

# Site Analysis Report

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## 1. Introduction

Conducting a site analysis is incredibly important. Essentially, it gives you the opportunity to gauge the success (or otherwise) of your website after implementation. By analysing your visitors' profiles and behavior, you can make positive changes as the site is developed. This tailored development should lead to an enhanced user experience and a more efficient, successful website.

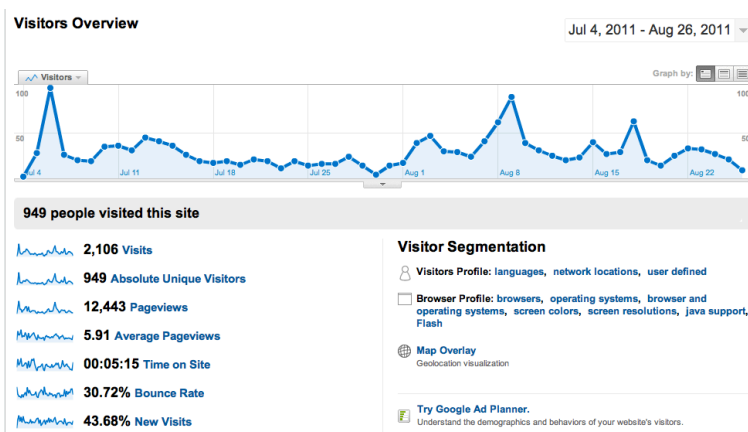
The new [Volo Sport Horses](#) site was launched on July 4<sup>th</sup> 2011 and the data used in this analysis was taken on August 26<sup>th</sup> 2011. I have been using [Google Analytics](#) in order to undertake this analysis and my own IP address has been excluded from the statistics.

## 2. Visits and Visitors

Before the new site's launch, Google Analytics was not used on the site. According to [alexa.com](#) (on 31/01/2011), there was "not enough data to display" (barely any site traffic at all) and according to [statbrain.com](#) (on 31/01/2011), it was estimated that VSH was receiving less than 10 hits a day.

Between July 4<sup>th</sup> 2011 and August 26<sup>th</sup> 2011, the VSH site has received a total of **2,106** visitors, **949** of which are absolutely unique. The number of visitors received since the new site's launch has exceeded my expectations.

Visitors are spending an average time of **00:05:15** on the site and the bounce rate is fairly low at **30.72%**.



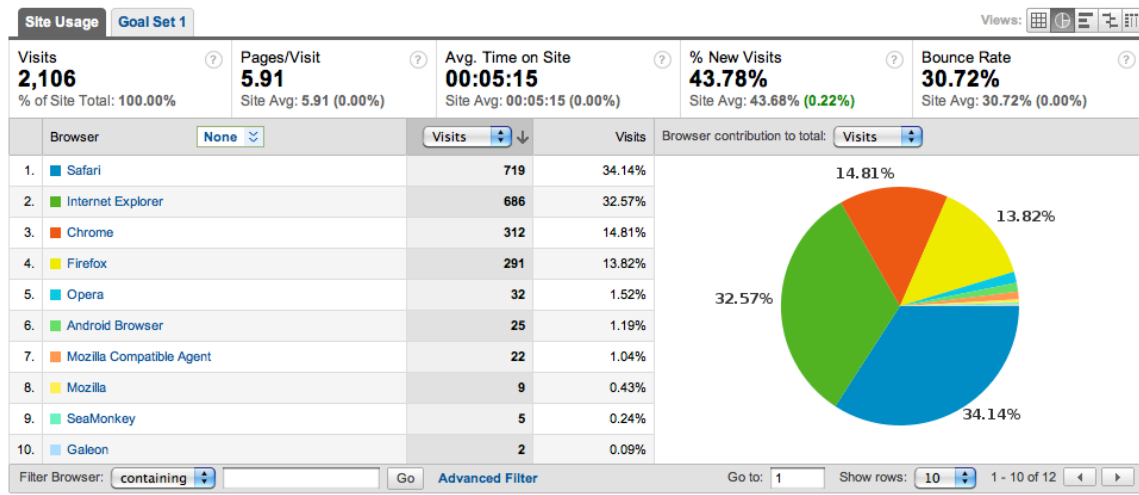
Visitor statistics and trends on Google Analytics (26/08/2011)

Technical Profile

Browsers:

Visitors to the site are most commonly using Safari (**34.14%** of visits), followed by Internet Explorer (**32.57%** of visits) and Google Chrome (**14.81%** of visits). Less than 2% of the visitors using Internet Explorer have been using version 6.0 or lower, leading to my decision to drop support for IE 5.5 and 6.0.

**2,106 visits used 12 browsers**

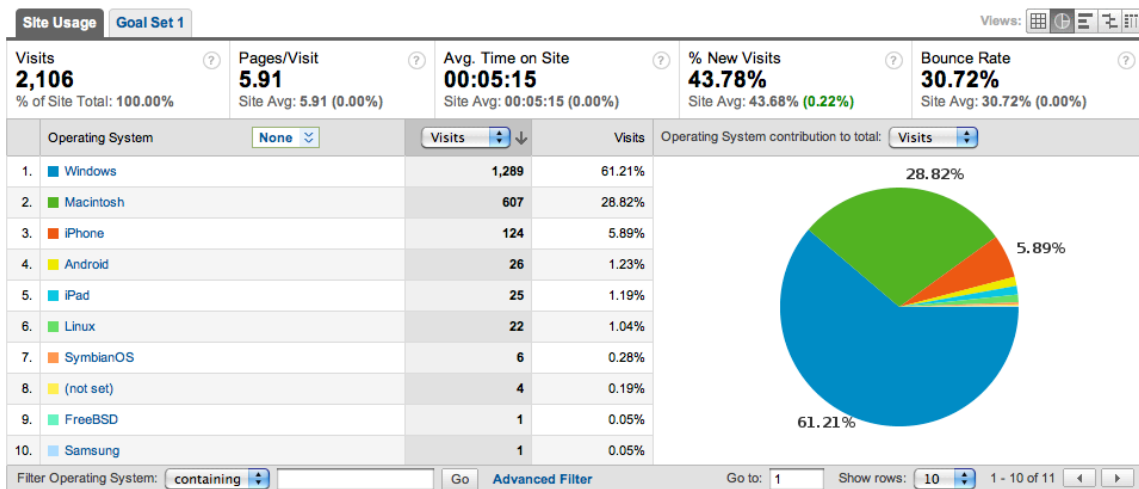


Browser statistics for VSH on Google Analytics (26/08/2011)

Operating Systems:

Most visitors to the site are using Windows (**61.21%**), followed by Macintosh (**28.82%**) and iPhone (**5.89%**). There have also been a small number of visitors using Android and iPad. The site has been tested on these devices but I am keen to develop a separate, reactive version of the site that is tailored towards viewing on smart phones and other small devices.

**2,106 visits used 11 operating systems**

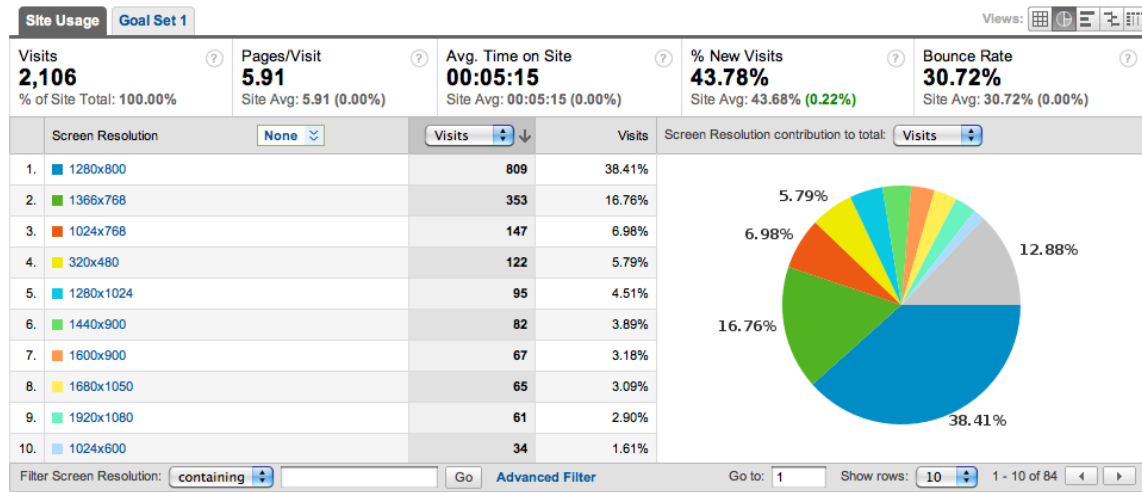


Operating systems statistics for VSH (26/08/2011)

Screen Resolutions:

Most visitors to the site are using a screen resolution of **1280 x 800**, followed by **1366 x 768** and **1024 x 768**. Knowing the most popular screen resolutions used by visitors to the site has helped greatly with site testing and will continue to influence the site’s development.

**2,106 visits used 84 screen resolutions**



Screen resolution statistics (26/08/2011)

Java Support:

According to Google Analytics, **22.22%** of visitors to the site do not have Java support. This percentage is higher than I expected and has forced me to question the use of JavaScript within the site. I have used JavaScript to power [prettyPhoto](#) which enlarges images of the horses and displays YouTube videos. I may have to come up with an alternative for those visitors who do not have Java support.

Visitor Locations:

The VSH site has received 2,109 visits from **27** different countries/territories. 1,345 of the hits have come from Norway whereas just 520 have come from the United Kingdom. I expected most of the site’s visitors to come from Norway, but I hope that the site will become popular throughout other European countries with further advertising and promotion.

**2,107 visits came from 27 countries/territories**

Detail Level: City | Country/Territory | Sub Continent Region | Continent Dimension: **None**

Site Usage		Goal Set 1		Views: [Grid] [List] [Table] [Full]		
Visits <b>2,107</b> % of Site Total: 100.00%	Pages/Visit <b>5.91</b> Site Avg: 5.91 (0.00%)	Avg. Time on Site <b>00:05:14</b> Site Avg: 00:05:14 (0.00%)	% New Visits <b>43.76%</b> Site Avg: 43.66% (0.22%)	Bounce Rate <b>30.75%</b> Site Avg: 30.75% (0.00%)		
Detail Level: <b>Country/Territory</b>		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Norway	1,344	5.44	00:04:10	50.00%	20.24%
2.	United Kingdom	519	8.02	00:09:20	16.96%	49.71%
3.	Germany	85	1.99	00:00:28	54.12%	82.35%
4.	Denmark	37	7.35	00:04:58	67.57%	10.81%
5.	Netherlands	27	5.52	00:02:16	62.96%	14.81%
6.	United States	20	2.45	00:04:21	85.00%	60.00%
7.	Sweden	15	6.73	00:02:55	86.67%	6.67%
8.	Canada	10	2.70	00:01:41	30.00%	40.00%
9.	Greece	8	2.38	00:02:03	62.50%	75.00%
10.	(not set)	7	6.29	00:04:32	100.00%	28.57%

Filter Country/Territory: containing [ ] Go **Advanced Filter** Go to: 1 Show rows: 10 1 - 10 of 27

Visitor location statistics (26/08/2011)

Languages:

The VSH site has so far received visitors using **26** different languages. I am currently using [Google Translate Tools](#) to provide the option of translating the whole site into Dutch, French, German, Norwegian or Swedish. It appears that the majority of site visitors are English speaking or are viewing the site in English (815 visits), however, as a result of viewing the language statistics I have also added Danish as a translation option.

**2,107 visits used 26 languages**

Site Usage		Goal Set 1		Views: [Grid] [List] [Table] [Full]		
Visits <b>2,107</b> % of Site Total: 100.05%	Pages/Visit <b>5.91</b> Site Avg: 5.91 (-0.04%)	Avg. Time on Site <b>00:05:14</b> Site Avg: 00:05:15 (-0.05%)	% New Visits <b>43.76%</b> Site Avg: 43.68% (0.17%)	Bounce Rate <b>30.75%</b> Site Avg: 30.72% (0.11%)		
Language: <b>None</b>		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	en-us	693	6.99	00:07:52	27.42%	46.75%
2.	no	463	6.27	00:04:38	58.10%	10.80%
3.	nb-no	419	5.00	00:03:47	48.21%	29.59%
4.	nb	290	5.26	00:04:12	41.03%	18.97%
5.	de	58	2.05	00:00:29	37.93%	82.76%
6.	en-gb	57	5.12	00:03:24	38.60%	22.81%
7.	en	37	4.86	00:03:31	72.97%	24.32%
8.	da	34	6.94	00:04:50	64.71%	11.76%
9.	nl	12	5.17	00:02:46	91.67%	16.67%
10.	sv-se	8	6.00	00:02:23	62.50%	12.50%

Filter Language: containing [ ] Go **Advanced Filter** Go to: 1 Show rows: 10 1 - 10 of 26

Language statistics (26/08/2011)

Visitor Trending:

Since July 4<sup>th</sup> 2011, the VSH site has attracted an average of **30.9** visits a day. However, there have been some spikes of activity. On July 6<sup>th</sup>, my clients announced the new website on their [Facebook Group](#) and the website received 120 hits as a result. There have been other days where the site has attracted over 100 hits and I think this may be down to the addition of new photos and/or content on the Facebook Group.



Announcement on Facebook (13/07/2011)

### 3. Traffic Sources

Looking at traffic sources provides an excellent opportunity to analyse and improve your SEO strategy. Here is the breakdown of VSH's traffic sources:

- Direct Traffic: **34.63%**
- Referring Sites: **27.57%**
- Search Engines: **37.80%**

#### Search Engines

It is clear that the majority of VSH's traffic is coming from search engines, but the percentage of direct traffic is almost as high. I hoped that a higher percentage of visitors would find the VSH site through search engines. Perhaps my SEO strategy may need to be reviewed, or the new site may simply need a longer time in existence for its search rankings to improve. The site is constantly being updated with new content (news stories and new horses for sale etc.) and I have implemented a keyword strategy.

#### Page Rank

On 31/01/2011, VSH's page rank was **0**. On 26/08/2011 it has gone up to **2/10** (using [PR Checker](#)). There is still some progress to be made here and I predict that the page rank will improve once visitors are referred to VSH by some reputable websites.

#### Referring Sites

Referring sites have sent VSH **583** visits via **28** sources. The top sources at the moment are Facebook and the [Website Architecture](#) website (presumably from the student forum where I have posted a link). In order to improve the number of referring sites, it may be worth looking into advertising the VSH site on other appropriate equestrian sites. This would hopefully lead to a greater number of visitors, more exposure for my clients' business and a higher page rank.

## 4. Keyword Analysis

### Keyword Research

Before I started on the development of the VSH site, I undertook some keyword research. I did this research using the Google AdWords Keyword Tool (on 13/03/2011) and I was looking for suggested keywords that had a high number of searches with relatively low or medium monthly competition both in the UK and Norway.

This table displays the keywords that I decided to target:

Keywords	UK Searches	Competition	NOR Searches	Competition
horses for sale	Local: 246,000	Medium	Local: 320 Global: 823,000	Low Low
buy a horse	Local: 8,100	Medium	Local: 110 Global: 33,100	Low Low
sport horses	Local: 9,900	Low	Local: 170 Global: 60,500	Low Low
sandefjord	Local: 5,400	Low	Local: 90,500 Global: 135,000	Low Low
jumping horses for sale	Local: 720	Medium	Local: 12 Global: 3,600	Low Low

Now that the website has been up and running since July 4<sup>th</sup> 2011, I am able to analyse the actual search terms entered by visitors to the VSH site. It seems that most visitors have searched for the actual name of the business. This is both positive and negative. It means that the business name is memorable and that visitors are keen to search out VSH if they don't know the URL, but it would be beneficial to attract more visitors who are using less precise search terms such as "jumping horses for sale".

The screenshot shows the 'Site Usage' tab in Google Analytics. It displays summary statistics for 'Goal Set 1' and a table of search terms. The summary statistics are: Visits: 800 (37.74% of site total), Pages/Visit: 6.76 (14.89% above site avg of 5.88), and Avg. Time on Site: 00:06:31 (24.84% above site avg of 00:05:13). The search terms table lists 10 terms, with 'volo sport horses' having the highest number of visits at 386.

Keyword	Visits
1. volo sport horses	386
2. www.volosporhorses.com	54
3. stall volo	40
4. volosporhorses	39
5. stall volo	24
6. volo sporthorses	21
7. volvo sport horses	16
8. nick benterman	15
9. volo sportshorses	14
10. volosport horses	12

Search terms used by VSH visitors (26/08/2011)

With this data provided by Google Analytics, I am able to better understand how visitors are ending up at the VSH site but I feel it would also be beneficial to continue using the Google AdWords Keyword Tool. I can then assess the benefit of targeting other keywords (both short and long tail) in order to drive more traffic to the site.

### Search Engine Page Position

I have been monitoring VSH's page position on the three main search engines that have led visitors to the VSH site; [Google UK](#), [Bing](#) and [Kvasir \(NOR\)](#).

The table below shows the page number that the VSH site is displayed on, followed by how far down that page the result appears: e.g. **1 (3)** would mean the first page of search results, third result down.

Search Term/s	Google UK	Bing	Kvasir
volosport horses	<b>1 (1)</b>	<b>1 (1)</b>	<b>1 (1)</b>
nick benterman	<b>1 (5)</b>	<b>1 (2)</b>	<b>1 (1)</b>
sport horses for sale	Not in top 25	Not in top 25	<b>1 (6)</b>
sport horses sandefjord	<b>1 (1)</b>	<b>1 (1)</b>	<b>1 (1)</b>
horses for sale norway	<b>3 (10)</b>	<b>1 (9)</b>	<b>1 (6)</b>

#### ► [Home | Volo Sport Horses | Sport Horses for Sale in Sandefjord ...](#)

[www.volosporhorses.com/](http://www.volosporhorses.com/) - Cached

**Volo Sport Horses** is a family run business based in Sandefjord, Norway. We specialise in producing and selling top quality sport horses.

[News Page](#)      [Horses Sold](#)  
[Terms Of Sale](#)      [Latest News](#)  
[Horses For Sale](#)      [Summer Trip](#)  
[Volo Invest](#)      [Chaplin Z Sold](#)

#### [Employer Barn 1036794 in Vestfold, Norway](#)

[www.yardandgroom.com/yards/norway/.../volo-sport-horses/10367...](http://www.yardandgroom.com/yards/norway/.../volo-sport-horses/10367...) - Cached

**Volo Sport Horses** has a stable with 20 horses, all from 4 year olds to Grand Prix horses.

#### [Volo Sport Horses | Facebook](#)

[www.facebook.com/.../Volo-Sport-Horses/10000186729...](http://www.facebook.com/.../Volo-Sport-Horses/10000186729...) - Cached

**Volo Sport Horses** is on Facebook. Join Facebook to connect with **Volo Sport Horses** and others you may know. Facebook gives people the power to share and ...

Volo Sport Horses at the top of the Google search results (31/08/2011)

As you can see, for the more direct search terms such as 'volosport horses' and 'nick benterman', the VSH site is ranking very well with the search engines. The geographical search terms are also providing excellent results. I will need to work on the other keywords, specifically 'sport horses for sale' in order to bring new visitors to the VSH site who may not

necessarily have heard of Volo Sport Horses. I will need to review my SEO strategy in order to target these keywords more effectively.

## 5. Site Content

The most visited page on the VSH site is the *Home* page with **2,251** page views, closely followed by the *Horses for Sale* page with **1,725** page views. I placed the *Horses for Sale* link as the first link in the main navigation, hoping that it would attract the most interest. Being able to find the horses for sale on the site quickly is integral for potential clients.

Other popular pages are *About Us* and *Stabling*, but *Horses for Sale* is definitely the most popular. The *Latest News* page has not received as many views (**228**) as I had predicted, but this may pick up as more content added to the site. I will continue to monitor the content statistics on the website, to make sure the most important/popular content is easy to find and available from the Home page.

## 6. Site Promotion

My clients have run a number of adverts in national magazines (such as Horse & Hound) in order to promote the website. The VSH Facebook Group is also providing useful publicity and my clients and I will be looking into advertising on other equestrian websites once the site is a little more established.

In terms of my own promotion for *Equine Design*, I have provided a link to my website in the footer on the VSH website. I may look into advertising my services in the future (in print or on other websites) but at the moment I have several projects lined up.

N.B. Conclusions and site development recommendations as a result of the analytical exercise will feature in the Final Report.