



# Web Marketing for Business and Not for Profits

Mike Forrest

July 8, 2016

**Assumption:  
You want to use the  
Internet/Web to get more  
business leads**

1. You serve a local Area.
2. People may be searching for your product, service or for a solution to a problem that your product provides.

**You want;**

- **Phone Calls**
- **Emails**
- **Donations**

# Website

Your Website is the Focal Point  
of Lead Generation on the Web.

All other things like social  
media are designed to get  
qualified traffic to your Website



## Basic Rules for home page Not Rocket Science

1. Phone Number
2. Address
3. Determine what 2 – 4 motivations people have for coming to your website and present them these choices with simple navigation buttons
4. Selling Proposition
5. **Call to Action**
6. Mobile site
7. Analytics
8. Look at your competitors sites and see what seems to work
9. **Sound**
10. **Intro splash page**

# Examples Good and Bad





Become a puppy raiser!  
A pup has little chance of becoming a guide dog unless it is raised in a home and accustomed to playing

[Learn More!](#)

### Apply for a Guide Dog



Pilot Dogs are available to legally blind individuals who would benefit from such dogs. An individual is considered legally blind if the visual acuity in their better eye is 20/200 with the best possible correction, or their visual field is 20 degrees or less.  
[More Information](#)

### Donate



Pilot Dogs is supported entirely by public contributions. There is no federal, state or city aid. Pilot Dogs, Inc. has been officially recognized by the U.S. Treasury Department as a 501(c)3 tax deductible charity.  
[More Information](#)

### Puppy Raiser



Regardless of the quality of breeding, a pup has little chance of becoming a guide dog unless it is raised in a home and accustomed to playing with children, meeting strangers, having the opportunity to be near traffic and go through an obedience course.  
[More Information](#)



# Hope

NEXT EXIT 

Our mission is to respond with integrity and compassion to people facing challenges.



### Outpatient

The Woodlands Outpatient Services Department provides services that are designed to meet the physical, psychological and emotional needs of



### The Center for New Beginnings

New Beginnings is a program offering safe, emergency shelter and multiple services to community members and residents who are victims



### Outreach

The Woodlands Outreach Department provides programs to develop knowledge and skills for adults, youth and families

# Water & Flood Damage Repair



HOME SERVICES ABOUT US CONTACT US



**Low Price Guarantee!**  
We save you money!

[For a complete list of our service/coverage area, click here](#)



Representatives waiting for Your Call:  
**614-389-9426**

**Call Now!**  
**24/7**



**\*We'll be there in  
60 Minutes or LESS!**



## Water Out Now Solves Your Water Damage Problems

Leaking water in your home can feel like an impossible problem to solve. You may also have to fix carpet water damage, home water damage, drywall water damage and wet basements that can happen as a result of water damage.

If you've got water damage, contact Water Out Now. Call 614-389-9426 for assistance with your water damage.

## Water Out Now Is Your Water Damage Pro

Water Out Now is the disaster expert who can solve all of the problems that water damage leaves behind. We offer fast, efficient and convenient services.

Make your water damage a thing of the past.

## Water Out Now Is The Company You Can Count On Anytime

There's never a good time for water damage. Whether it's 2 a.m. on a Friday night or Christmas Eve, we're the company you can turn to 24 hours a day, 7 days a week.

Your water damage, flood damage and sewage damage problems are solved as soon as you contact Water Out Now. Excellent Water Damage Restoration In Your Neighborhood



**CALLS  
TO  
ACTION**

### FIND TIRES BY

Vehicle Size Brand

Year

Make

Model

Option

Show Plus Sizes

Shop Tires

Quality Tires and Auto Repair  
At Competitive Prices

Get Quick A Quote

### OUR SERVICES



Air Filters



Monthly Checklist



Oil/Lube Filters



View All

Schedule an Appointment

## SERVICES

WE OFFER A VARIETY OF SERVICES TO GET YOUR  
CAR BACK ON THE ROAD WHERE IT BELONGS

<DONE PROFESSIONALLY

<DONE AFFORDABLY

<DONE RIGHT

<<VIEW ALL SERVICES>>

Schedule An Appointment



Get a Quote

Get a quote on Tires or Service



Sign Up & Save

Your Email

Get Savings

## Welcome To E&R Tires Plus

E&R Tires Plus is an auto repair shop in Plain City, Ohio that was established in 2008 and strives to deliver a pleasant automotive repair experience. While you are waiting on your car to be serviced, you can wait in our office that includes Wifi, coffee, and fresh homemade cookies. If you would rather not wait while we service your car, you can opt to use one of our loaner cars to go about your day.

Services that we offer include diagnosing check engine lights, diagnosing abs lights, wheel alignments, TPMS repair, air conditioning and heater repairs, oil changes, safety inspections, dot inspections, transmission diagnosis and replacement, timing belt replacements, complete brake service, tune ups, supplemental restraint systems(airbags), cooling system repairs, and trailer repairs.

We sell all major brands of tires including Goodyear/ Kelly/ Dunlop, Continental/General, Cooper, Bridgestone/Firestone, Michelin/ BF Goodrich/Uniroyal, Toyo/Nitto and Mickey Thompson. (include this in the summary section)

### TELL US WHAT YOU DRIVE & GET A QUICK QUOTE

License Plate Number

ENTER HERE

State:

Get A Quick Quote

Goodyear Financing



4333 3732 3274 3675

Car Care One



### WHAT OUR CUSTOMERS SAY

View all Write a review

" E&R is honest, very caring and professional shop. This is the type of mechanic that everyone looks for. Their work is top notch and they guarantee their work. ... [more] "

- Kim Jordan | February 15, 2016



" The people at E&R Tire are

What is wrong here?

# Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.

- Home
- Driveway Gates
- Modern Driveway Gates
- Custom Driveway Gates
- Privacy Driveway Gates
- Garden Gates
- Modern Garden Gates
- Privacy Garden Gates
- Fencing
- Fencing\_2
- Railings
- Modern Balcony Railings
- Openers - Operators
- Ramsel
- FAAC
- Apollo
- BFT
- Power Master
- Platinum Gate Openers
- Liftmaster
- Elite
- Doorking
- OSCO
- Allstar
- Viking
- Eagle
- SEA



## Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier

- **BFT Gate Openers**
- **PowerMaster Gate Openers**
- **Eagle Gate Operators**
- **Elite Gate Openers**
- **Ramsel Gate Operators**
- **Doorking Gate Openers**
- **Viking Gate Operators**
- **OSCO Linear Gate Openers**
- **Liftmaster Gate Operators**
- **Allstar Gate Operators**
- **SEA Gate Openers**
- **FAAC Gate Operators**
- **Apollo Gate Openers**
- **Hysecurity Barriers / Risers** [Swing Slides](#)
- [Residential Sliding Gate Openers](#)
- [Barrier Gate Vehicle Barrier Gate, Parking Gate, Barrier](#)
- [Ditek Surge Protector -- Transformers Revere](#)




All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. **Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.**

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please send an e-mail to [LAOrnamental@aol.com](mailto:LAOrnamental@aol.com)

If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visors or Keychains.

[Railings](#) - L. A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings, Decorative Railings, or HandRails that are powder coated paint for low maintenance and long last Balcony Rails, Porch Rails, or Deck Rails

[Garden Gates or Walk Gates](#) can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron or aluminum as material and choose from our wide selection of powder coated colors. Garden or Walk Gates are custom made that can give your home that special and elegant look.

[Pool Fences](#) - the Aluminum Pool Fence Styles, Aluminum Pool Gate Styles, or the Aluminum Pool Deck Railing Styles that is perfect for your project. We offer decorative pool fences, standard safety fences, or any custom made pool gates for your property that are the essential requirements of commercial crowded areas, or residential properties.

We offer a large selection of Wrought Iron and [Aluminum Driveway Gates](#) , but also browse through our wide selection of Gate Operators, either Sliding or Swing Gate Openers / Operators.

[Access Control:](#) Tele-phone Entry System from Linear, Select Engineering, American Access System, Sentex, For Residential and Commercial Application. A variety of Access Control Equipments, including Remote Controls, Card Readers, Proximity Card Reader, Key Pads, Wireless Key Pad, Wireless Telephone Entry System, Free Exit Loops, Safety Loop, Safety Photo Sensor, Multi-Code, LiftMaster, Linear, Proximity Card, Magnetic Lock, Wireless Intercom, Receiver, Transmitter, Exit Wand, Extended Range Antennas, Electric Strike, Radio Receiver, Mini Remotes, Electric Magnetic Lock, Safety Loop, Exit Loop, Safety Sensor, Sensor Wire, Omron Safety Photo Cell. Goose Neck for Key Pads or Telephone Entry System. What ever your need are for Gate Access Control we have the Security system.

# Magnetic Springs Water Company

 BLOG	 Live Chat	 Sign In	 Check Your Zip Code	 Natural Spring Water
Product Price List 	 STEAM DISTILLED WATER	 F.A.Q.	SIGN UP NOW!	<b>\$19.95</b> SPECIAL OFFER!
 Mountain Valley Spring Water	 DRINKING WATER	Social Networks	 Contact Us	 Point of Use Coolers
 BOTTLED WATER COOLERS	Write a Review 	Latest Company Video	 NSF	Existing Customer? Sign Up for Your On-Line Account HERE ↓↓

FLAT RATE A/C REPAIR \$159



Columbus, OH  
71° Mostly Sunny | 31% Humidity

Call for Faster Service  
614.569.0794



HOME COOLING HEATING MORE

SCHEDULE AN APPOINTMENT

There are some Good things about this Website but some bad

This is a live link to this business's Google page and where there is one review – very bad

Airtron has been repairing and replacing equipment in the Columbus area since 1921, and our team of certified and trained technicians is at your service for all of your heating and cooling needs. For more than nine decades, the people at Airtron have been fixing and installing energy-efficient furnaces, air conditioners, heat pumps, whole house air cleaner and more. Our goals have remained the same, to provide superior HVAC service for all your home comfort systems and equipment and a/c so that they are running at optimal performance and to fix it right the first time, so that you find that your home and family will be comfortable all year round. Ask one of our friendly and knowledgeable staff about the latest in energy-saving equipment such as hybrid heat thermal systems. Or for the allergy sufferer in your family we have indoor air quality solutions that will help your family breathe easier. Our service all makes and models, including Lennox, Bryant, Trane, York, Goodman and more to name a few. We are open 24 hours a day, 7 days a week for emergency repairs and replacement equipment. We also offer maintenance contracts, protection, and we stand behind our work with performance guarantees. Airtron is a name you can trust, and customer satisfaction is our number one priority.

Check out our reviews on  
Google

Over 50% of this business's clients are commercial, This website looks like a small residential contractor

How do you  
get ~~people~~  
prospects to  
see your  
website?



# Anatomy of a Search in 2016

The screenshot shows a Google search for "family law attorney columbus ohio". The search bar at the top contains the query. Below the search bar, navigation tabs for "All", "Maps", "Shopping", "News", "Images", "More", and "Search tools" are visible. The search results are categorized into "Paid Google Ads" and "Organic Listings".

**Paid Google Ads:**

- Family Law Attorneys - Delaware Trusted Family Attorneys**  
www.attorneywestervilleoh.com/  
Call Us To Schedule An Appointment!  
Experienced Lawyers - Knowledgeable Attorneys - Workplace Protection  
815 Copeland Mill Rd - (614) 734-0000 - Open today - 8:30 AM - 5:00 PM
- Family Law Lawyer - Over 30yr Experience**  
www.kernsandsims.com/Family-Law  
Ralph Kerns Can Help You And Your Family Today!  
Free Initial Consultation - 1 Free Hour With Attorney - Experience & Commitment  
Types: Family Law, Divorce, Child Custody, Child Support  
8797 North High Street#210, Columbus - Open today - 9:00 AM - 5:00 PM
- Family Law Attorney - MYGLaw.com**  
www.myglaw.com/FamilyLawAttorney - (614) 923-4817  
We Fight For Your Best Interests. Get Professional Legal Help Now  
Services: Divorce, Child Support, Child Custody, Visitation, Dissolution, Spousal Support
- Columbus Family Lawyer - MolnarLaw.com**  
www.molnarlaw.com/  
Call Today! BV-Rated Family Law Lawyer Practicing for 35+ Years.  
Custody Lawyer - Family Lawyer - Divorce Attorney - Contact Us  
21 Middle St, Galena, OH

**Map:** A map of Columbus, Ohio, showing several law offices marked with red pins. The map includes labels for nearby areas like Marysville, Utica, Newark, Heath, Hebron, Millersport, Grove City, and London. Major highways like I-70, I-675, and I-30 are also shown.

**Organic Listings:**

- Kerns & Sims Attorneys At Law**  
4 reviews · Law Firm  
8797 N High St #210 · (614) 785-9420  
Open until 5:00 PM
- Jack's Law Office - Columbus, OH**  
2 reviews · Divorce Lawyer  
1900 Polaris Pkwy #450 · (614) 888-3124  
Open until 5:00 PM
- The Law Offices Of William L. Geary Co. LPA**  
3 reviews · Attorney  
155 W Main St · (614) 228-1988  
Open until 5:00 PM

Below the map, there are links for "Website" and "Directions" for each listing, and a "More places" link at the bottom.

**Organic Listings (continued):**

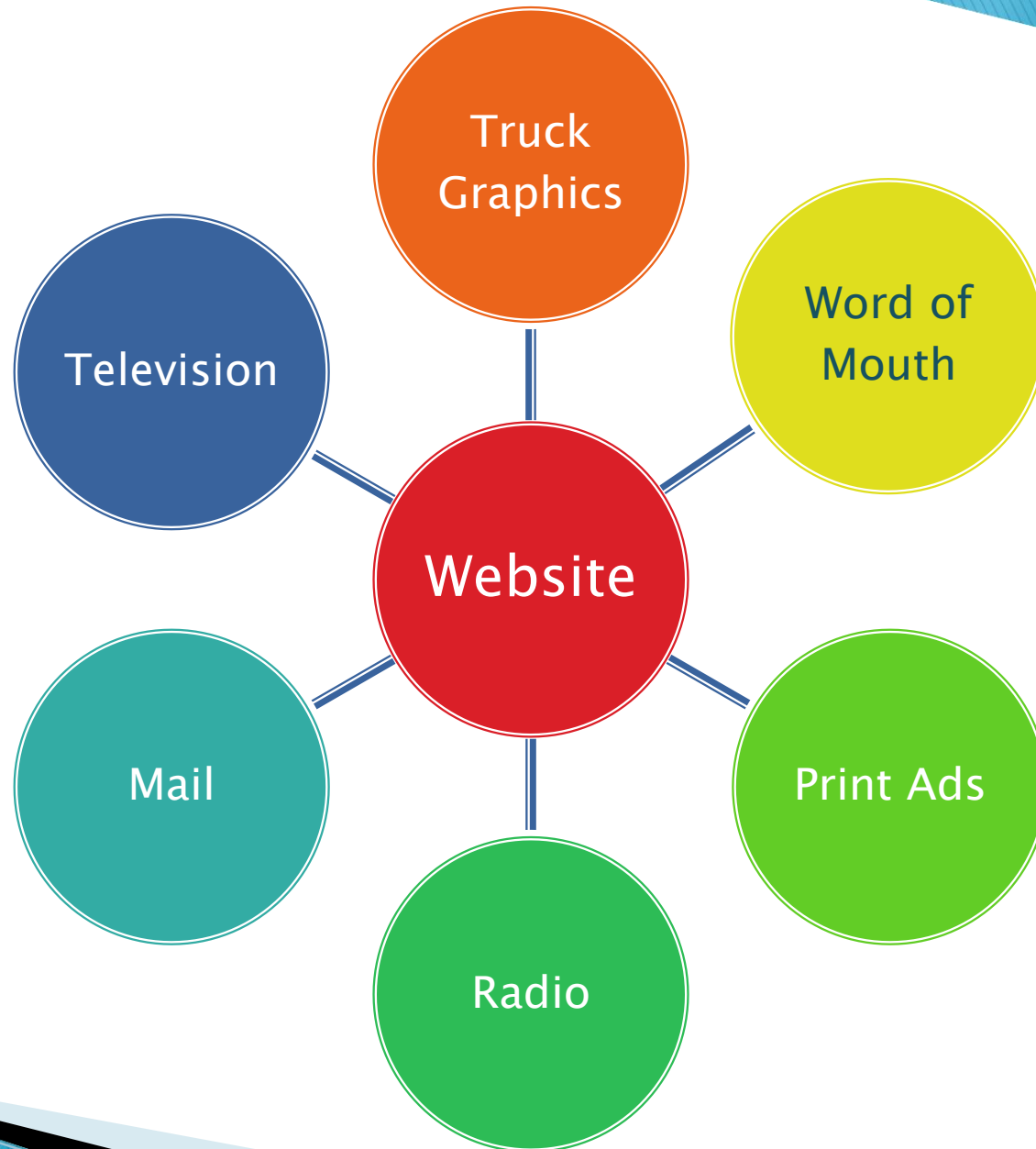
- Find Child Custody Columbus, Ohio Law Firms - Lawyers.com**  
www.lawyers.com/child-custody/columbus/ohio/law-firms/  
Free, Personalized Answers From Expert Lawyers. Ohio. Columbus Child Custody Law Firms in Ohio.
- Find the best Child Custody lawyer in Columbus, OH - Avvo**  
www.avvo.com › Find a lawyer › Ohio › Columbus › Avvo  
FREE detailed reports on 588 Child Custody Attorneys in Columbus, Ohio including ...  
practice in all areas of domestic relations law including divorce, child ...

Paid Google Ads

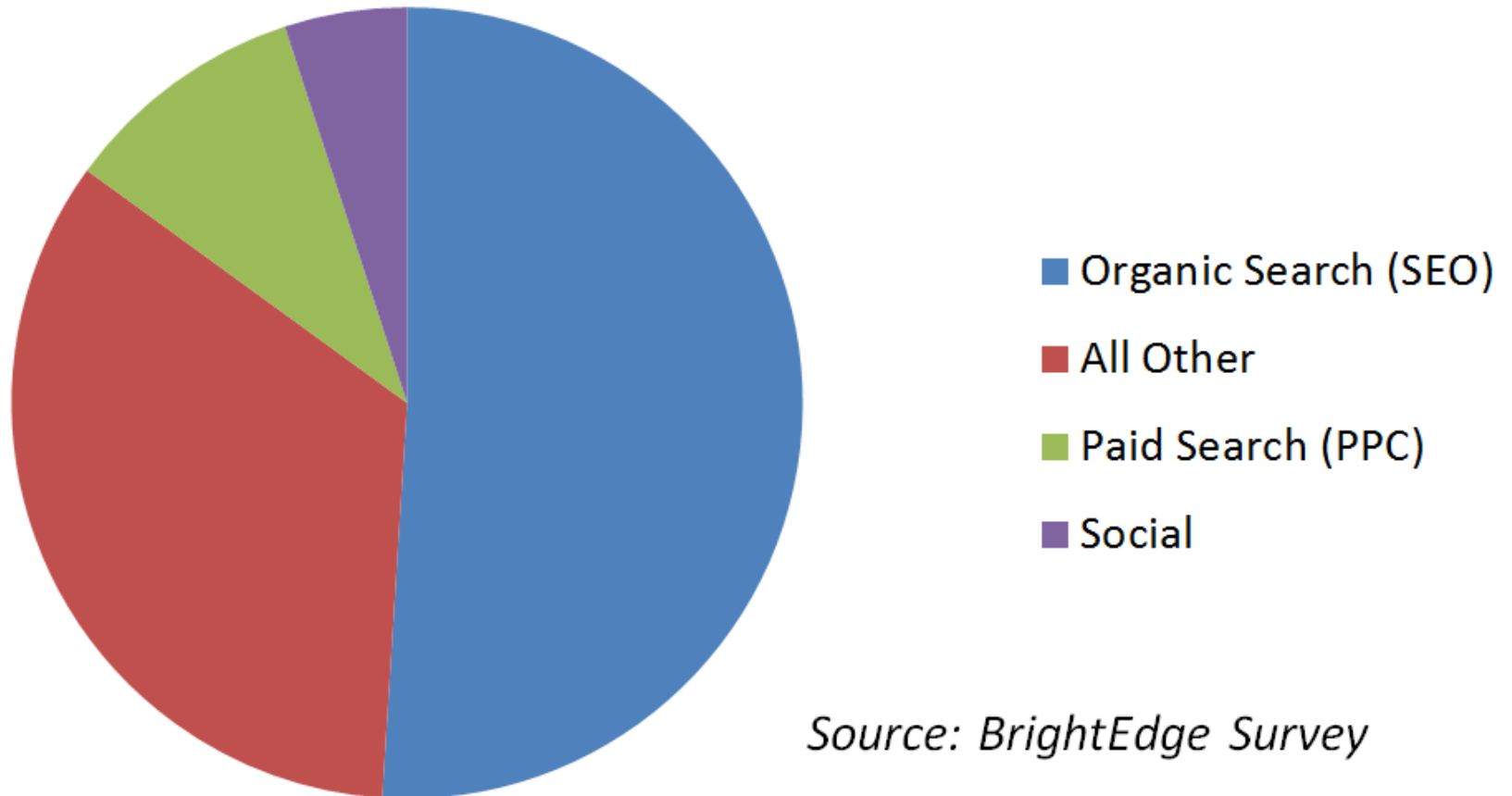
Google Maps

Organic Listings





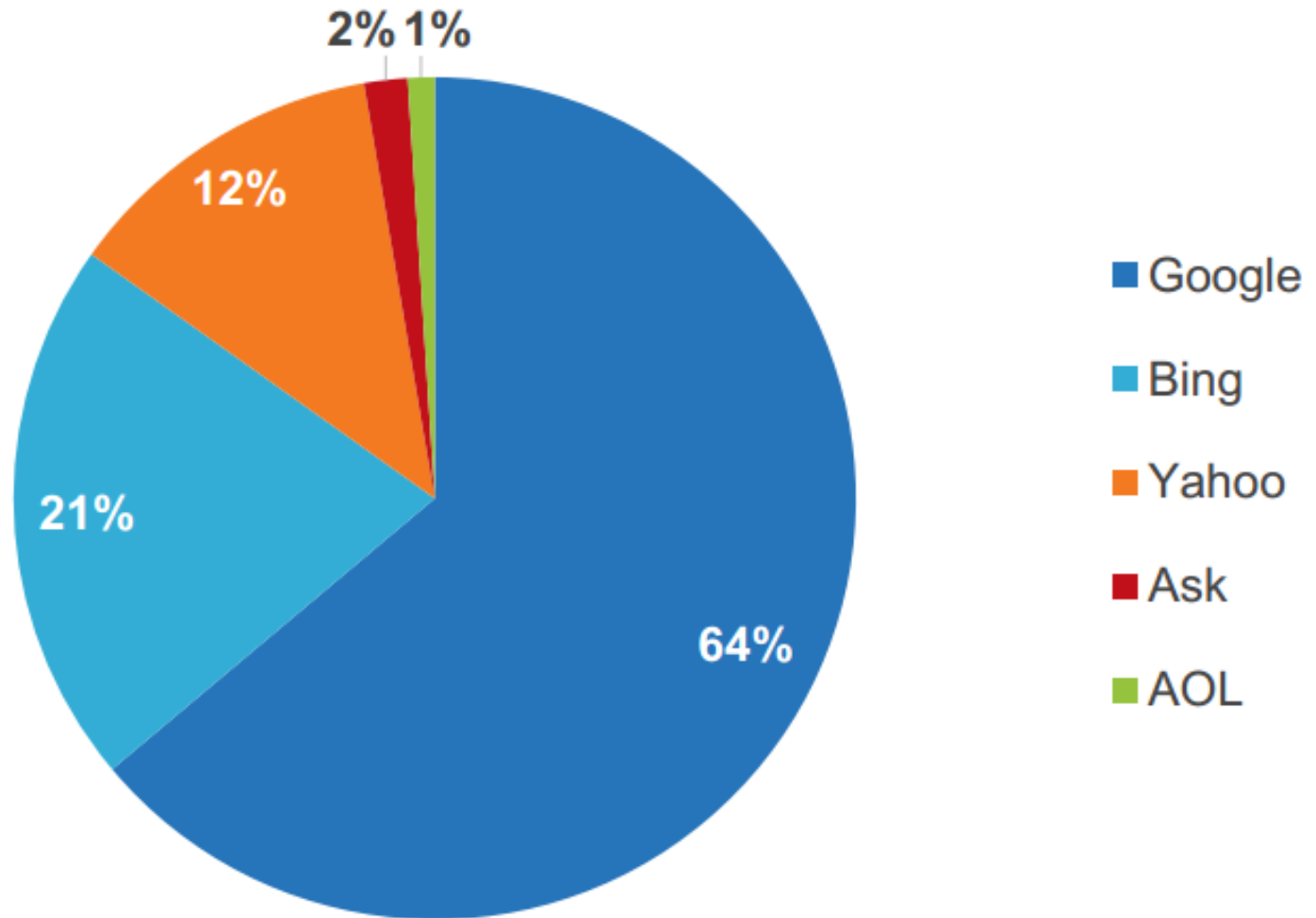
## Percent of Web Traffic



*Source: BrightEdge Survey*

## Share of Desktop Searches for Explicit Core Search Market

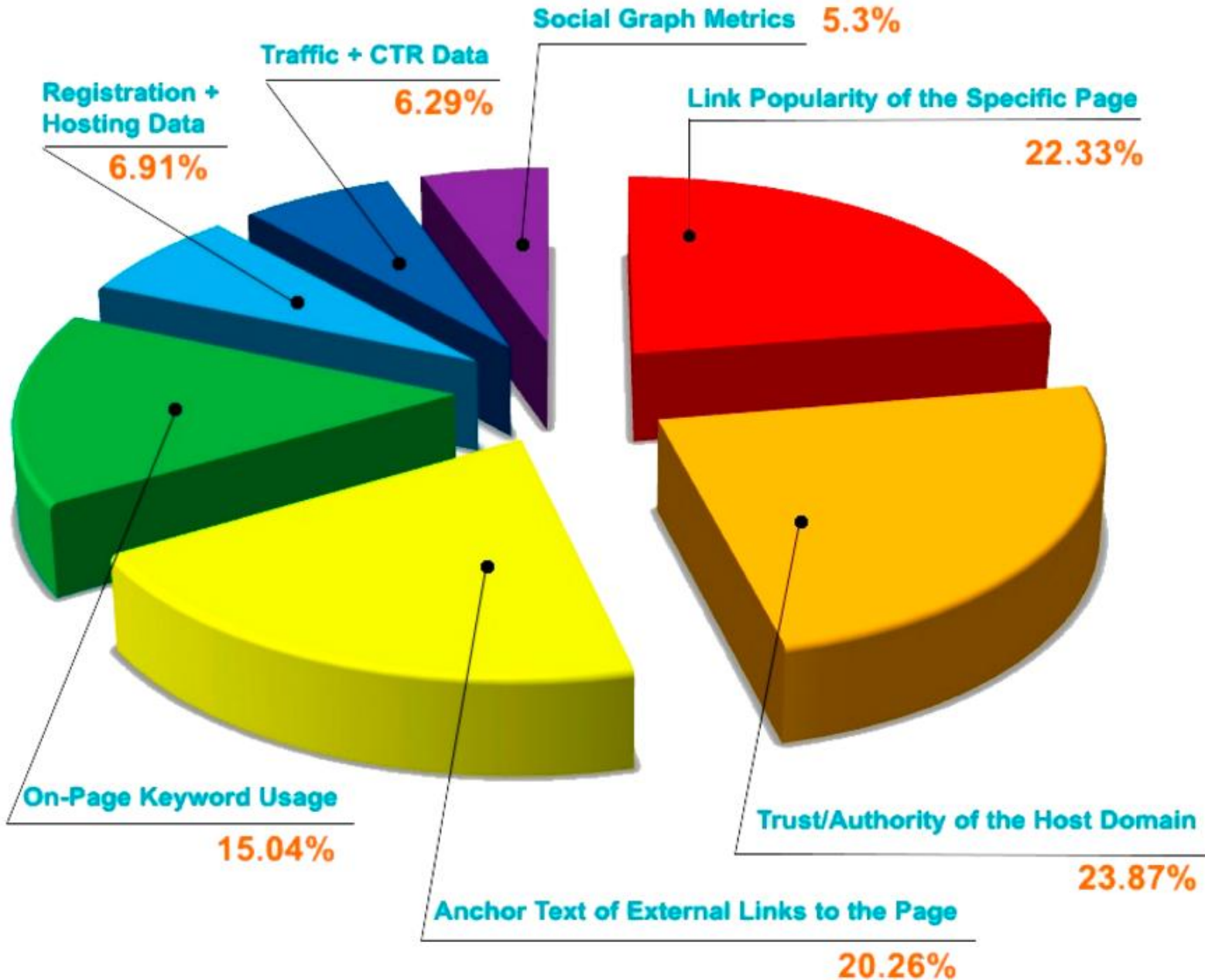
Source: comScore qSearch, U.S., Q4 2015





according to Moz.

# SEO FACTORS



# On Page SEO



It is reported that Google uses 200 factors about your website to determine its place in searches



## ▶ Off Page SEO:-

- Back links
  - The page with the most (relevant) links usually wins
- ▶ Directories
- ▶ Article links
- ▶ Press Release links
- ▶ Social bookmarking



# Paid Search Ads PPC

# Anatomy of a Search in 2016

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**Paid Google Ads:**

- Family Law Attorneys - Delaware Trusted Family Attorneys**  
www.attorneywestervilleoh.com/  
Call Us To Schedule An Appointment!  
Experienced Lawyers - Knowledgeable Attorneys - Workplace Protection  
815 Copeland Mill Rd - (614) 734-0000 - Open today - 8:30 AM - 5:00 PM
- Family Law Lawyer - Over 30yr Experience**  
www.kernsandsims.com/Family-Law  
Ralph Kerns Can Help You And Your Family Today!  
Free Initial Consultation - 1 Free Hour With Attorney - Experience & Commitment  
Types: Family Law, Divorce, Child Custody, Child Support  
8797 North High Street#210, Columbus - Open today - 9:00 AM - 5:00 PM
- Family Law Attorney - MYGLaw.com**  
www.myglaw.com/FamilyLawAttorney - (614) 923-4817  
We Fight For Your Best Interests. Get Professional Legal Help Now  
Services: Divorce, Child Support, Child Custody, Visitation, Dissolution, Spousal Support
- Columbus Family Lawyer - MolnarLaw.com**  
www.molnarlaw.com/  
Call Today! BV-Rated Family Law Lawyer Practicing for 35+ Years.  
Custody Lawyer - Family Lawyer - Divorce Attorney - Contact Us  
21 Middle St, Galena, OH

**Google Maps:**

The map shows several law firms in Columbus, OH:

- Kerns & Sims Attorneys At Law**  
4 reviews · Law Firm  
8797 N High St #210 · (614) 785-9420  
Open until 5:00 PM
- Jack's Law Office - Columbus, OH**  
2 reviews · Divorce Lawyer  
1900 Polaris Pkwy #450 · (614) 888-3124  
Open until 5:00 PM
- The Law Offices Of William L. Geary Co. LPA**  
3 reviews · Attorney  
155 W Main St · (614) 228-1988  
Open until 5:00 PM

**Organic Listings:**

- Find Child Custody Columbus, Ohio Law Firms - Lawyers.com**  
www.lawyers.com/child-custody/columbus/ohio/law-firms/  
Free, Personalized Answers From Expert Lawyers. Ohio. Columbus Child Custody Law Firms in Ohio.
- Find the best Child Custody lawyer in Columbus, OH - Avvo**  
www.avvo.com › Find a lawyer › Ohio › Columbus › Avvo  
FREE detailed reports on 588 Child Custody Attorneys in Columbus, Ohio including ...  
practice in all areas of domestic relations law including divorce, child ...

**NOBODY CLICKS**

ON GOOGLE ADS... RIGHT?

**WRONG**

**SPONSORED**

**RESULTS**



ACCOUNT FOR

**64.6%**  
**OF CLICKS**

for high commercial intent  
keyword searches

Source: WordStream Research,  
July 2012. US advertiser data only.

**35.4%**

of clicks are from  
**ORGANIC**  
UNPAID RESULTS



**FOR KEYWORDS WITH  
HIGH COMMERCIAL INTENT**

**ALMOST 2/3 OF CLICKS**

*go to sponsored results*

**HIGH COMMERCIAL  
INTENT KEYWORDS**



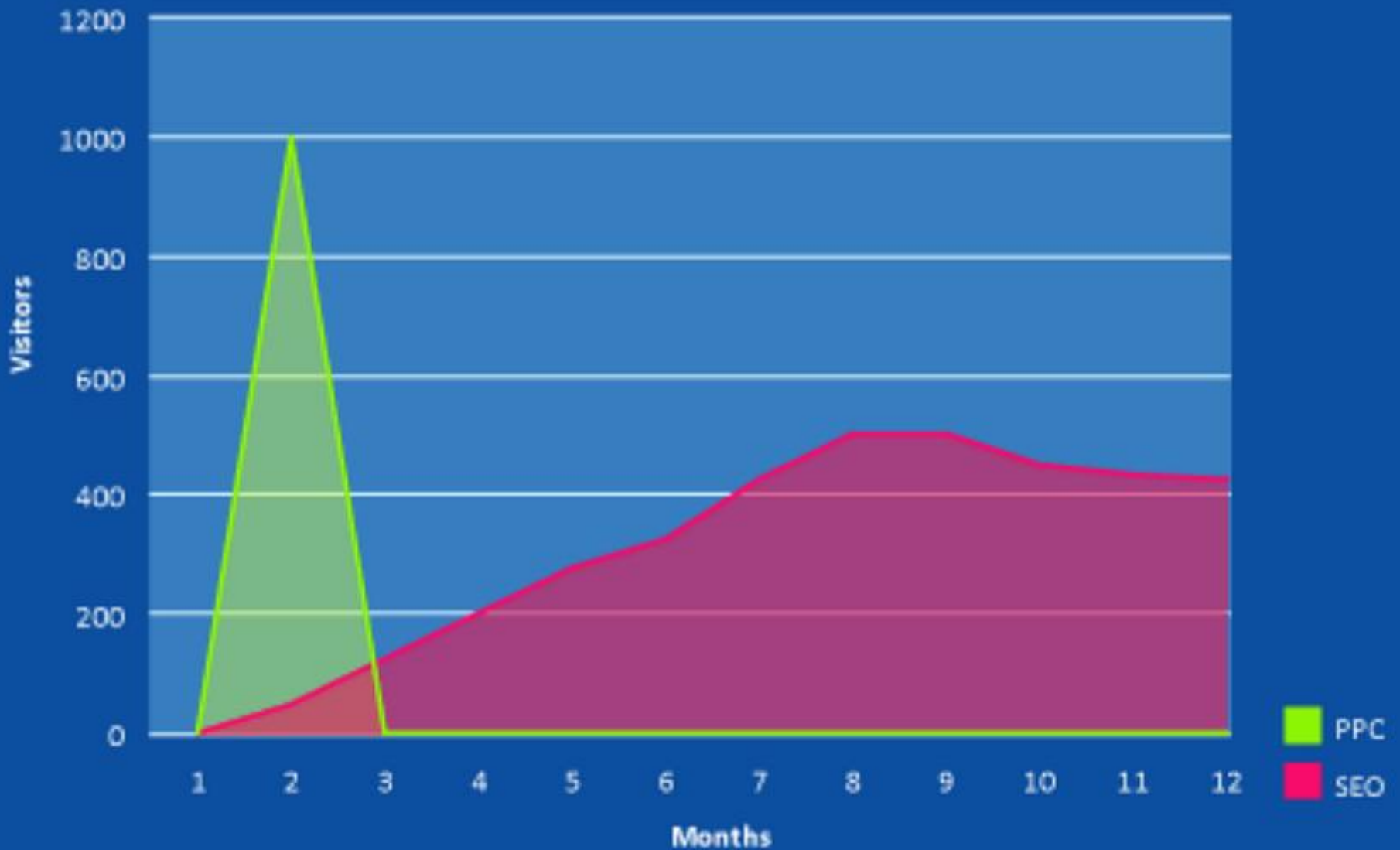
**PEOPLE LOOKING TO BUY**

**THE BATTLEGROUND:**

WHERE DO PEOPLE CLICK?

Source: Wordstream 2015

# Visitor Traffic for SEO and PPC (Assuming Same Budget)



# Google Adwords

1. Google will help you get lots of clicks on your ads
2. Not all clicks are worth it
3. Use **NEGATIVE** key words
4. Use multiple ads
5. Use multiple landing pages
6. Observe key word quality as determined by Google

## Adwords, Continued

7. Link your Adwords and Analytics accounts
8. Don't accept all of Google's word suggestions
9. Incorporate Mobile only ad with phone number if appropriate
10. Just restrict ads to Google search no network ads

**501(c)(3)  
Corporations  
Eligible for up to  
\$10,000 per  
month in  
Adwords grants**



# Most Expensive Keywords in the US

Average **cost per click prices** on Google AdWords

## #1

**\$935.71** best mesothelioma lawyer LEGAL

## #2-25

<b>\$425.70</b>	dallas truck accident lawyer	LEGAL
<b>\$411.04</b>	truck accident lawyer houston	LEGAL
<b>\$393.79</b>	louisville car accident lawyer	LEGAL
<b>\$388.84</b>	houston 18 wheeler accident lawyer	LEGAL
<b>\$381.65</b>	san diego water damage	WATER DAMAGE
<b>\$377.70</b>	are personal injury settlements taxable	LEGAL
<b>\$361.34</b>	baltimore auto accident lawyer	LEGAL
<b>\$358.11</b>	accident lawyer sacramento	LEGAL
<b>\$358.03</b>	car accident lawyer phoenix	LEGAL
<b>\$350.42</b>	car accident lawyers los angeles	LEGAL
<b>\$348.78</b>	phoenix accident lawyer	LEGAL
<b>\$344.25</b>	business phone service providers in my area	B2B
<b>\$338.98</b>	san diego flood restoration	WATER DAMAGE
<b>\$332.58</b>	los angeles car accident attorney	LEGAL
<b>\$326.85</b>	mesothelioma compensation	LEGAL
<b>\$326.76</b>	car accident lawyer in atlanta	LEGAL
<b>\$319.36</b>	houston truck accident attorney	LEGAL
<b>\$313.42</b>	injury lawyer dallas	LEGAL
<b>\$306.63</b>	personal injury attorneys phoenix	LEGAL
<b>\$305.58</b>	motorcycle accident attorney	LEGAL
<b>\$300.47</b>	addiction rehabilitation centers	HEALTH

# QUESTIONS?



# What can possibly go Wrong?

## Mold Mitigation Website contents



**SERVPRO®**  
Fire & Water - Cleanup & Restoration™

“ When fire and water take control of your life, we help you **take it back** ”

24 Hours Emergency Service  
**(614) 888-5700**

### SERVPRO® Cleanup & Restoration **Mold Mitigation** & Remediation

Excessive amounts of mold and certain types of mold may present health concerns. Water damages can cause mold growth in your home or business, therefore it is important to have your water damages cleaned promptly and professionally. Signs of the presence of excessive mold include:

- The presence of visible mold.
- Strong, musty odors.
- Any evidence of past moisture problems that might have caused undetected mold growth.
- Excessive humidity.

#### Help Is Here

If you think you might have a mold problem, call your NE Columbus **SERVPRO®** Professional.

In most water damage situations, mold growth is not a problem, and **SERVPRO®** Professionals can safely restore your home or business to the condition it was in before the loss. The need to address the presence of mold can only be determined by an on-site, indoor environmental inspection.

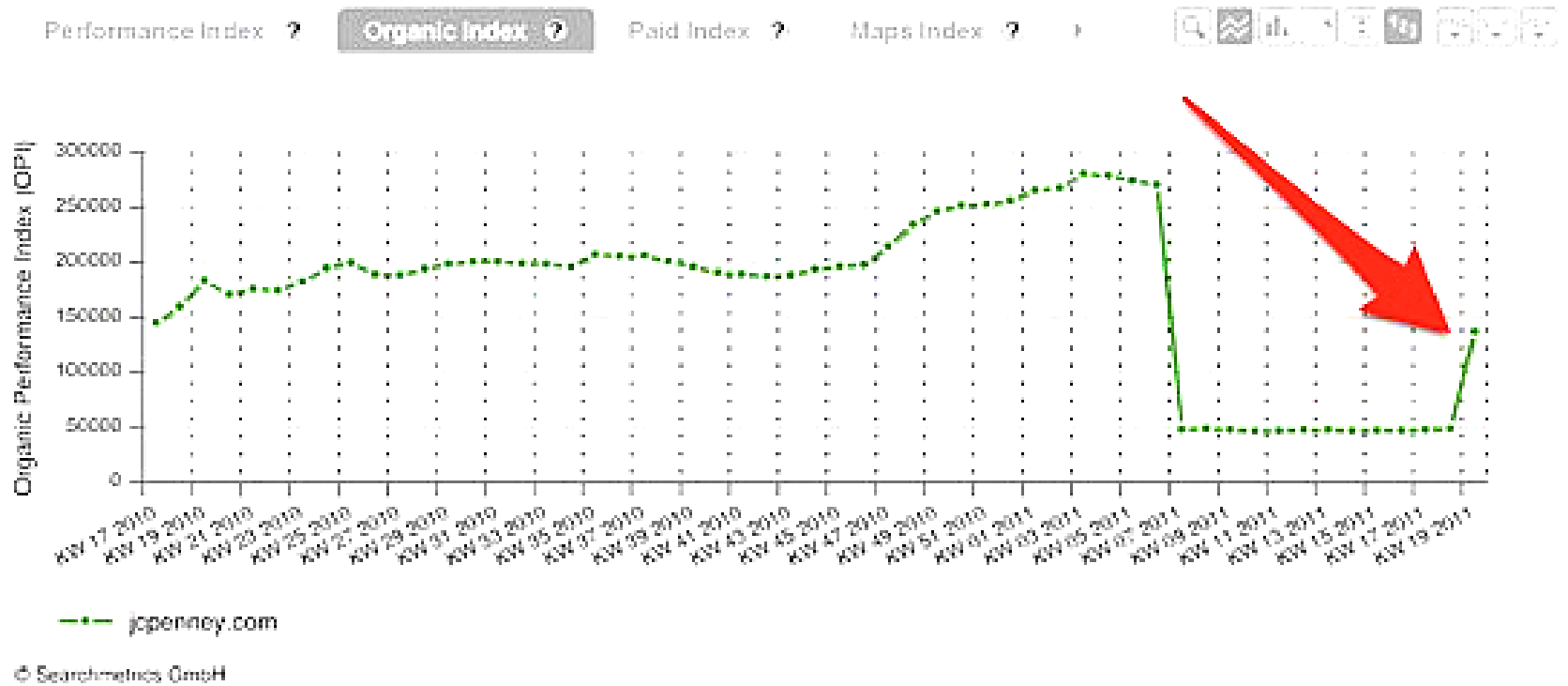
In some situations an indoor air quality professional will be required to create a restoration plan for your home. **SERVPRO®** is experienced at carrying out the assigned plan and working to make it "Like it Never Even Happened." Call us now at [🇺🇸 \(614\) 888-5700 📞](tel:6148885700)

The term **“Mold Removal”** does not appear in the Servpro site at all!

The term **“Mold Mitigation”** only appears once in the content on your website not counting the navigation link.

In addition it only appears once in the content of the Corporate Site as well except for the navigation link

# The J. C. Penny Story of Link Buying



# Traffic Increase not that Great

Source/Medium	Time Period	Year to Year increase or Decrease	Visits	Pages
google / organic	2011		9,442	
google / organic	2010	-1%	9,575	
(direct) / (none)	2011		7,857	
(direct) / (none)	2010	-44%	14,064	
yahoo / organic	2011		836	
yahoo / organic	2010	-44%	1,480	
bing / organic	2011		735	
bing / organic	2010	-34%	1,115	
yellowpages.com / referral	2011		294	
<b>yellowpages.com / referral</b>	2010	<b>50%</b>	<b>196</b>	
google.com / referral	2011		285	
google.com / referral	2010	-25%	382	

Client was told that vendors service increased their traffic by 50%  
True BUT . . . . .


















# All traffic sources sent 11,585 visits via 300 sources and mediums

Show: Source Medium

Site Usage Goal Set 1 Goal Set 2

Views:     

<b>Visits</b> <b>11,585</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>1.80</b> Site Avg: 1.80 (0.00%)	<b>Avg. Time on Site</b> <b>00:00:55</b> Site Avg: 00:00:55 (0.00%)	<b>% New Visits</b> <b>87.87%</b> Site Avg: 87.94% (-0.08%)	<b>Bounce Rate</b> <b>74.24%</b> Site Avg: 74.24% (0.00%)
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Source/Medium	Visits	Individual Source/Medium: Bounce	compared to site average
1. (direct) / (none)	6,769	4.49%	
2. 10tv.com / referral	1,209	11.52%	
3. google / cpc	876	-27.27%	
4. google / organic	478	-40.26%	
5. dispatch.com / referral	425	11.87%	
6. capitalcitydaylighting.com / referral	296	-59.50%	
7. platform.mediamind.com / referral	61	-40.38%	
8. news.yahoo.com / referral	43	22.16%	
9. hosted2.ap.org / referral	42	21.87%	
10. yahoo / organic	37	-56.32%	
11. att.my.yahoo.com / referral	35	-28.88%	
12. buckeyextra.com / referral	34	14.89%	
13. my.yahoo.com / referral	34	-0.98%	
14. answers.yahoo.com / referral	32	22.07%	
15. finance.yahoo.com / referral	29	11.47%	
16. bing / organic	25	-51.51%	
17. columbusalive.com / referral	24	12.24%	

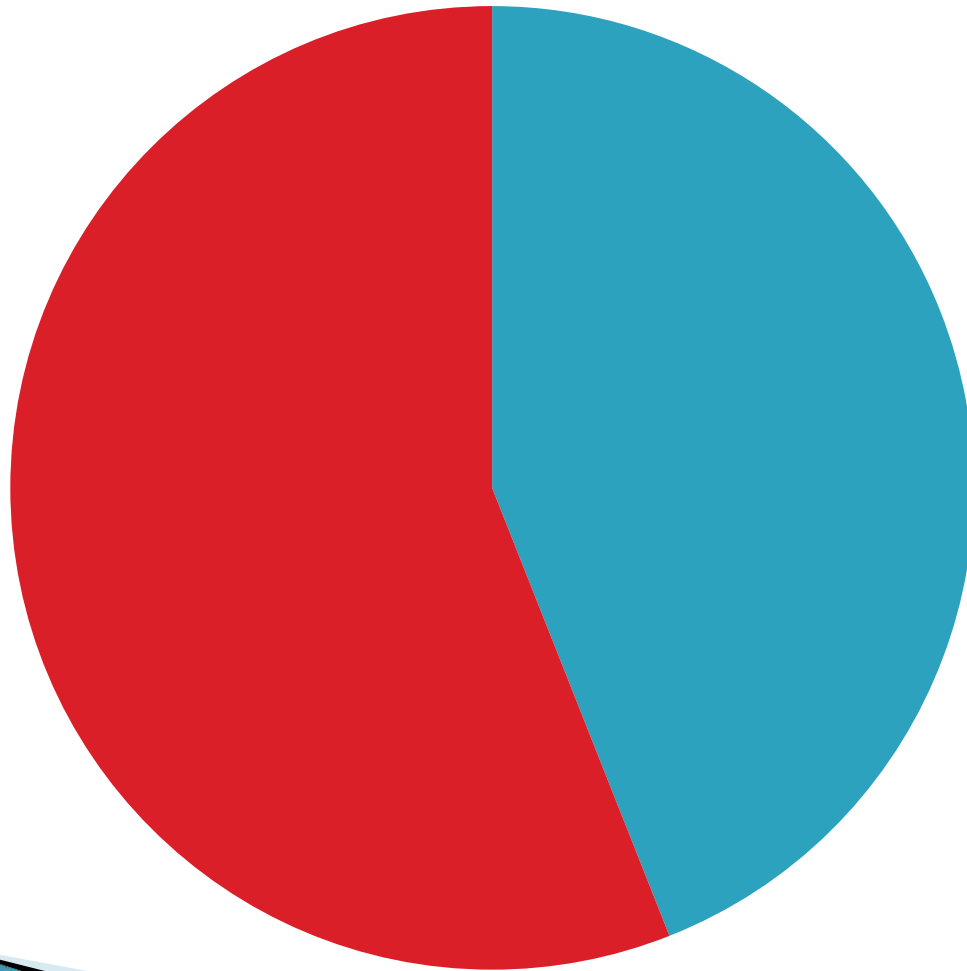
# Other referral Traffic

Source	Visits	Bounce Rate (compared to site average)
1. <a href="#">thomasnet.com</a>	1,742	-8.62%
2. <a href="#">google.com</a>	1,144	21.39%
3. <a href="#">penisland.net</a>	1,113	123.08%
4. <a href="#">images.google.com</a>	421	71.26%
5. <a href="#">search3.comcast.com</a>	246	104.34%
6. <a href="#">diyplanner.com</a>	223	25.23%
7. <a href="#">americanmade1.blogspot.com</a>	164	51.71%
8. <a href="#">airlinepilotforums.com</a>	145	36.57%
9. <a href="#">dogpile.com</a>	142	-8.82%
10. <a href="#">ahoyohio.com</a>	103	-3.87%

Traffic to the website might not come from a good referral

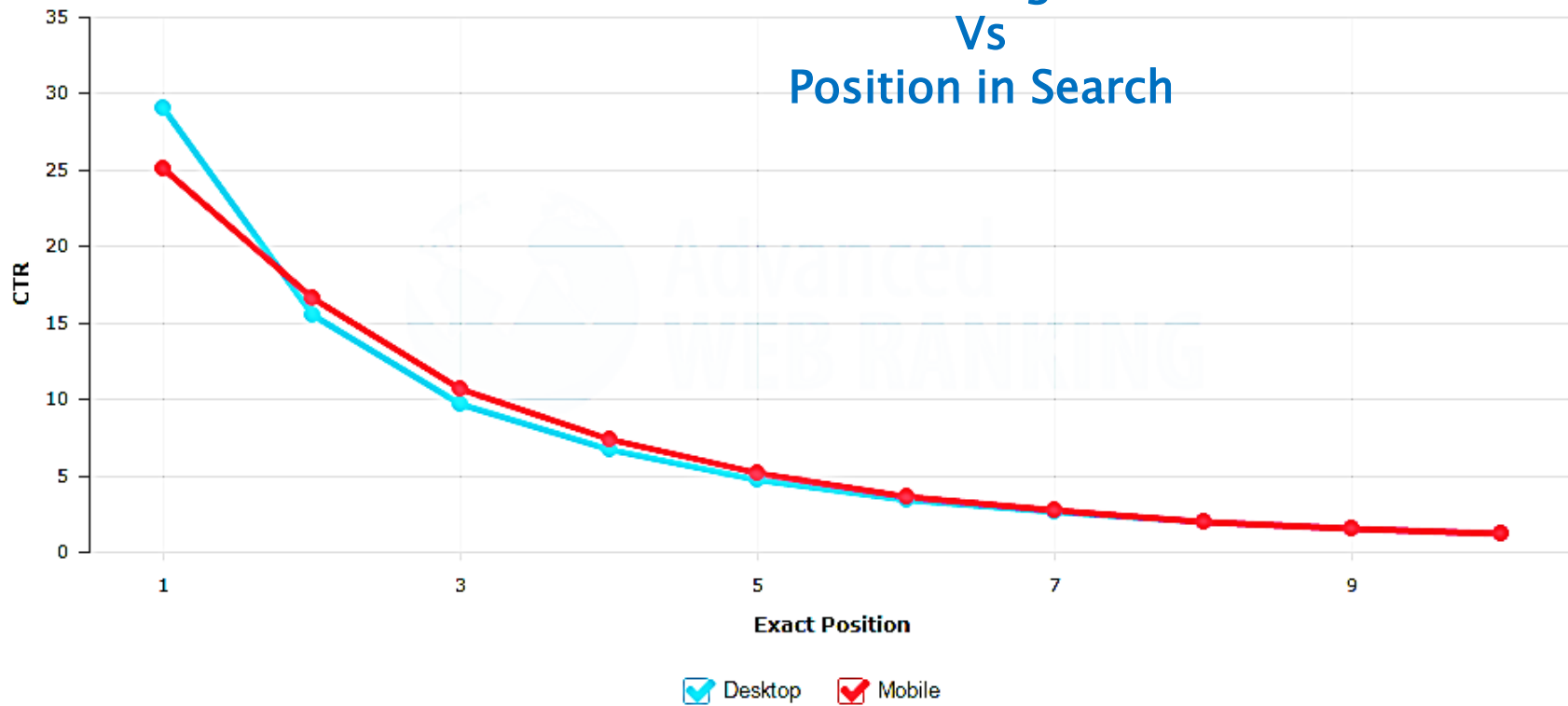


## Percent of Web Traffic



- 44% Internet Traffic is Human
- 56% Bots, Spam, Scrapers

## Click Through Rate Vs Position in Search



- This chart shows the organic click-through rates for searches coming from 1,725,957 keywords for 41,952 websites.
- You can compare the CTR for searches coming from desktop devices (web) versus mobile devices.

# Age 35+ Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015

