19
<input type="checkbox"/> cheap laminate floor +9			9.9K	-33%	£ 1.11	3	10	34
<input type="checkbox"/> hardwood flooring +1			9.9K	-33%	£ 2.57	4	5	2
<input type="checkbox"/> carpet flooring +10			9.9K	-45%	£ 1.32	99+	2	19
<input type="checkbox"/> flooring near me +1			9.9K	0%	£ 2.23	64	5	30
<input type="checkbox"/> laminate wood flooring +18			8.1K	-45%	£ 1.83	1	5	8
<input type="checkbox"/> wood floors near me +1			6.6K	+22%	£ 1.7	20	98	99+
<input type="checkbox"/> wooden floors near me			6.6K	N/A	£ 1.5	4	11	84

# Garden furniture – 62% drop in searches (Mar 22 vs 21)

<div>TopicsbySEOMonitor</div> <div><div><div><div></div></div><div>garden furniture</div><div>AS</div></div><div>Filters</div><div>Pin searchShare</div></div>										
Keywords <sup>①</sup>	Search Volume <sup>①</sup>	Monthly Trends <sup>①</sup>	Year over Year <sup>①</sup>	CPC <sup>①</sup>	SERP Features <sup>①</sup>					
1.4K	3M		-62%	1.1 GBP	Local Pack	Images	K. Graph	902	1.2K	7
<div>1.4K Keywords</div> <div>curated from 12,695 keywords.</div> <div>RelevanceSERPSearch Vol. YoY CPC (GBP)</div> <div>therange.co.ukargos.co.ukwayfair.co.uk</div>										
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden furniture +11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> rattan garden furniture +4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> summer sale garden furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden furniture sets +1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> gardening chair +3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> outdoor furniture +9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden table and chairs +23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden furniture sale +15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden sofa +2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden table +6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> rattan furniture +3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> patio furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden corner sofas +6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> patio sets +6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> garden table and chairs set +18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

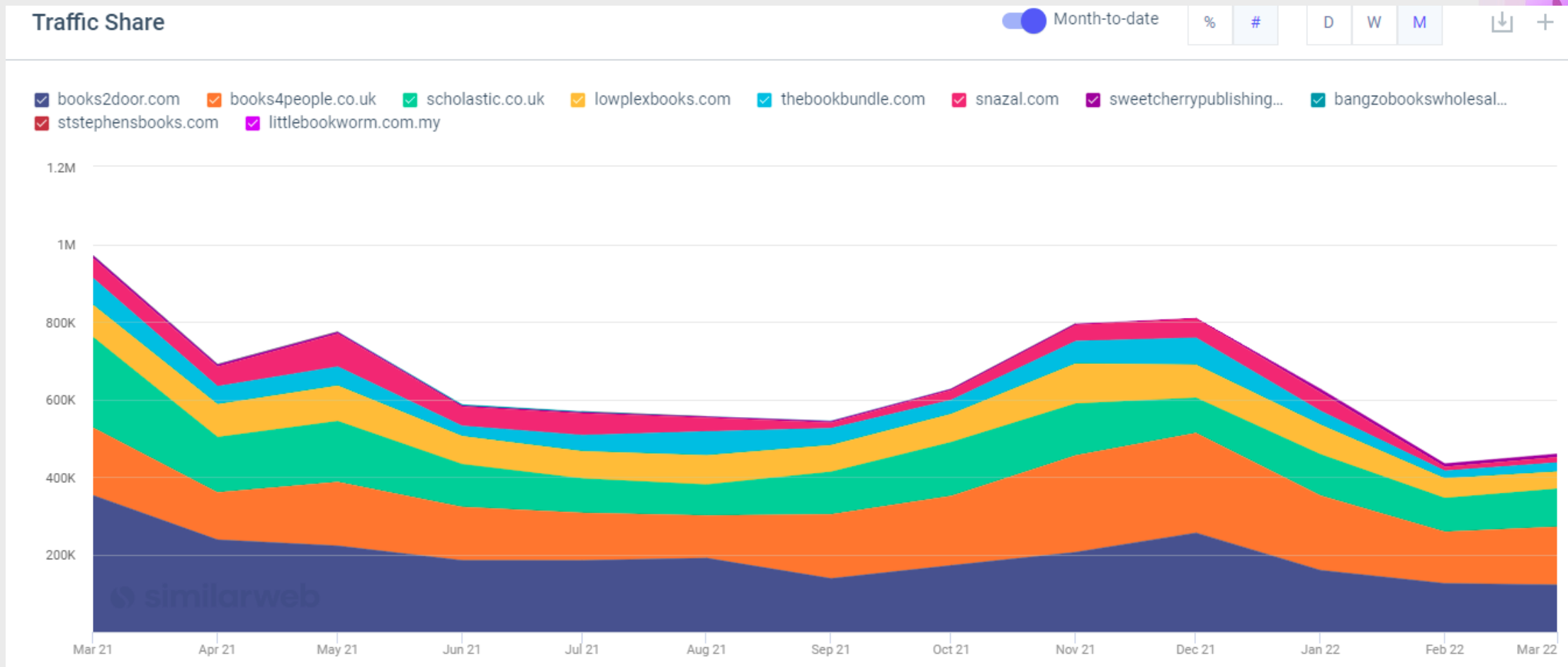
# Family holidays – 117% increase in searches (Mar 22 vs 21)



# Auditing sector & competitor performance






















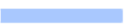


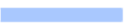




# *Kids books – traffic for top 10 sites*

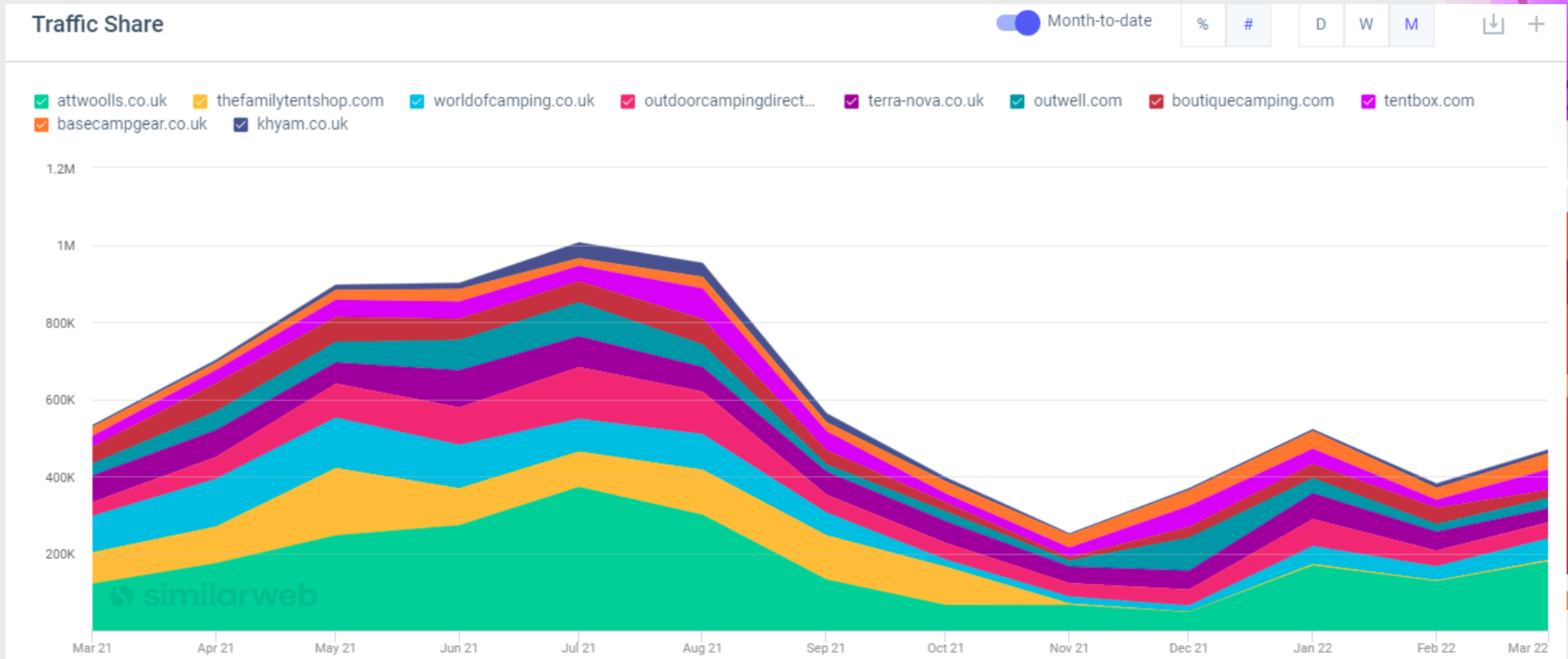








# Relative market share for top sites (Apr 22)

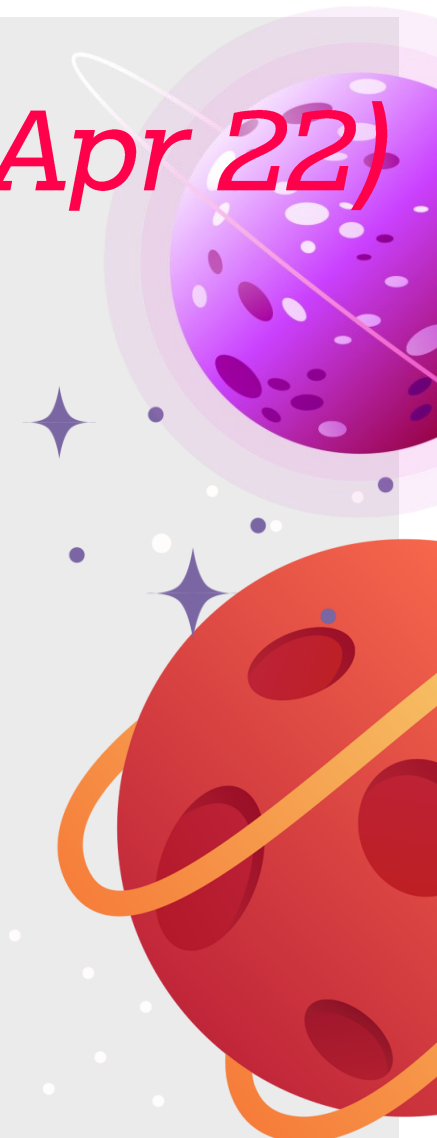
Domain (10)	Traffic Share ↓	Change	Rank	Monthly Vi...	Unique Visit...	Desktop vs Mobile		Visit Dura...	Pages/V...
 books2door.com	31.18% 	↓ 6.82%	#205,879	125,331	93,532	23.3%	 76.7%	00:01:01	4.23
 books4people.co.uk	24.74% 	↓ 38.33%	#311,584	99,459	77,989	21.7%	 78.3%	00:01:46	2.01
 lowplexbooks.com	17.87% 	↑ 34.91%	#391,096	71,845	56,660	19.2%	 80.8%	00:02:37	3.83
 scholastic.co.uk	13.81% 	↓ 48.59%	#321,118	55,522	45,847	43.6%	 56.4%	00:01:12	2.70
 thebookbundle.com	8.17% 	↑ 24.88%	#779,458	32,856	21,855	18.4%	 81.6%	00:00:31	2.11
 snazal.com	3.09% 	↓ 12.93%	#1,109,187	12,427	9,169	20.4%	 79.6%	00:00:53	1.89
 sweetcherrypublishi...	1.13% 	↓ 55.41%	#3,519,920	< 5,000	< 5,000	59.5%	 40.5%	00:02:18	2.23
 littlebookworm.com....	0% 	-	#7,029,170	-	-	0%	 0%	N/A	N/A
 ststephensbooks.com	0% 	-	#3,635,096	-	-	0%	 0%	N/A	N/A
 bangzobookswholes...	0% 	-	-	-	-	0%	 0%	N/A	N/A

# Tents & camping – traffic for top 10 sites



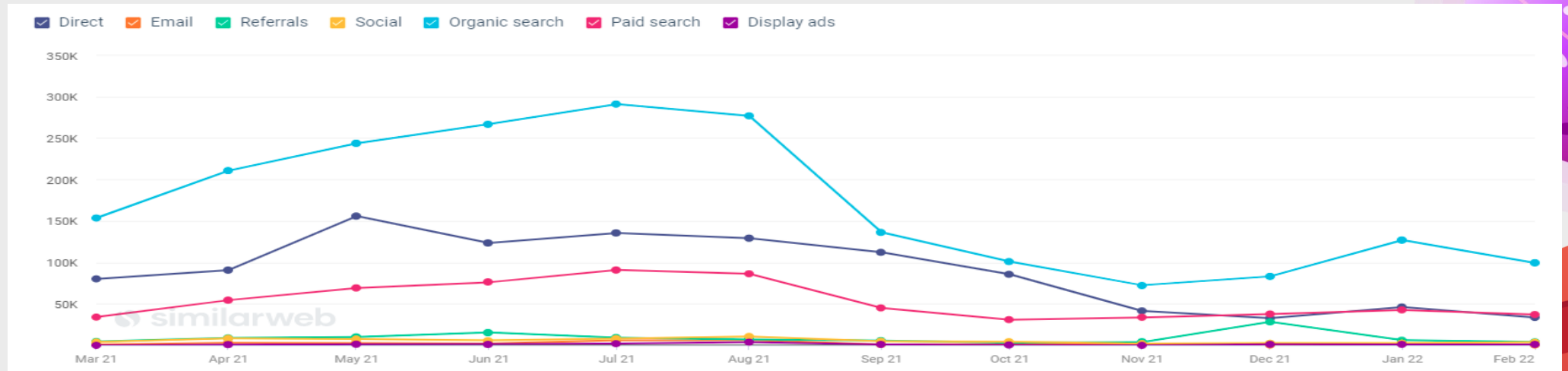
# Relative market share for top sites (Apr 22)

Domain (20)	Traffic Share ↓	Change	Rank	Monthly Vi...	Unique Visit...	Desktop vs Mobile		Visit Dura...	Pages/V...
 campingworld.co.uk	30.37% 	↑ 32.30%	#120,382	376,171	245,343	15.3%	 84.7%	00:01:42	2.21
 vango.co.uk	14.91% 	↑ 7.43%	#202,215	184,676	108,764	24.0%	 76.0%	00:02:01	3.17
 attwoolls.co.uk	14.38% 	↓ 13.94%	#179,995	178,109	93,515	18.7%	 81.3%	00:03:02	5.90
 boutiquecamping.co...	6.29% 	↑ 217.86%	#446,969	77,921	40,918	25.5%	 74.5%	00:02:27	3.16
 worldofcamping.co.uk	6.06% 	↑ 21.21%	#516,677	75,027	53,687	19.5%	 80.5%	00:01:03	2.28
 tentbox.com	5.11% 	↑ 8.96%	#312,550	63,334	44,301	19.2%	 80.8%	00:02:08	3.35
 outdoorcampingdire...	4.20% 	↑ 12.94%	#528,030	52,075	38,897	23.5%	 76.5%	00:00:38	1.90
 basecampgear.co.uk	4.14% 	↑ 10.67%	#667,212	51,328	25,796	56.7%	 43.3%	00:01:26	2.14
 outwell.com	3.49% 	↑ 46.27%	#156,569	43,207	26,851	35.0%	 65.0%	00:03:22	4.87
 terra-nova.co.uk	3.17% 	↓ 3.59%	#548,934	39,250	20,272	21.1%	 78.9%	00:03:53	3.51
 camping-intl.com	1.74% 	↓ 41.48%	#1,191,982	21,547	14,257	24.3%	 75.7%	00:00:50	3.21
 khyam.co.uk	1.31% 	↑ 33.52%	#1,557,938	16,256	9,969	35.4%	 64.6%	00:01:12	2.23
 camping-online.co.uk	1.22% 	↓ 2.59%	#1,883,404	15,114	9,344	26.8%	 73.2%	00:01:16	2.05
 gearfreak.uk	1.10% 	↓ 50.74%	#2,268,013	13,643	8,491	37.6%	 62.4%	00:00:24	1.22
 newquaycampingsh...	1.03% 	↓ 22.46%	#1,930,114	12,788	8,695	39.7%	 60.3%	00:00:56	2.55
 camperite.co.uk	0.68% 	↑ 49.07%	#2,153,849	8,393	5,155	73.4%	 26.6%	00:02:49	2.65
 robens.de	0.44% 	↑ 18.77%	#820,232	5,507	< 5,000	61.7%	 38.3%	00:03:58	3.21
 thefamilytentshop.c...	0.29% 	↓ 27.67%	#3,520,388	< 5,000	< 5,000	48.8%	 51.2%	00:16:45	7.67
 driveaway-awnings.c...	0.07% 	↓ 85.40%	#2,492,219	< 5,000	< 5,000	26.8%	 73.2%	00:01:01	4.23
 aulfstreamshop.com	0% 	-	-	-	-	0%	 0%	N/A	N/A



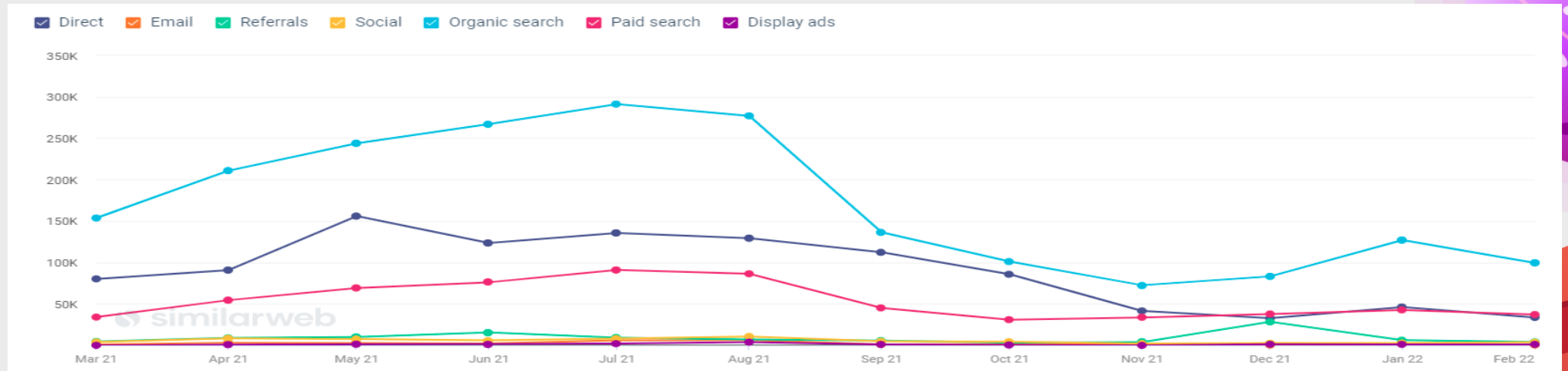
# Source of traffic for sector over time

Kids  
books

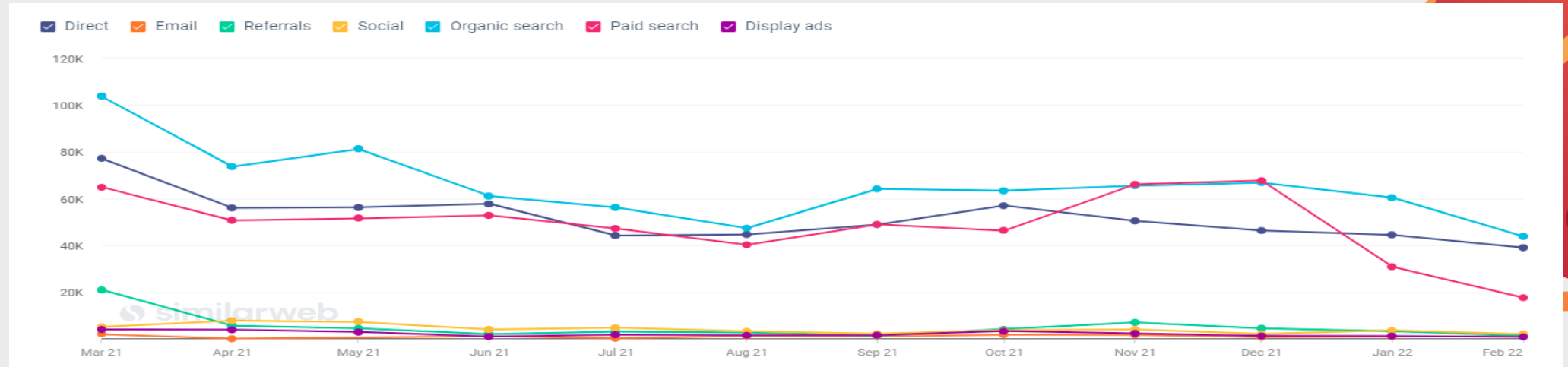


# Source of traffic for sector over time

Kids  
books

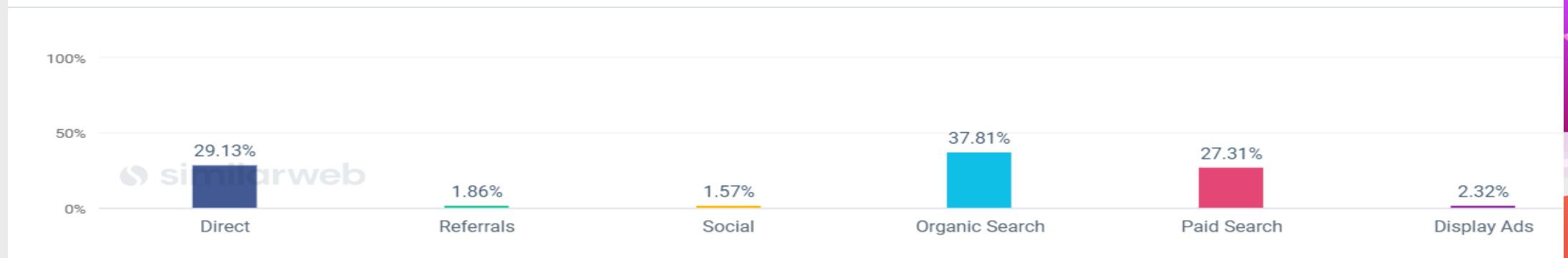


Tents &  
camping



# Source of traffic – ecommerce examples (April 22)

Kids  
books



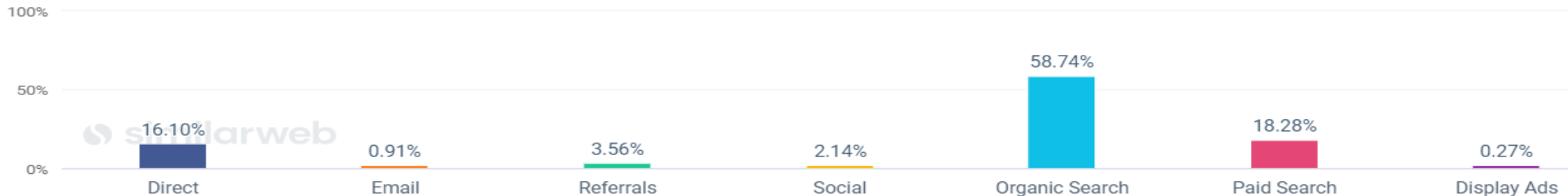


# Source of traffic – ecommerce examples (April 22)

Kids  
books



Tents &  
camping



# Source of traffic – ecommerce examples (April 22)

Kids  
books



Tents &  
camping

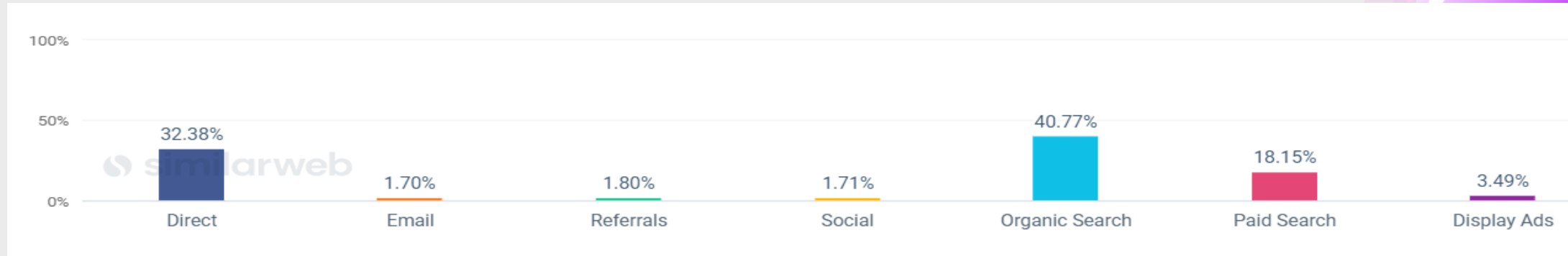


Home &  
garden



# Source of traffic by website type (April 22)

Home &  
garden -  
ecommerce



# Source of traffic by website type (April 22)

Home & garden -  
ecommerce

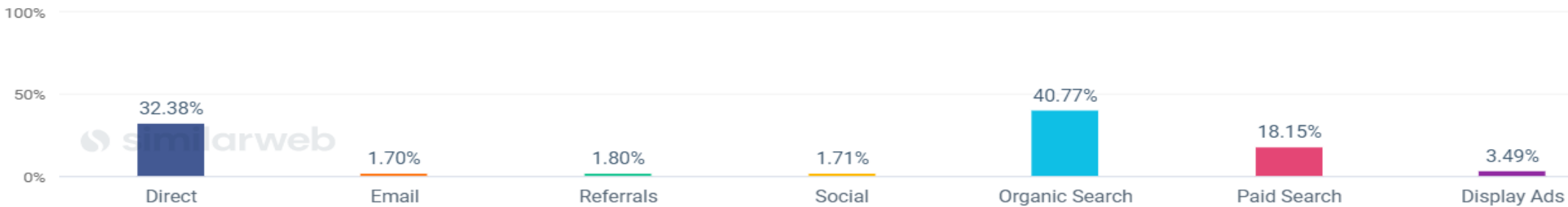


Doors & windows -  
mixed



# Source of traffic by website type (April 22)

Home & garden -  
ecommerce



Doors & windows -  
mixed



Solicitors -  
lead  
generation



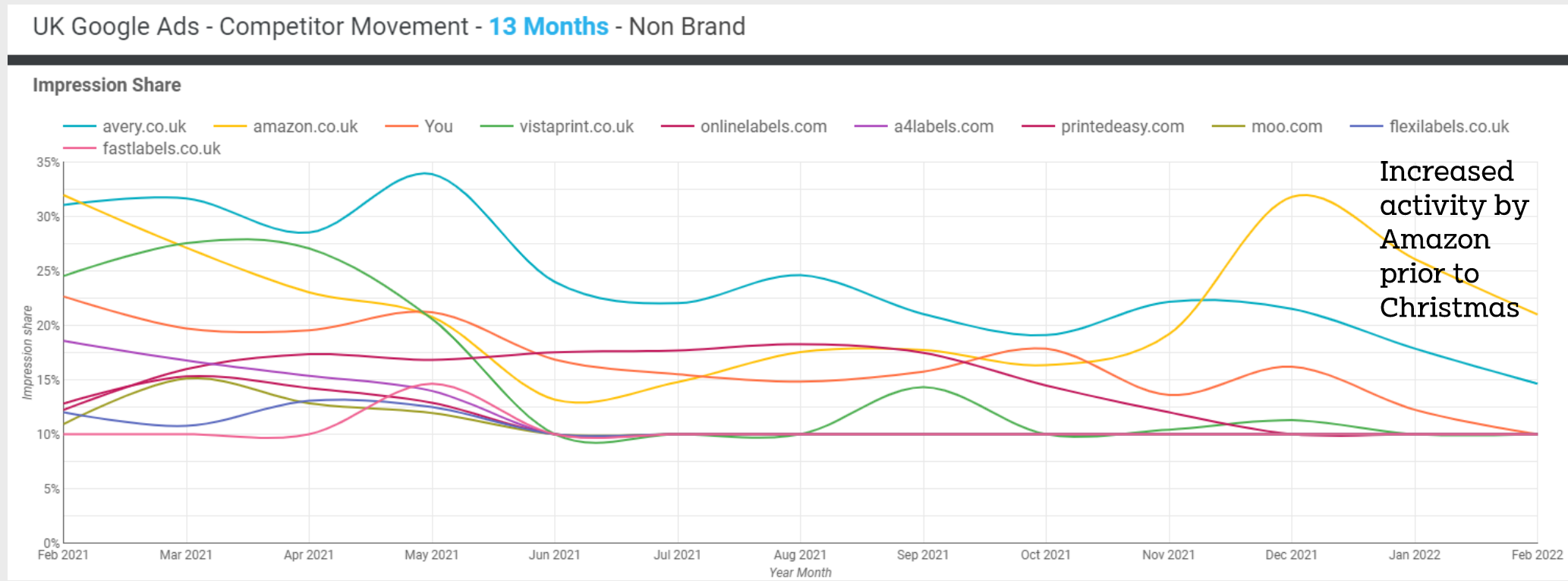


# Channel-specific audits to compare you vs your competitors

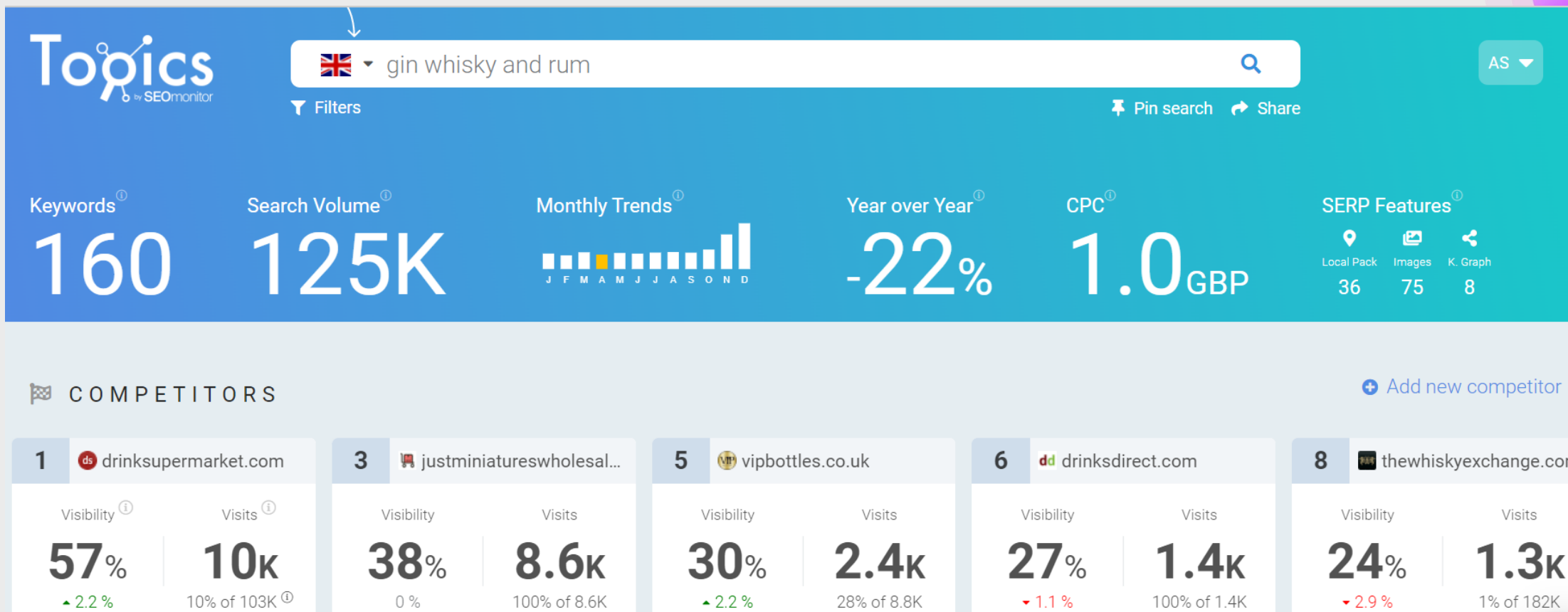


# *PPC Auction Insights tool to visualise your vs competitors' share of paid search*

You can use Data Studio to plot and visualise changes in impression share data over time

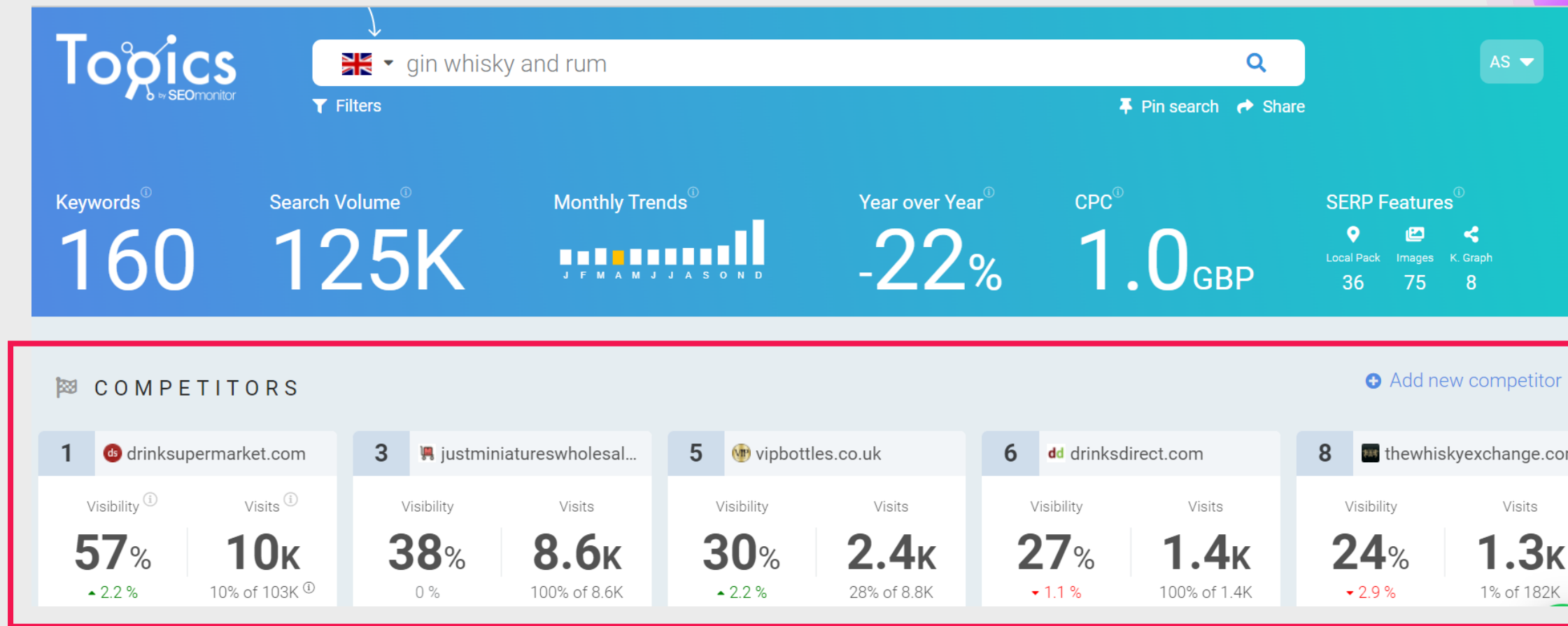


# Keyphrase & rankings data



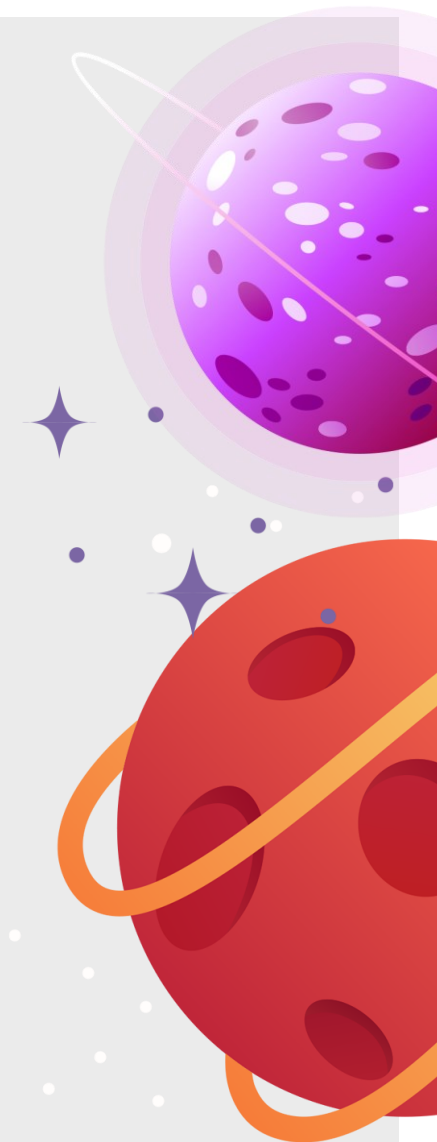
Topics.seomonitor.com data

# Keyphrase & rankings data



# Keyphrase data

160 Keywords curated from 10,321 keywords.	Relevance	SERP	Search Vol.	YoY	CPC (GBP)	drinksupermarke...	justminiatureswh...	vipbottles.co.uk
						🖥️ ⬆️⬆️	🖥️ ⬆️⬆️	🖥️ ⬆️⬆️
grey goose miniatures bulk	<input type="range"/>		49.5K	-18%	£ 0.78	3 -	2 -	6 -1
alcohol delivery +5	<input type="range"/>		9.9K	-45%	£ 3.45	9 +1	99+ -	99+ -
classic cocktails +1	<input type="range"/>		5.4K	-18%	£ 0.13	99+ -	99+ -	99+ -
rum gift set +2	<input type="range"/>		4.4K	-55%	£ 0.73	40 +4	99+ -	13 +2
alcohol shop near me	<input type="range"/>		3.6K	+50%	£ 1.68	19 -4	99+ -	99+ -
spirits alcohol +8	<input type="range"/>		2.9K	-20%	£ 0.43	5 -	99+ -	38 +4
alcohol shop +2	<input type="range"/>		2.9K	+18%	£ 1.09	1 -	99+ -	34 -4
types of alcohol +2	<input type="range"/>		2.4K	-17%	£ 1.43	99+ -	99+ -	99+ -
rum as a gift +2	<input type="range"/>		1.9K	-45%	£ 0.94	27 -4	99+ -	12 -1
spirit drinks +8	<input type="range"/>		1.6K	0%	£ 0.63	28 +7	99+ -	99+ -
is gin made from vodka +1	<input type="range"/>	-	1.6K	0%	£ 1.02	99+ -	99+ -	99+ -
order alcohol online +4	<input type="range"/>	-	1.3K	0%	£ 3.37	1 +1	99+ -	33 +10
buy alcohol online +4	<input type="range"/>	-	1K	-32%	£ 2.29	1 -	99+ -	23 +3
classic cocktails recipes	<input type="range"/>		1K	-44%	£ 0.14	99+ -	99+ -	99+ -
what is rum	<input type="range"/>		1K	-28%	£ 0.44	99+ -	99+ -	99+ -
wine and spirits +1	<input type="range"/>		880	0%	£ 1.11	93 -2	99+ -	99+ -





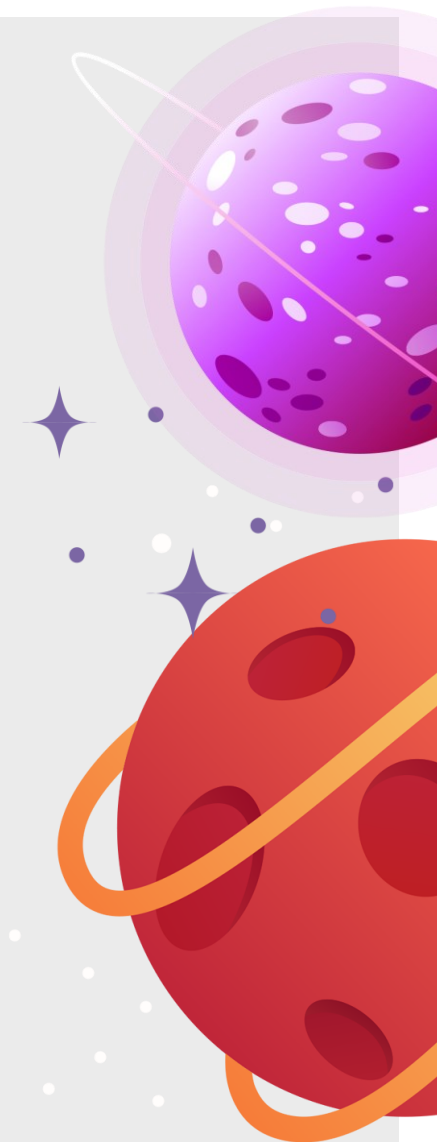
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160 Keywords <small>curated from 10,321 keywords.</small>	Relevance	SERP	Search Vol.	YoY	CPC (GBP)	drinksupermarke...	justminiatureswh...	vipbottles.co.uk
						🖥️ ⬆️⬆️	🖥️ ⬆️⬆️	🖥️ ⬆️⬆️
grey goose miniatures bulk	<input type="checkbox"/>		49.5K	-18%	£ 0.78	3 -	2 -	6 -1
alcohol delivery +5	<input type="checkbox"/>		9.9K	-45%	£ 3.45	9 +1	99+ -	99+ -
classic cocktails +1	<input type="checkbox"/>		5.4K	-18%	£ 0.13	99+ -	99+ -	99+ -
rum gift set +2	<input type="checkbox"/>		4.4K	-55%	£ 0.73	40 +4	99+ -	13 +2
alcohol shop near me	<input type="checkbox"/>		3.6K	+50%	£ 1.68	19 -4	99+ -	99+ -
spirits alcohol +8	<input type="checkbox"/>		2.9K	-20%	£ 0.43	5 -	99+ -	38 +4
alcohol shop +2	<input type="checkbox"/>		2.9K	+18%	£ 1.09	1 -	99+ -	34 -4
types of alcohol +2	<input type="checkbox"/>		2.4K	-17%	£ 1.43	99+ -	99+ -	99+ -
rum as a gift +2	<input type="checkbox"/>		1.9K	-45%	£ 0.94	27 -4	99+ -	12 -1
spirit drinks +8	<input type="checkbox"/>		1.6K	0%	£ 0.63	28 +7	99+ -	99+ -
is gin made from vodka +1	<input type="checkbox"/>	-	1.6K	0%	£ 1.02	99+ -	99+ -	99+ -
order alcohol online +4	<input type="checkbox"/>	-	1.3K	0%	£ 3.37	1 +1	99+ -	33 +10
buy alcohol online +4	<input type="checkbox"/>	-	1K	-32%	£ 2.29	1 -	99+ -	23 +3
classic cocktails recipes	<input type="checkbox"/>		1K	-44%	£ 0.14	99+ -	99+ -	99+ -
what is rum	<input type="checkbox"/>		1K	-28%	£ 0.44	99+ -	99+ -	99+ -
wine and spirits +1	<input type="checkbox"/>		880	0%	£ 1.11	93 -2	99+ -	99+ -



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						🖥️ ⬆️⬆️	🖥️ ⬆️⬆️	🖥️ ⬆️⬆️
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alcohol delivery +5	<input type="radio"/>		9.9K	-45%	£ 3.45	9 +1	99+ -	99+ -
classic cocktails +1	<input type="radio"/>		5.4K	-18%	£ 0.13	99+ -	99+ -	99+ -
rum gift set +2	<input type="radio"/>		4.4K	-55%	£ 0.73	40 +4	99+ -	13 +2
alcohol shop near me	<input type="radio"/>		3.6K	+50%	£ 1.68	19 -4	99+ -	99+ -
spirits alcohol +8	<input type="radio"/>		2.9K	-20%	£ 0.43	5 -	99+ -	38 +4
alcohol shop +2	<input type="radio"/>		2.9K	+18%	£ 1.09	1 -	99+ -	34 -4
types of alcohol +2	<input type="radio"/>		2.4K	-17%	£ 1.43	99+ -	99+ -	99+ -
rum as a gift +2	<input type="radio"/>		1.9K	-45%	£ 0.94	27 -4	99+ -	12 -1
spirit drinks +8	<input type="radio"/>		1.6K	0%	£ 0.63	28 +7	99+ -	99+ -
is gin made from vodka +1	<input type="radio"/>	-	1.6K	0%	£ 1.02	99+ -	99+ -	99+ -
order alcohol online +4	<input type="radio"/>	-	1.3K	0%	£ 3.37	1 +1	99+ -	33 +10
buy alcohol online +4	<input type="radio"/>	-	1K	-32%	£ 2.29	1 -	99+ -	23 +3
classic cocktails recipes	<input type="radio"/>		1K	-44%	£ 0.14	99+ -	99+ -	99+ -
what is rum	<input type="radio"/>		1K	-28%	£ 0.44	99+ -	99+ -	99+ -
wine and spirits +1	<input type="radio"/>		880	0%	£ 1.11	93 -2	99+ -	99+ -



# Competitors' Domain Authority & links

Enter your domains	1 urbanapothecarylondon.com	2 www.neomorganics.com	3 lamontana.co.uk	4 www.drpawpaw.com
Domain Rating	30	60	13	42
Ref Domains	181	2,359	237	646
Ref .gov domains	0	0	0	0
Ref .edu domains	0	4	0	1
Ref .com domains	112	1,500	114	347
Ref .net domains	7	76	12	10
Ref .org domains	5	33	5	9
Ref IPs	182	1,819	177	472
SubNets	151	1,271	139	367
Referring Pages	398	14,440	587	3,716
Backlinks	581	33,973	912	4,804

# Competitors' Domain Authority & links

Enter your domains	1	2	3	4
	urbanapothecarylondon.com	www.neomorganics.com	lamontana.co.uk	www.drpawpaw.com
Domain Rating	30	60	13	42
Ref Domains	181	2,359	237	646
Ref .gov domains	0	0	0	0
Ref .edu domains	0	4	0	1
Ref .com domains	112	1,500	114	347
Ref .net domains	7	76	12	10
Ref .org domains	5	33	5	9
Ref IPs	182	1,819	177	472
SubNets	151	1,271	139	367
Referring Pages	398	14,440	587	3,716
Backlinks	581	33,973	912	4,804

# Case study to illustrate the diagnostic process



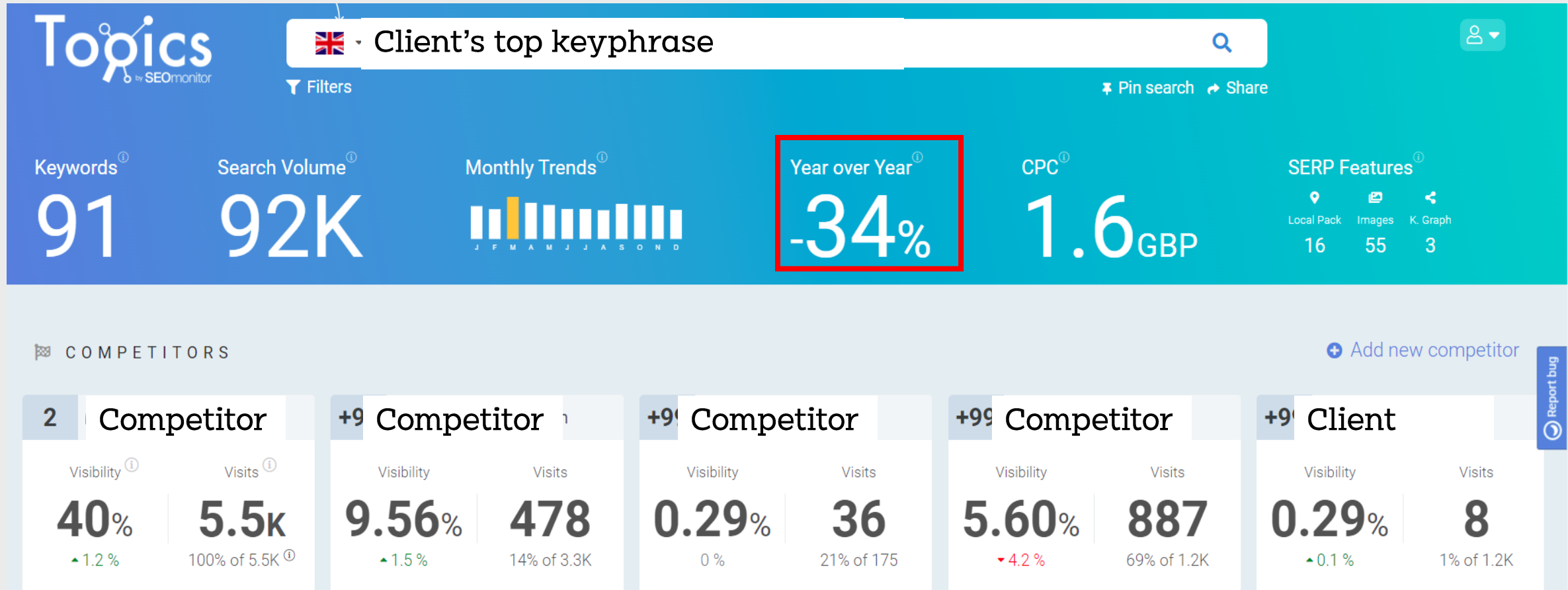


# Client's circumstances

Ecommerce site with lower growth  
compared with the previous year

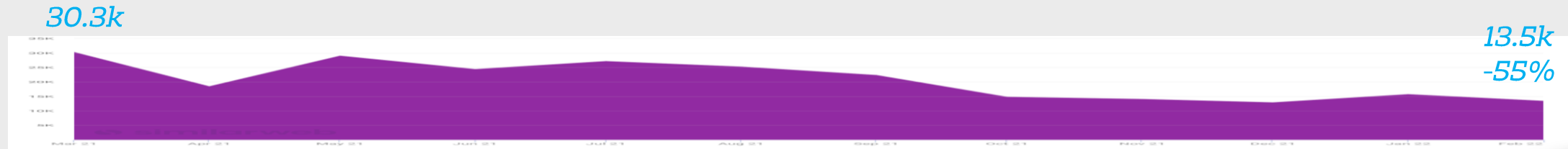
# Are people searching as much this year?

(Mar 22 vs Mar 21)



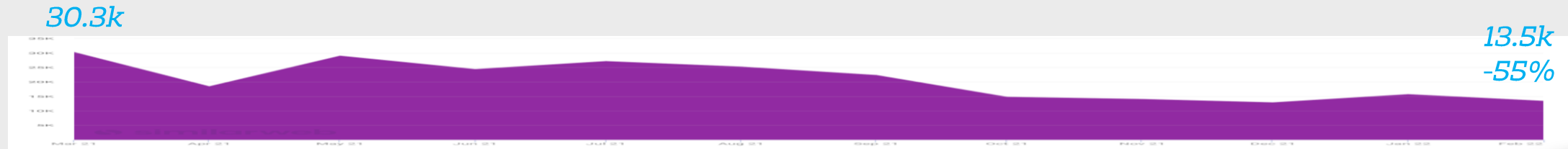
# *How did you do compared with your competitors last year? (Mar 21 – Feb 22)*

*Your site*

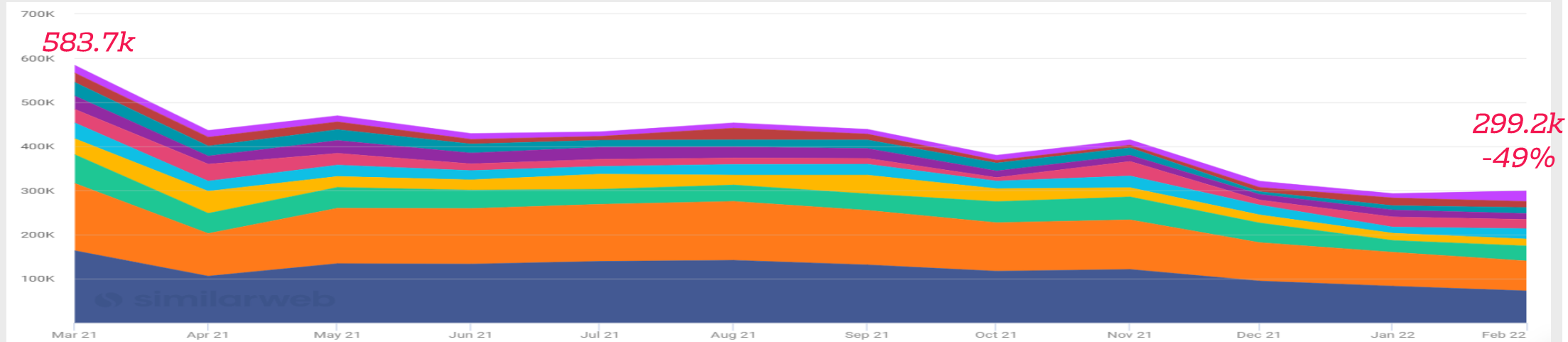


# How did you do compared with your competitors last year? (Mar 21 – Feb 22)

Your site

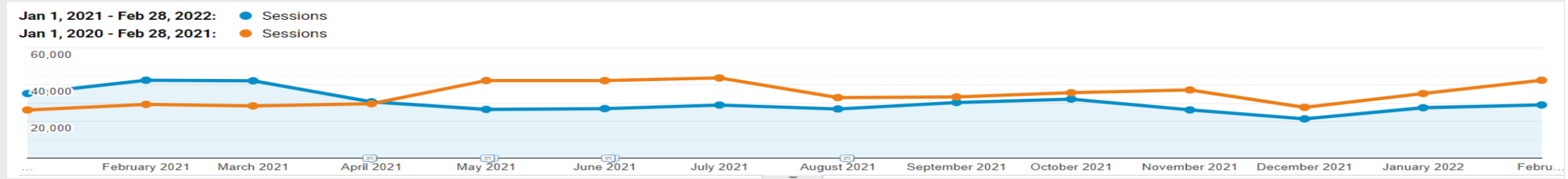


Top 10 sites UK traffic



# *Did the visits and sales change compared with the previous year (Jan 2020 to Feb 2022 vs previous year)*

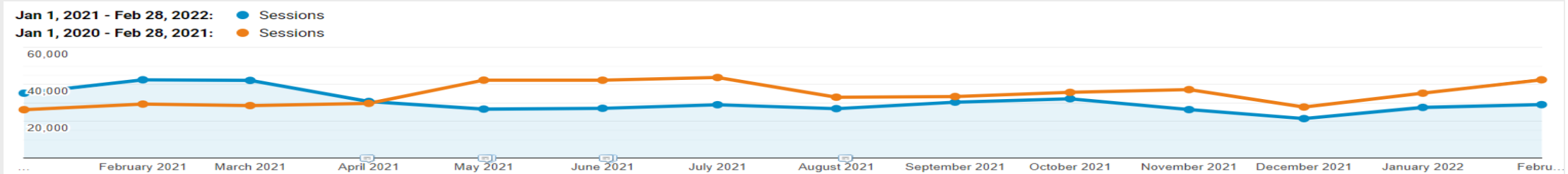
Sessions



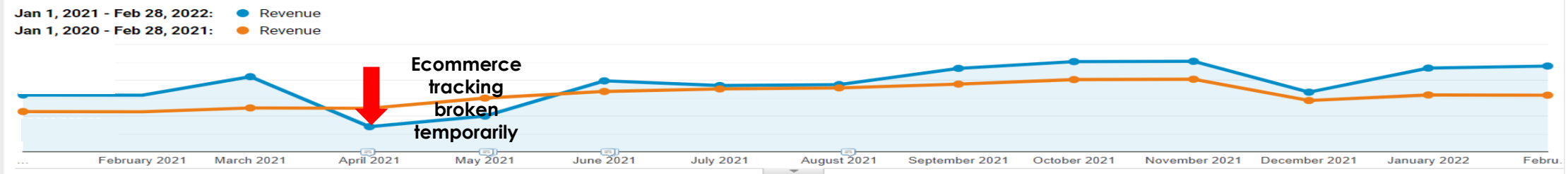


# Did the visits and sales change compared with the previous year (Jan 2020 to Feb 2022 vs previous year)

Sessions

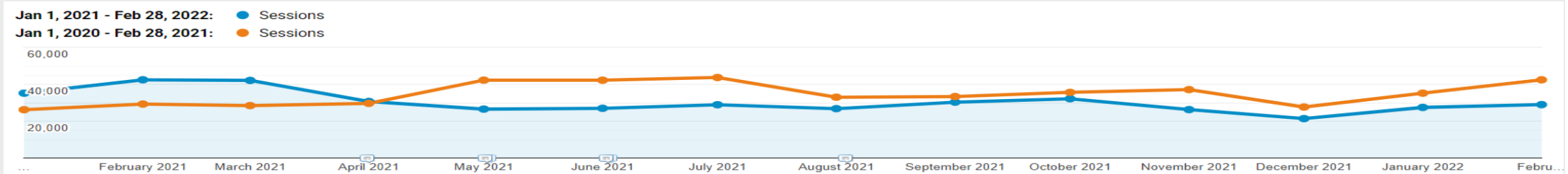


Revenue

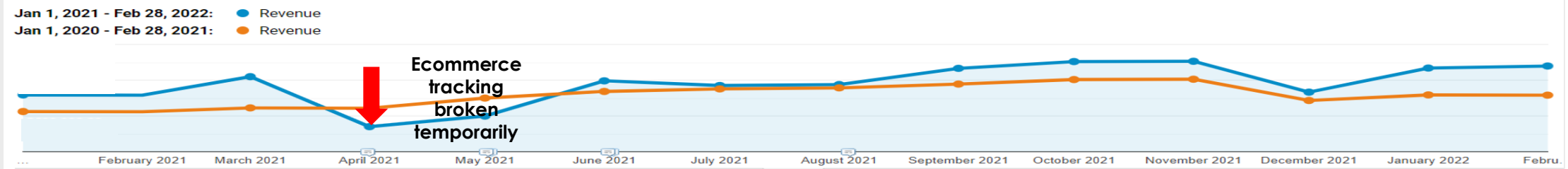


# Did the visits and sales change compared with the previous year (Jan 2020 to Feb 2022 vs previous year)

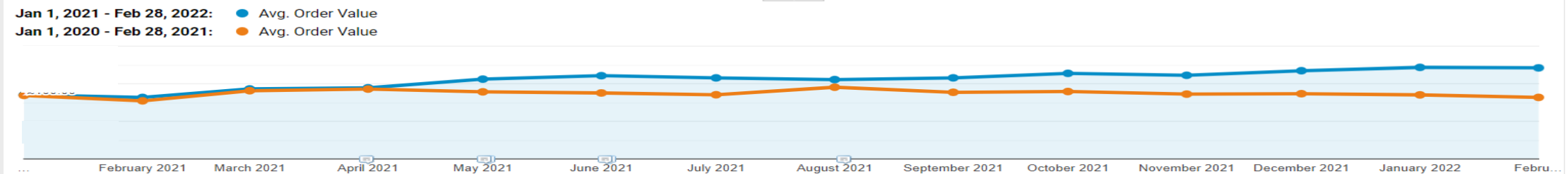
## Sessions



## Revenue

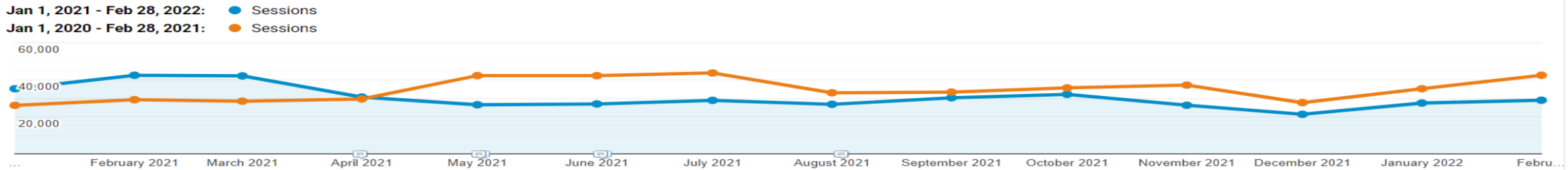


## Average order value

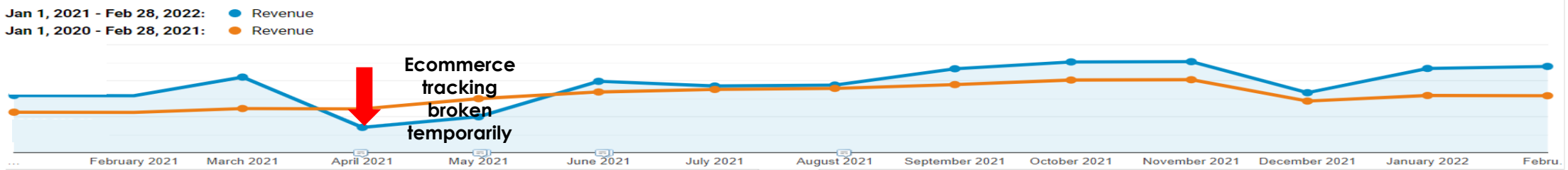


# Did the visits and sales change compared with the previous year (Jan 2020 to Feb 2022 vs previous year)

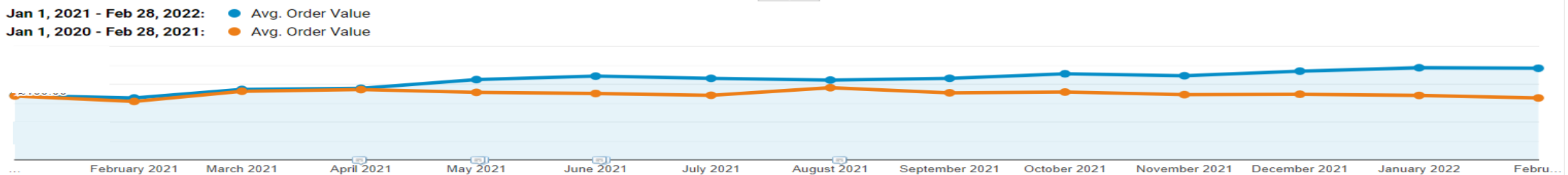
Sessions



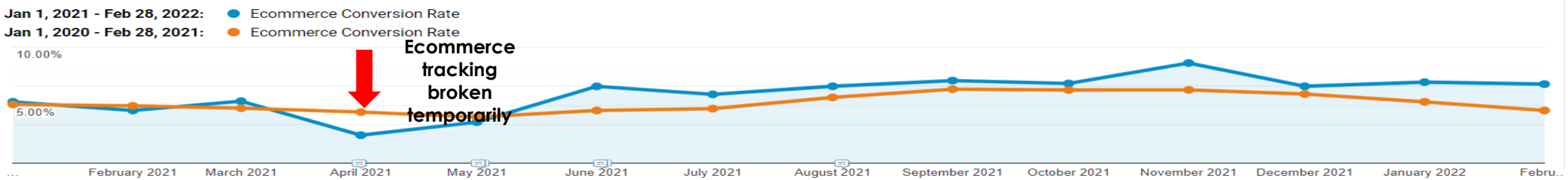
Revenue



Average order value



Conversion rate



# Which channels drove visits and revenue as compared to last year (Jan 2021 to Feb 2022 vs previous year)

	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	11.01% ↓ 265,383 vs 298,224	10.63% ↓ 264,029 vs 295,444	12.32% ↓ 426,267 vs 486,175	18.69% ↑ 57.11% vs 48.12%	15.23% ↓ 3.20 vs 3.78	10.05% ↓ 00:03:00 vs 00:03:20	13.32% ↑ 5.86% vs 5.18%	0.64% ↓ 25,000 vs 25,162	20.53% ↑
1. Paid Search									
Jan 1, 2021 - Feb 28, 2022	128,882 (46.35%)	122,780 (46.50%)	201,385 (47.24%)	55.59%	3.31	00:03:00	6.05%	12,192 (48.77%)	
Jan 1, 2020 - Feb 28, 2021	166,962 (53.75%)	162,086 (54.86%)	258,014 (53.07%)	48.00%	3.81	00:03:15	4.95%	12,768 (50.74%)	
% Change	-22.81%	-24.25%	-21.95%	15.83%	-13.06%	-7.86%	22.34%	-4.51%	18.79%
2. Organic Search									
Jan 1, 2021 - Feb 28, 2022	75,651 (27.21%)	69,815 (26.44%)	103,451 (24.27%)	60.26%	2.94	00:02:49	4.85%	5,020 (20.08%)	
Jan 1, 2020 - Feb 28, 2021	71,219 (22.93%)	64,515 (21.84%)	104,293 (21.45%)	45.71%	4.01	00:03:47	5.50%	5,740 (22.81%)	
% Change	6.22%	8.22%	-0.81%	31.84%	-26.58%	-25.45%	-11.83%	-12.54%	-0.29%
3. Direct									
Jan 1, 2021 - Feb 28, 2022	31,061 (11.17%)	30,104 (11.40%)	62,180 (14.59%)	38.56%	4.58	00:04:49	11.09%	6,896 (27.58%)	
Jan 1, 2020 - Feb 28, 2021	32,414 (10.43%)	31,746 (10.75%)	64,619 (13.29%)	36.21%	4.85	00:04:46	9.14%	5,905 (23.47%)	
% Change	-4.17%	-5.17%	-3.77%	6.50%	-5.58%	0.96%	21.36%	16.78%	39.52%
4. Display									
Jan 1, 2021 - Feb 28, 2022	18,938 (6.81%)	18,696 (7.08%)	29,112 (6.83%)	91.22%	1.12	00:00:28	<0.01%	2 (0.01%)	
Jan 1, 2020 - Feb 28, 2021	18,222 (5.87%)	16,571 (5.61%)	31,653 (6.51%)	79.10%	1.30	00:00:36	0.02%	6 (0.02%)	
% Change	3.93%	12.82%	-8.03%	15.33%	-13.34%	-20.71%	-63.76%	-66.67%	-96.23%
5. Social									
Jan 1, 2021 - Feb 28, 2022	17,397 (6.26%)	17,130 (6.49%)	20,445 (4.80%)	71.74%	1.79	00:01:01	0.22%	45 (0.18%)	
Jan 1, 2020 - Feb 28, 2021	12,302 (3.96%)	11,946 (4.04%)	14,575 (3.00%)	49.81%	2.84	00:01:35	0.45%	66 (0.26%)	
% Change	41.42%	43.40%	40.27%	44.02%	-36.95%	-35.83%	-51.39%	-31.82%	-25.06%
6. (Other)									

# Which channels drove visits and revenue as compared to last year (Jan 2021 to Feb 2022 vs previous year)

	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	11.01% ↓ 265,383 vs 298,224	10.63% ↓ 264,029 vs 295,444	12.32% ↓ 426,267 vs 486,175	18.69% ↑ 57.11% vs 48.12%	15.23% ↓ 3.20 vs 3.78	10.05% ↓ 00:03:00 vs 00:03:20	13.32% ↑ 5.86% vs 5.18%	0.64% ↓ 25,000 vs 25,162	20.53% ↑
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6. (Other)									

# Which channels drove visits and revenue as compared to last year (Jan 2021 to Feb 2022 vs previous year)

	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	11.01% ↓ 265,383 vs 298,224	10.63% ↓ 264,029 vs 295,444	12.32% ↓ 426,267 vs 486,175	18.69% ↑ 57.11% vs 48.12%	15.23% ↓ 3.20 vs 3.78	10.05% ↓ 00:03:00 vs 00:03:20	13.32% ↑ 5.86% vs 5.18%	0.64% ↓ 25,000 vs 25,162	20.53% ↑
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% Change	41.42%	43.40%	40.27%	44.02%	-36.95%	-35.83%	-51.39%	-31.82%	-25.06%
6. (Other)									



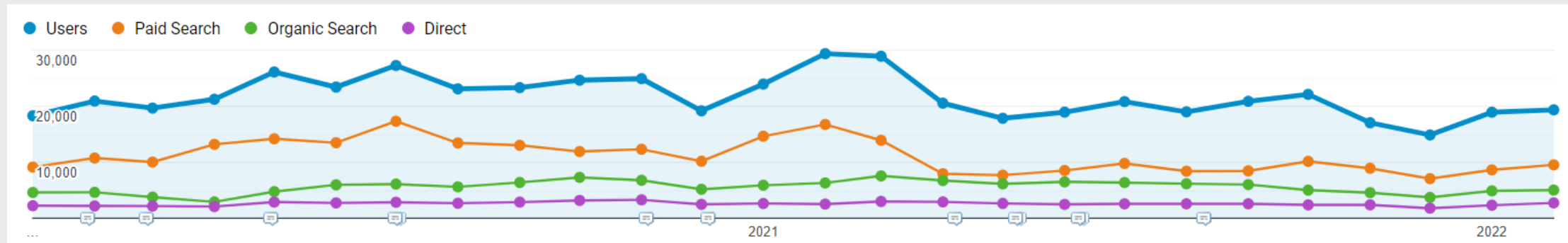
# Which channels drove visits and revenue as compared to last year (Jan 2021 to Feb 2022 vs previous year)

	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
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% Change	41.42%	43.40%	40.27%	44.02%	-36.95%	-35.83%	-51.39%	-31.82%	-25.06%
6. (Other)									

# *Where did your users come from and which channel(s) drove the most revenue?*

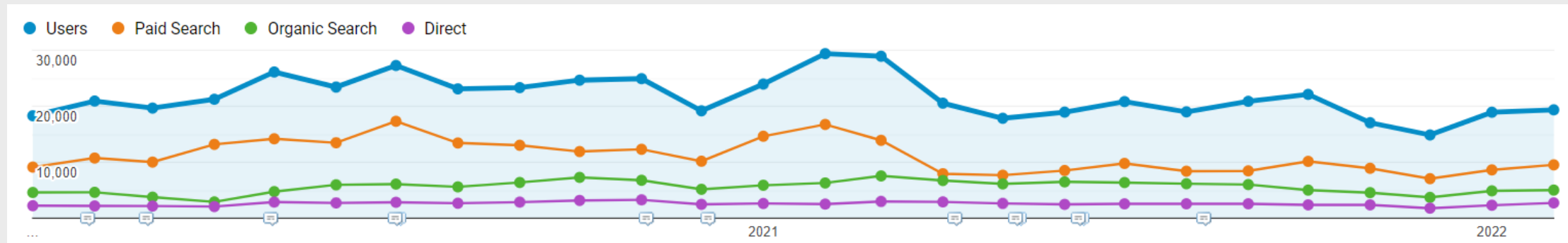
*(Jan 2020 to Feb 22)*

Users by channel

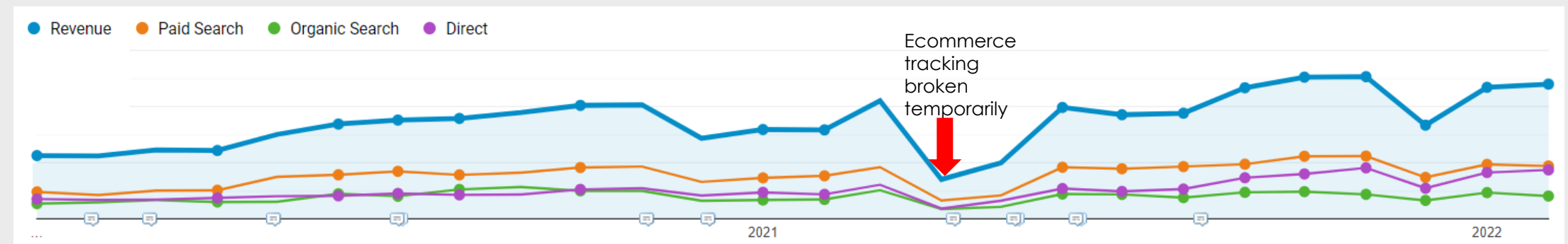


# Where did your users come from and which channel(s) drove the most revenue? (Jan 2020 to Feb 22)

Users by channel



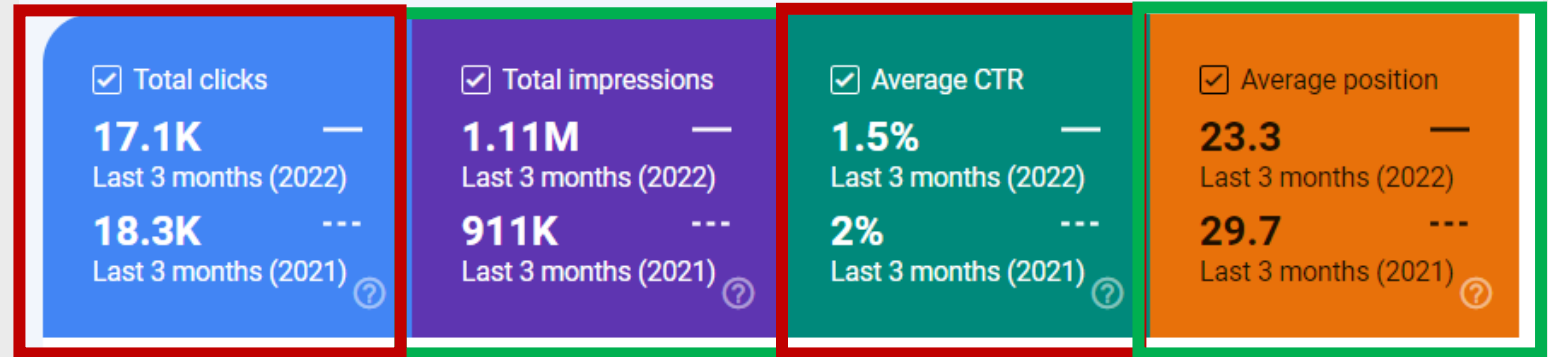
Revenue by channel



Analytics data

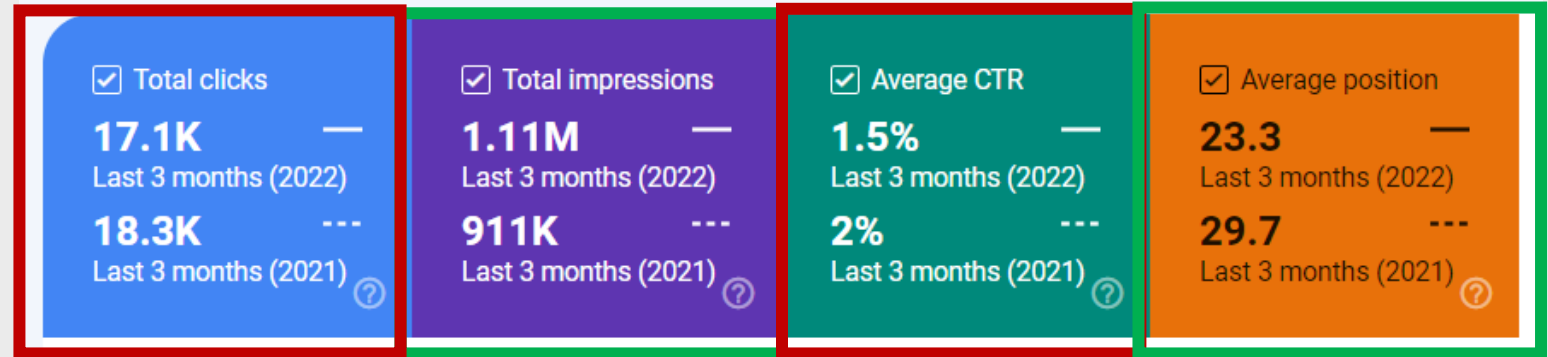
# *Impressions and clicks from the organic search results for brand (15%) or non-brand phrases (85%) (last 3 months vs previous year\*)*

Search Console data  
[All search queries](#)  
Last 3 months YoY\*

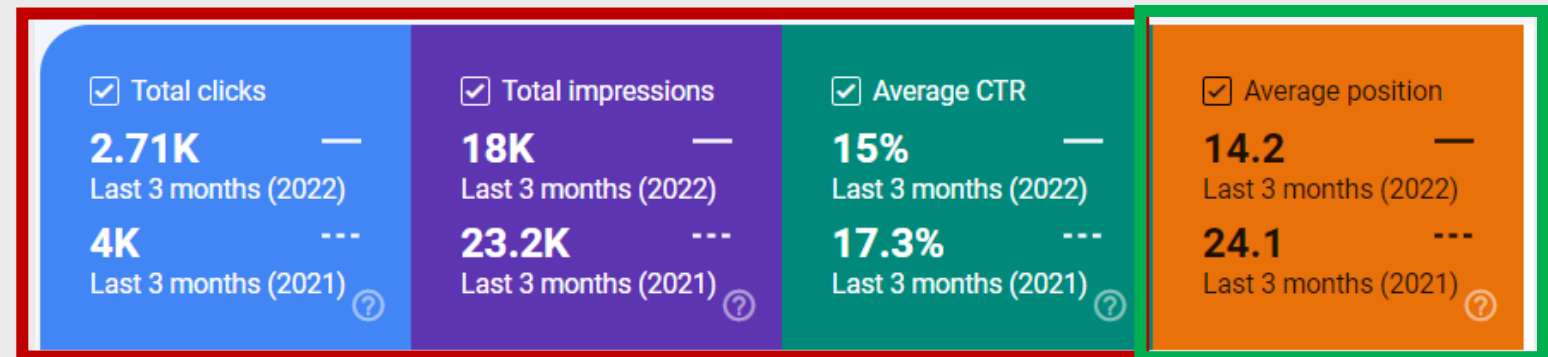


# Impressions and clicks from the organic search results for brand (15%) or non-brand phrases (85%) (last 3 months vs previous year\*)

Search Console data  
All search queries  
Last 3 months YoY\*



Search Console data  
Only Brand queries  
Last 3 months YoY



\*Search Console data recorded for 3 months up to 23/3

# Data on organic search results from Search Console (for all queries) (last 3 months vs last year)

## Positions

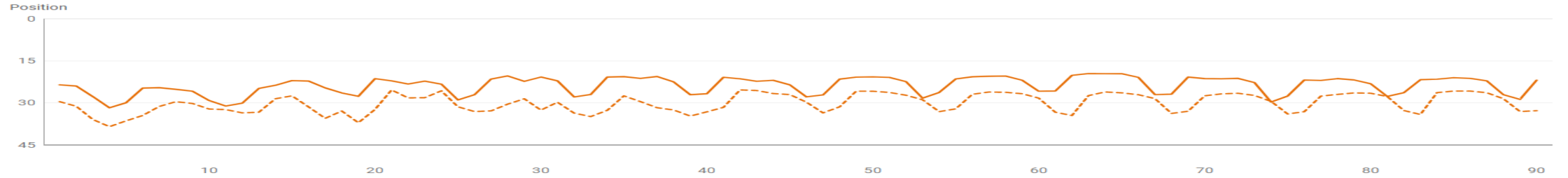
☒ Average position

23.3

Last 3 months (2022)

29.7

Last 3 months (2021)





# Data on organic search results from Search Console (for all queries) (last 3 months vs last year)

## Positions

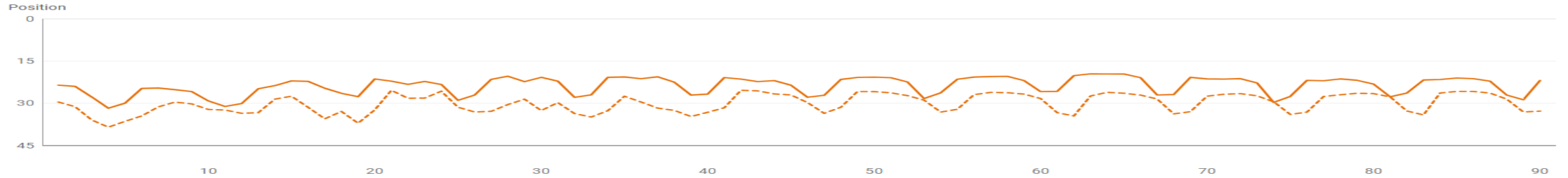
☒ Average position

**23.3**

— Last 3 months (2022)

**29.7**

--- Last 3 months (2021)



## Impressions

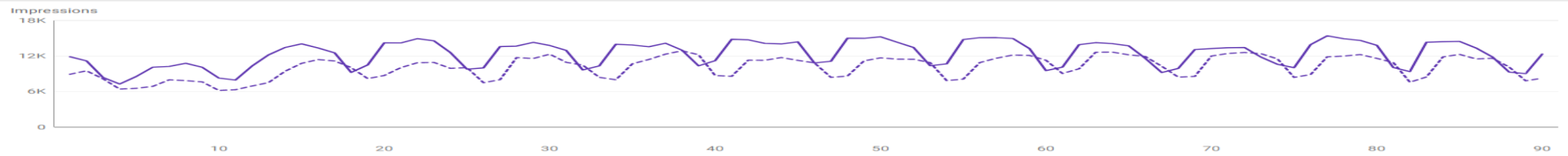
☒ Total impressions

**1.11M**

— Last 3 months (2022)

**911K**

--- Last 3 months (2021)



# Data on organic search results from Search Console (for all queries) (last 3 months vs last year)

## Positions

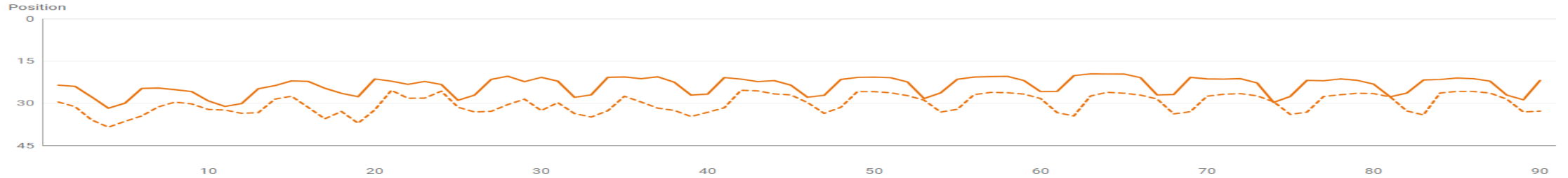
☒ Average position

**23.3**

— Last 3 months (2022)

**29.7**

--- Last 3 months (2021)



## Impressions

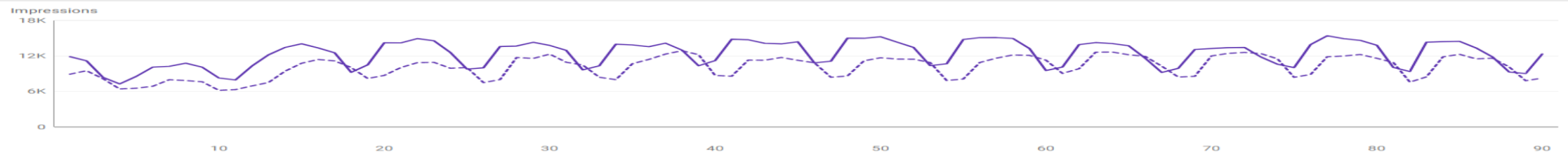
☒ Total impressions

**1.11M**

— Last 3 months (2022)

**911K**

--- Last 3 months (2021)



## % CTR

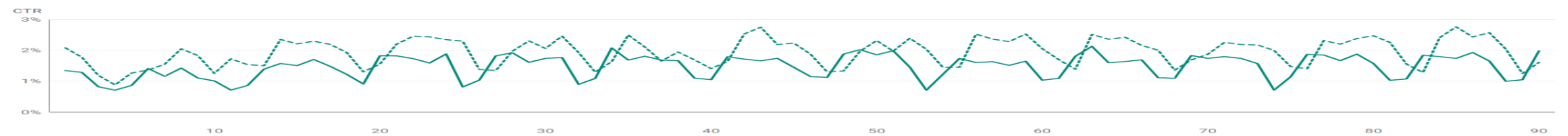
☒ Average CTR

**1.5%**

— Last 3 months (2022)

**2%**

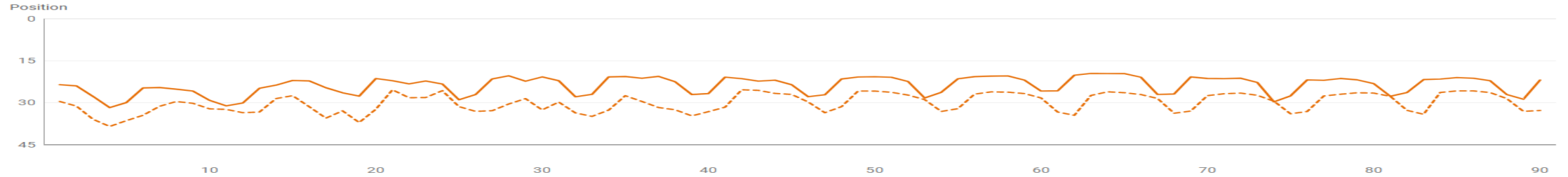
--- Last 3 months (2021)



# Data on organic search results from Search Console (for all queries) (last 3 months vs last year)

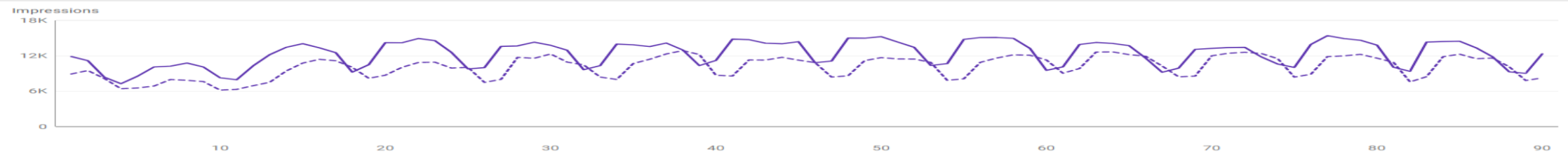
## Positions

☒ Average position  
**23.3** —  
Last 3 months (2022)  
**29.7** ---  
Last 3 months (2021)



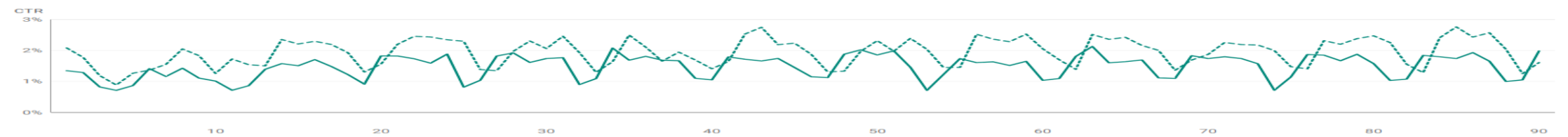
## Impressions

☒ Total impressions  
**1.11M** —  
Last 3 months (2022)  
**911K** ---  
Last 3 months (2021)



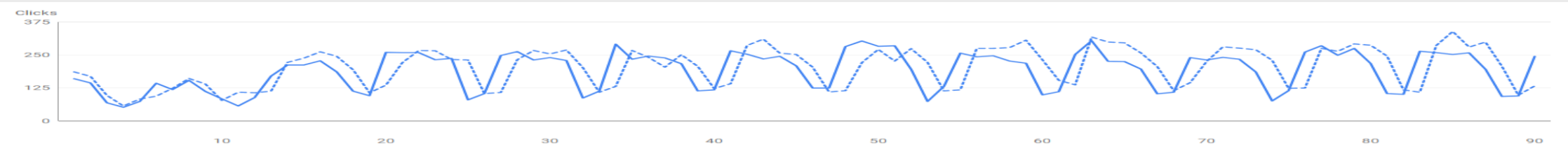
## % CTR

☒ Average CTR  
**1.5%** —  
Last 3 months (2022)  
**2%** ---  
Last 3 months (2021)

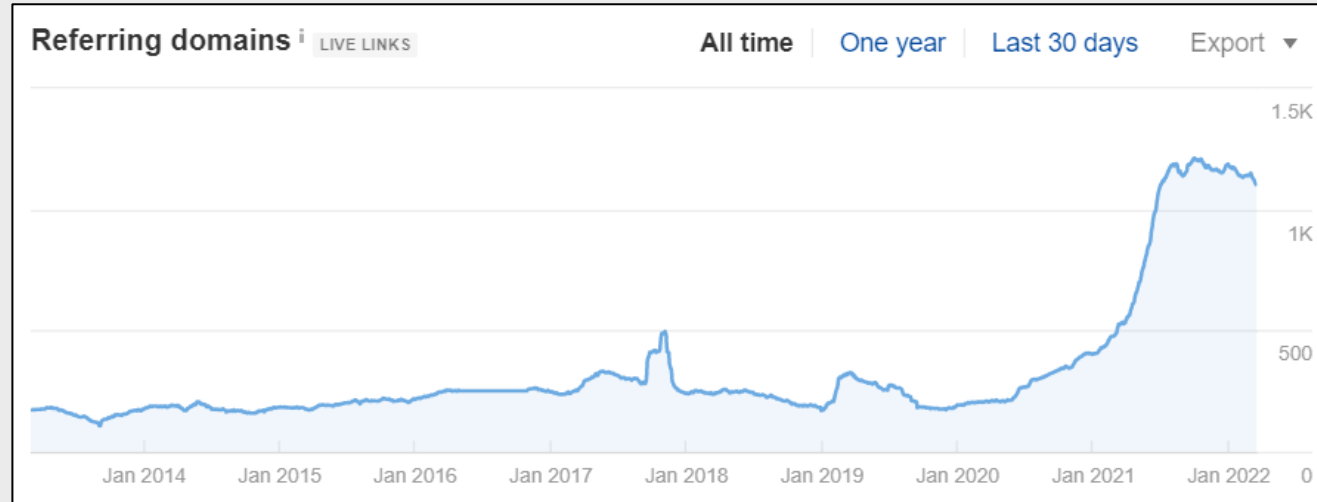


## Clicks

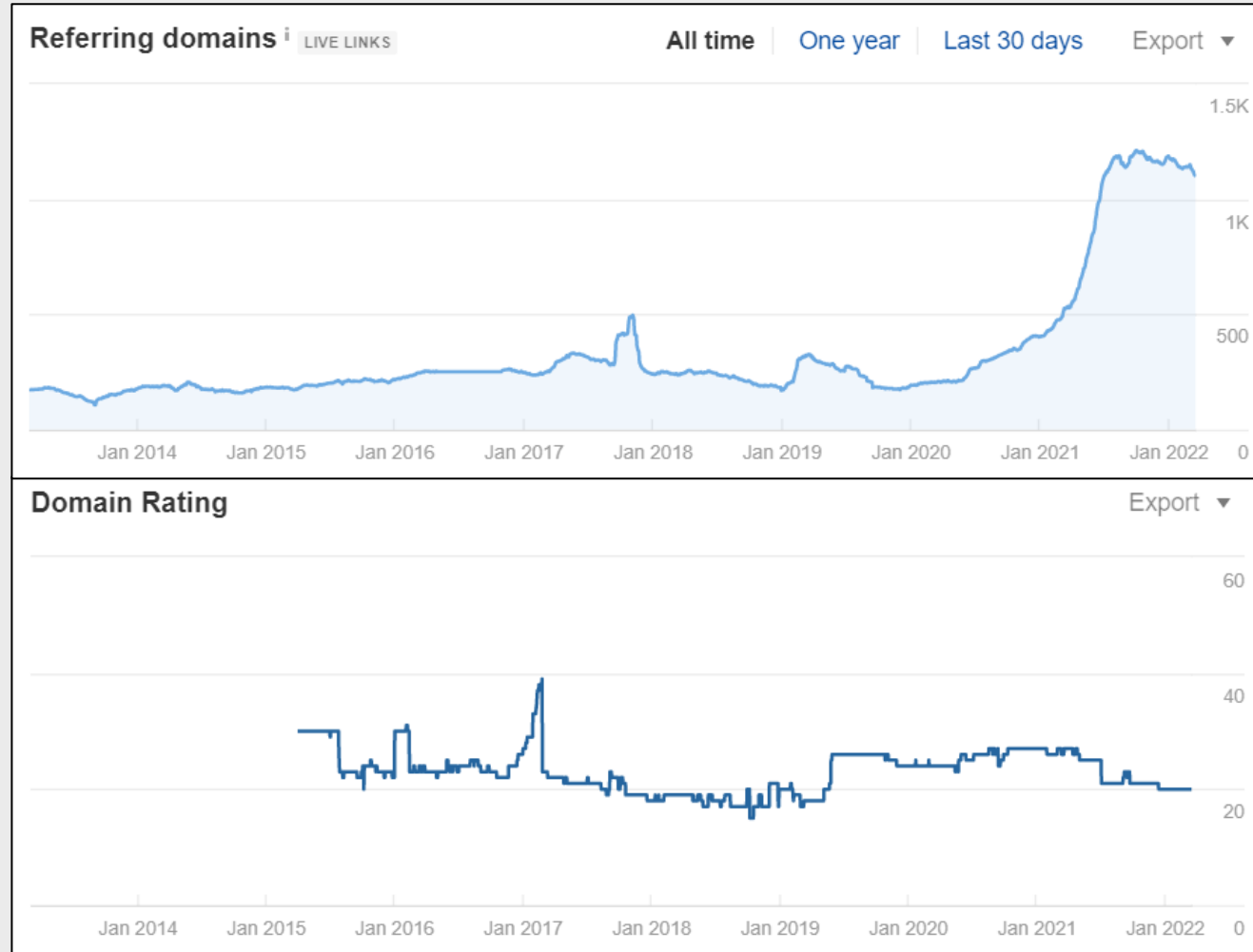
☒ Total clicks  
**17.1K** —  
Last 3 months (2022)  
**18.3K** ---  
Last 3 months (2021)



*Has your PR activity resulted in more links to your site and a higher domain authority?*



*Has your PR activity resulted in more links to your site and a higher domain authority?*



# *Findings of Insight Audits*

- Overall **drop in search volume** for target keyphrases across the whole sector, resulting in significant fall in traffic to competitors' sites (which is out of your control)
- This site also had drop in traffic but had **increased revenue** due to higher conversion rate and larger average order value
- **Organic search traffic had a drop in click through rate or CTR.** This could be due to Google changes, which has resulted in fewer clicks to external websites). We recommend investing time to improve the titles and descriptions to try to increase the CTR
- **Drop in domain authority** (DA) score, despite **increase in referring domains**