



# ONLINE MARKETING REPORT

Presented:

December 22, 2011

## NOVEMBER MONTHLY OVERVIEW

- Business pageviews increased by 30% and generated 3 leads
- The site's bounce rate improved by 5%
- Visits from people using mobile devices and tablets increased by 10%
- Visits from people using iPads account for 68% of this
- Site traffic decreased by 8%

## Traffic Sources

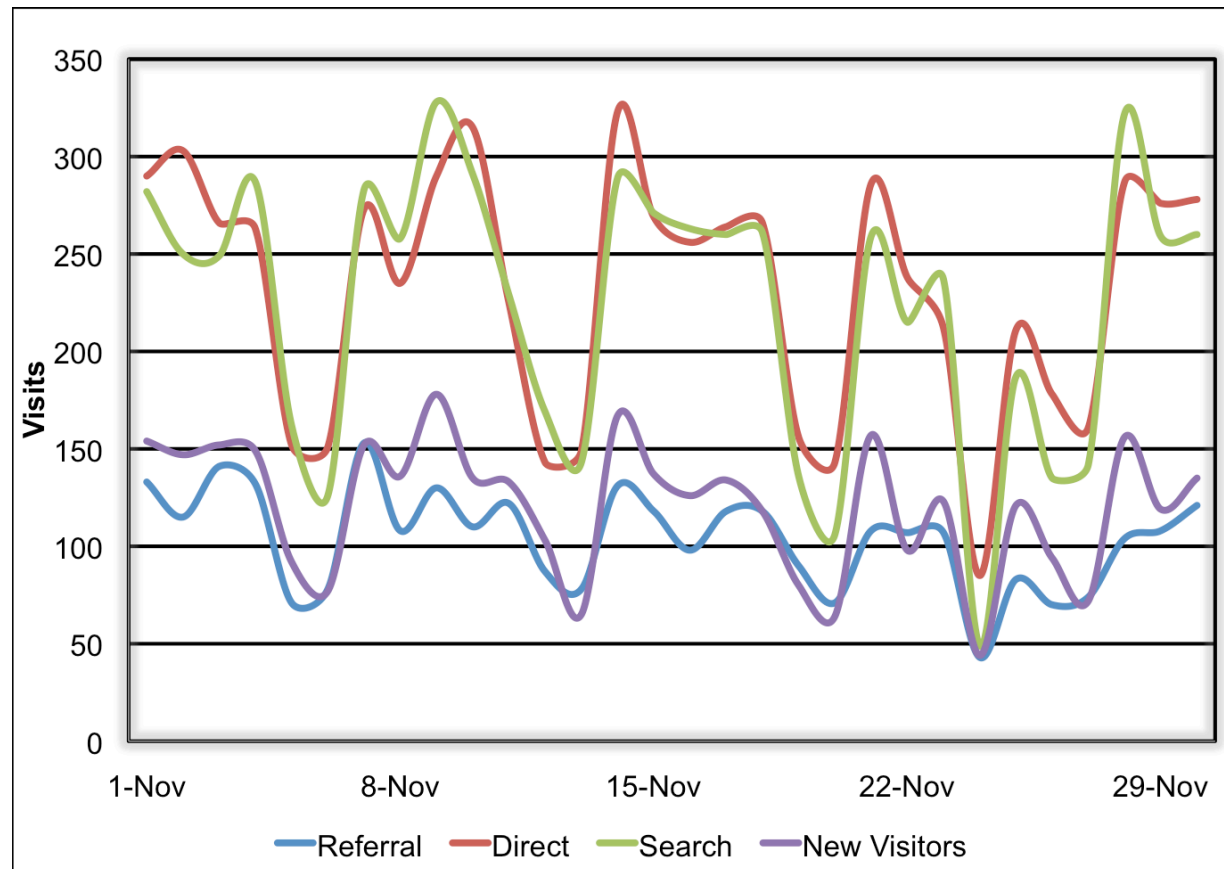
How people find [Your]Bank.com



# TRAFFIC OVERVIEW BY SOURCE

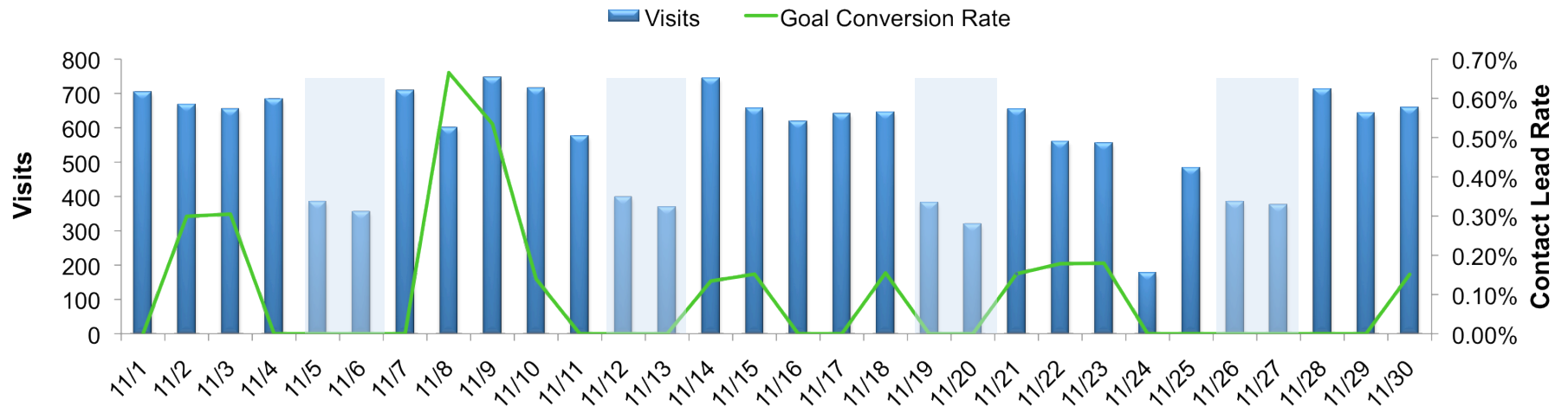
Versus October 2011:

- Direct traffic fell by **11%** to 6,944, mostly due to fewer new visitors
- Visits from Bing increased by **5%** and included one new lead
- Visits from financial-related sites mint.com and depositaccounts.com increased to by **38%** to **62**





# VISITOR TRENDS

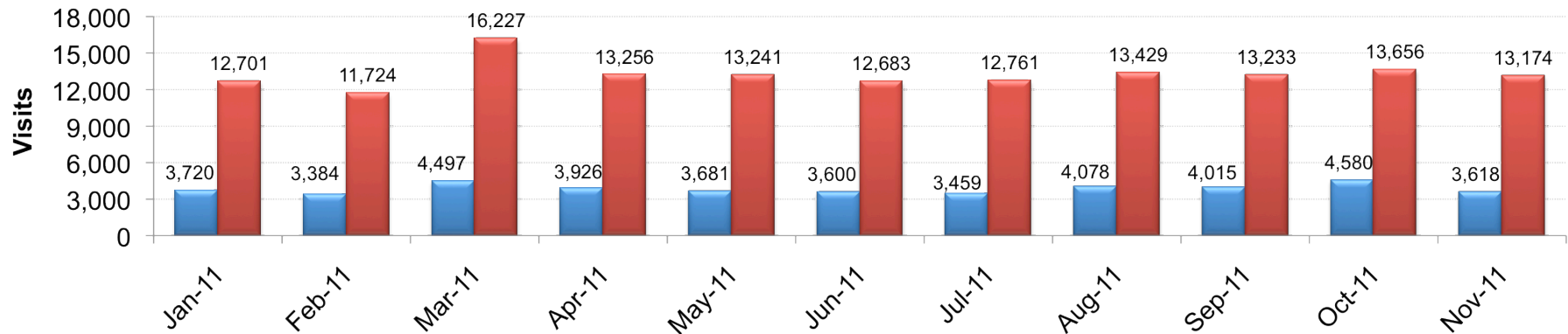


- Contact leads fell **43%** due to fewer existing customers coming from online banking site and emails (0 vs. 4 in Oct)

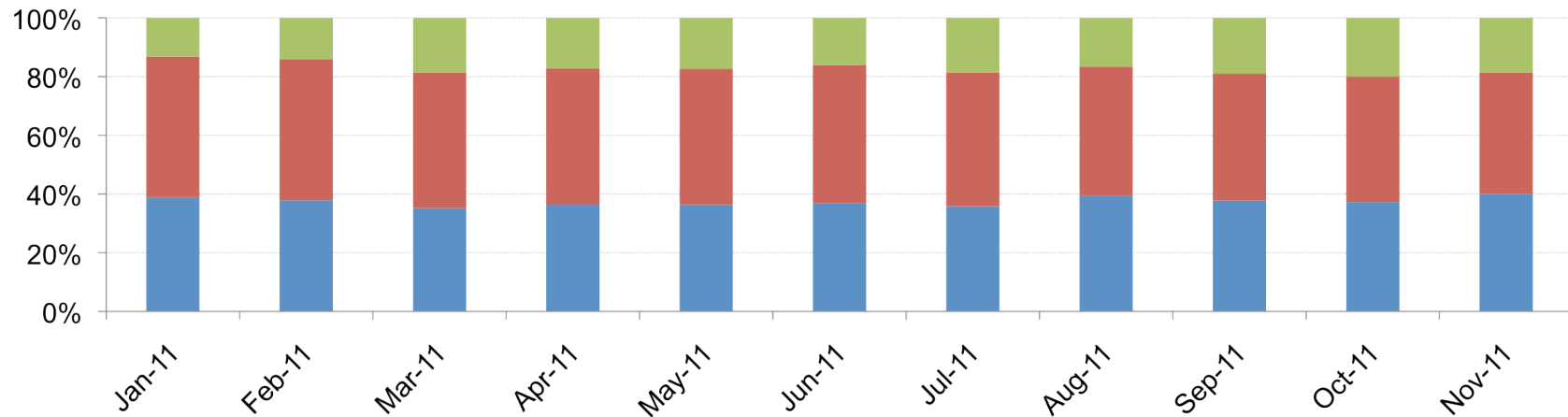


# NEW VS. RETURNING VISITORS & SHARE OF VOICE

■ New Visits ■ Returning Visits



■ Organic ■ Direct ■ Referral



- The number of new visitors decreased by **21%**

# TOP SEARCHED KEYWORDS

- [Your] Bank showed up for many brand and product related terms, but there was little consistency
- This may be related to Google’s recent changes in the way it ranks Websites, increasing the presence of higher quality sites, such as [Your]Bank.com

Search phrase	Impressions	% Change
[town] bank	3,500	0%
[nearby town] savings	2,000	-20%
[nearby town 3] bank	700	75%
banks in [state]	500	-17%
[town] bank	320	60%
[state] banks	320	-20%
[town] savings bank	150	0%
banks in [state]	150	-12%
bank	150	36%
coop bank log in	90	-40%
[town] cooperative bank	70	-36%
[town] bank mortgage rates	70	133%
cooperative bank login	70	100%
[state] banks	60	-33%
tim jones	60	173%
coop bank login	60	20%
[town]	50	-17%
[town] bank [state]	50	67%
www.[town] bank.com	35	-50%
[town] bank.com	35	-61%

Note: 9.9 indicates less than 10 clicks

 Branded Search Terms

 Non-Branded Search Terms



# TOP CLICKED KEYWORDS

- Most top clicked terms contain the brand name, which shows the Bank’s powerful brand recognition

Query	Clicks	% Change
[town] bank	2,000	0% →
[town] savings bank	110	0% →
[town] bank	90	50% ↑
[town] cooperative bank	70	-22% ↓
www.[town] bank.com	30	-40% ↓
[town] bank.com	30	-57% ↓
[nearby town] savings	9.9	0% →
[nearby town 3] bank	9.9	0% →
banks in [state]	9.9	0% →
[state] banks	9.9	0% →
banks in [state]	9.9	0% →
bank	9.9	0% →
coop bank log in	9.9	0% →
[town] bank mortgage rates	9.9	0% →
cooperative bank login	9.9	0% →
[state] banks	9.9	0% →
tim day	9.9	0% →
coop bank login	9.9	0% →
[town]	9.9	0% →
[town] bank [state]	9.9	0% →

Note: 9.9 indicates less than 10 clicks

 Represents Branded Search Terms

 Represents Non-Branded Search Terms



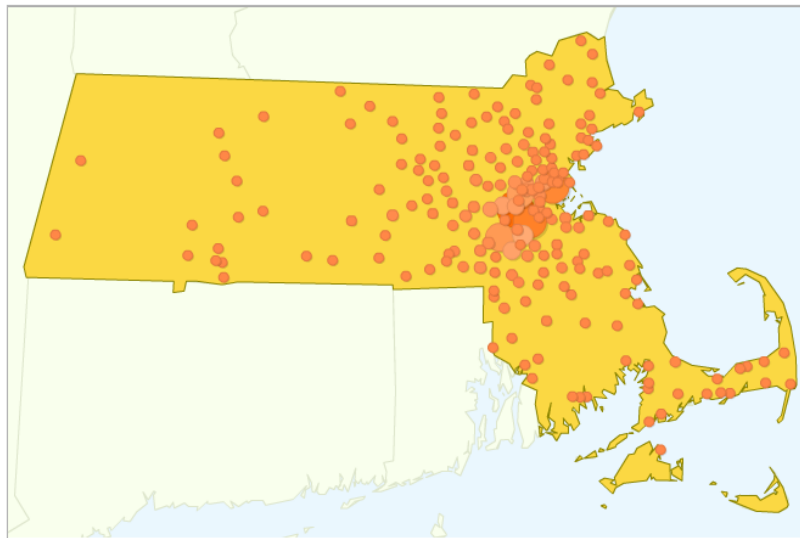
## GOOGLE MAPS & PLACES PRESENCE

## GOOGLE MAPS & PLACES PRESENCE

- We can now track the number of times [Your] Bank appears on Google Maps search listings (<http://maps.google.com/>)
- We can see which branches do the best job at generating clicks to the website
- This is an excellent customer source, in part because people are showing an expressed interest in finding a local bank



# GEOGRAPHIC BREAKDOWN BY CITY



City	Visits	% New Visitors
City 1	2,318	16.82%
[branch town 1]	1,596	13.22%
[nearby town 2]	1,506	23.71%
[branch town 2]	1,265	17.79%
[nearby town 4]	1,200	19.25%
[nearby town 5]	716	24.86%
[nearby town 6]	547	25.23%
[branch town 3]	544	22.79%
[nearby town 8]	395	27.09%
[nearby town 9]	327	12.23%
[nearby town 10]	325	21.54%
[branch town 5]	146	21.92%

- Visits from branch towns decreased by **2%**
- Contact leads from non-[Your state] states increased by **200%** to 6

• Note: Locations are based on Google Analytics IP data

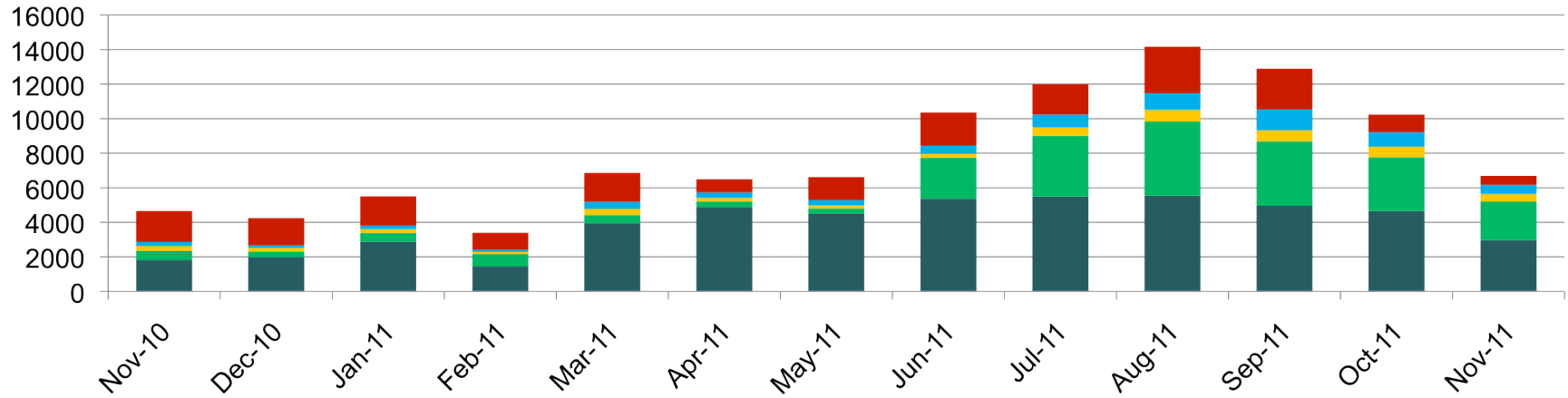
 Highlighted towns are locations with [Your] Bank branches

# GOOGLE PLACES

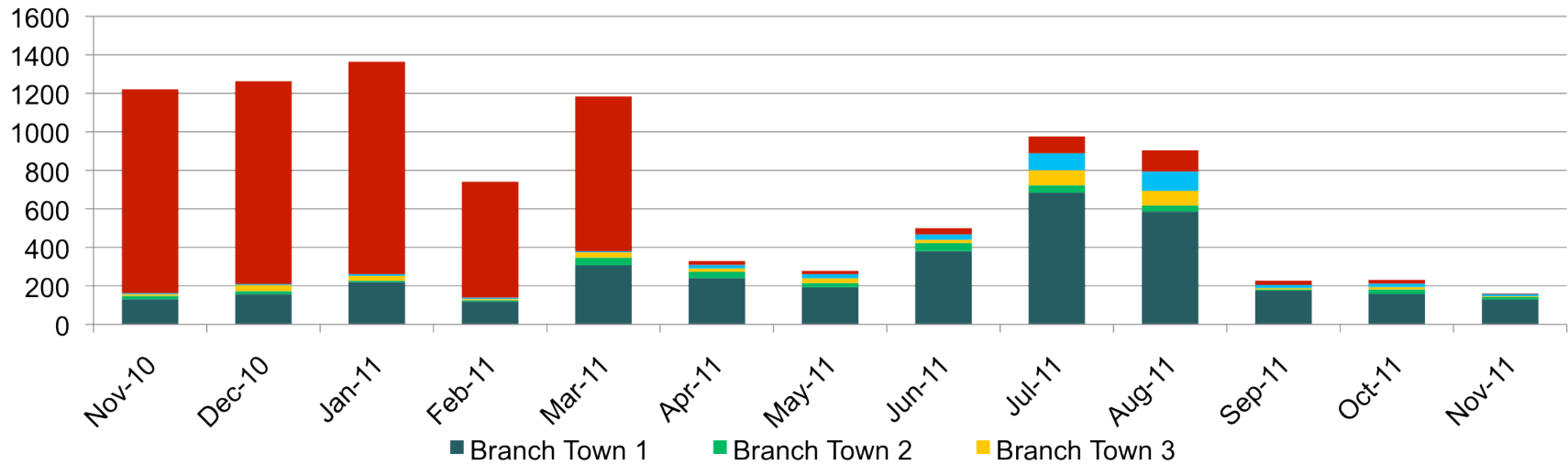


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Impressions

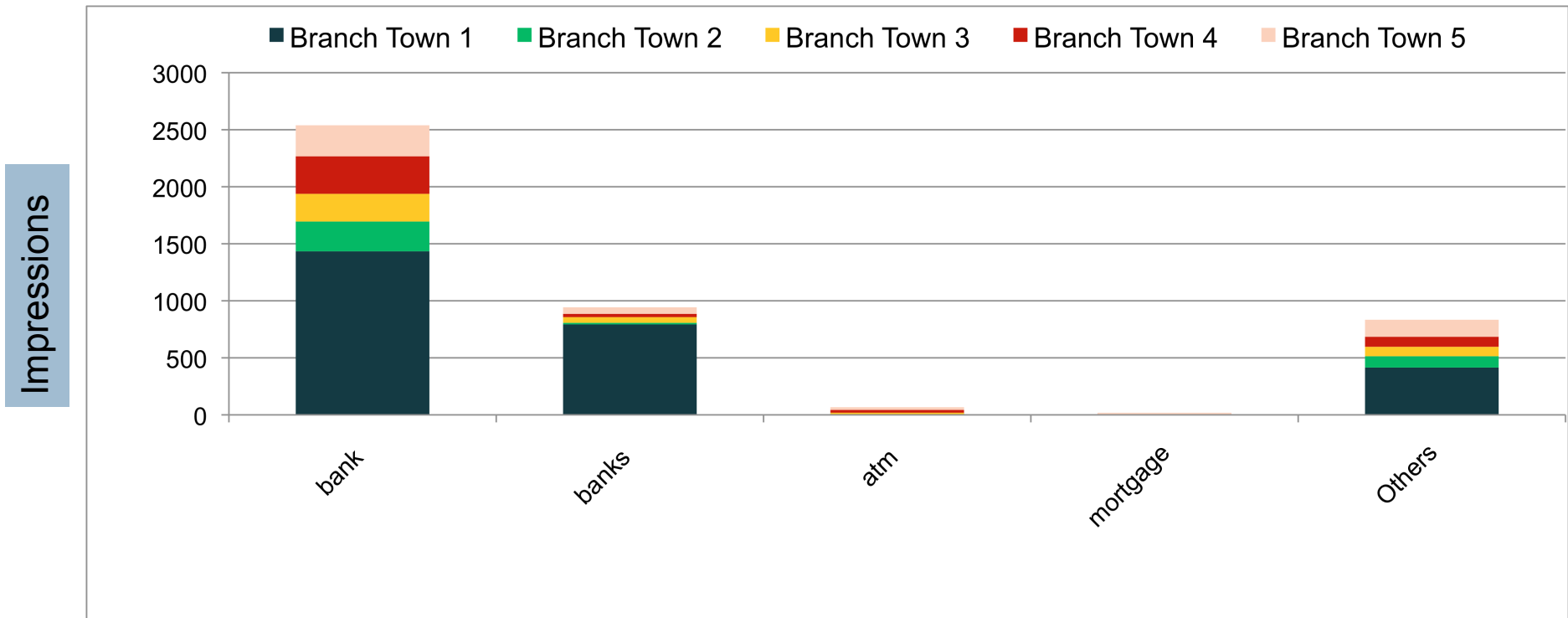


Clicks



- Overall clicks for all branch location on Google Maps increased by **30%**

# GOOGLE PLACES: STRATEGIC KEYWORDS



- These are the most significant keywords shared by all the bank branches
- The [Town] map listing generated the most clicks
- “Bank” and “banks” are also the most clicked keywords, meaning that [Your] Bank is being exposed to people looking for banks who may be unfamiliar with [Your] Bank





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## VISITOR INFORMATION

Who goes to site and what they do at [Your]Bank.com



# MOST VIEWED PAGES

- Views to branch pages increased by **18%** to 1,778
- Views of Business page increased by **30%** to **341** and 3 leads
- But the exit rate of this page remains quite high at **70%**
- The newly added Residential and Commercial Loan Team pages were viewed **120** times

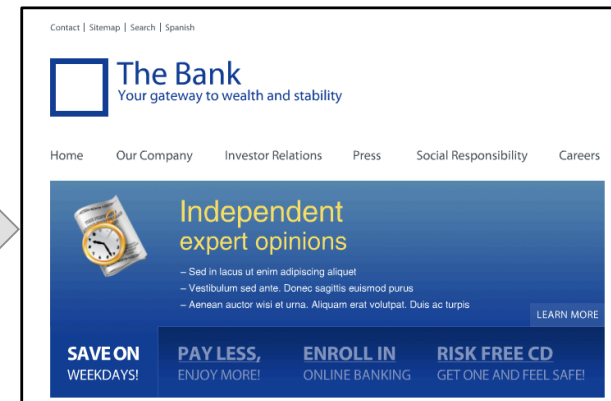
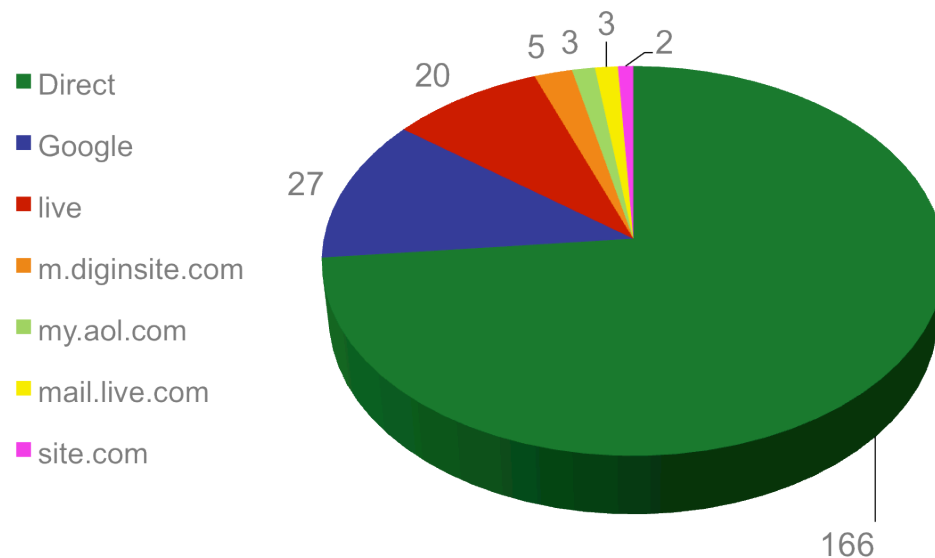
Page	Page views	Unique Pageviews	Avg. Time on Page	Bounce Rate
Homepage	24,805	15,716	0:05:16	80.98%
/Deposit Rates/	1,188	1,036	0:02:24	81.97%
/Locations/	760	536	0:00:20	12.25%
/Online-Banking/	715	542	0:03:02	37.11%
/Main-Office/	707	589	0:01:04	37.86%
/Loan-Rates/	621	540	0:01:42	68.52%
/Rates-Tools/	408	326	0:00:12	5.42%
/Contact-Us/	382	271	0:00:44	47.37%
/Free-Checking/	339	240	0:01:30	62.50%
/Branch-Town-2/	316	263	0:00:40	82.61%





# DEPOSIT RATES PAGE ANALYSIS

Unique Pageviews By Source



- 73% of the people who viewed this page either typed in [Your]Bank.com/Deposit-Rates/ directly (or accessed through a bookmark)

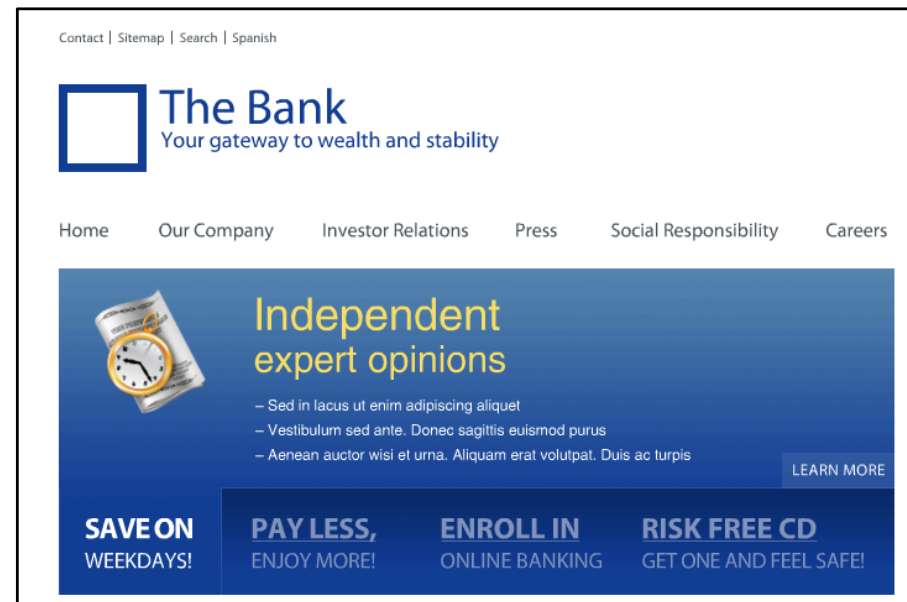






# DEPOSIT RATES PAGE ANALYSIS

Entrance Pages	% Clicks
Homepage	41.14%
/Rates-Tools/	18.63%
Direct Access	16.55%
/CDs-IRAs/	12.57%
/Savings-Accounts/	1.81%
/[Town]/	1.36%
/Loan-Rates/	1.27%
/Medfield/	0.99%
/FreePersonalChecking/	0.63%
/Locations/	0.63%



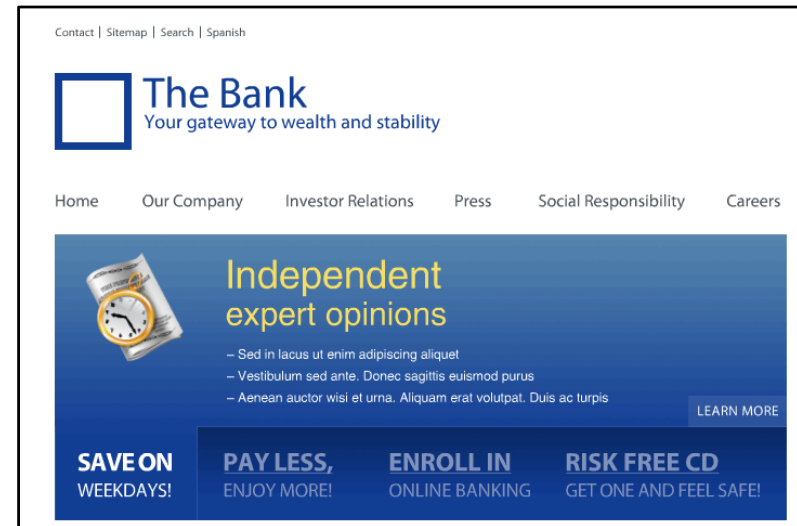
- **41%** of visits to the page were from homepage, most likely because of the rates box on the homepage
- The number of visits to the Deposit Rates page from people coming from the Rates-Tools page increased by **24%**
- **17%** of all the visits to the Deposit Rates page came directly to the page (either by typing in the URL or through a bookmark)





# CONTACT PAGE ANALYSIS

Entrance Pages	% Clicks
Homepage	63.53%
Direct Access	5.78%
/[Town]/	4.86%
/Locations/	3.65%
/Corporate/	1.82%
/BoardofDirectors/	1.52%
/AboutUs/	1.22%
/PresidentsMessage/	1.22%
/Customer-Service/	1.22%
/HolidaySchedule/	0.91%



- **63%** of visits to the page were from homepage
- Adding additional **Contact** links to the navigation bar could increase the number of online leads





# WEBSITE ENGAGEMENT LEADS

	October '11	November '11	Monthly Change
Contact Form Submission	35	20	43% ▼
Contact President Submission	2	2	0%
Donation Request Submission	4	2	50% ▼
>4 Pages Per Visit	1,260	1,189	6% ▼
>2 Minutes On Site	5,513	5,315	4% ▼

- Contact form submissions decreased by **43%**. Leads from New visitors decreased by **56%**
- This drop may be related to the start of the holiday season
- Running a Google AdWords campaign promoting the Bank's contributions might generate more inquires, strengthening the Bank's image as a powerful community benefactor





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## NEXT STEPS

Online Conclusions & Recommendations



## CONCLUSIONS & RECOMMENDATIONS

- We should take steps to enhance the Bank's presence on financial sites such as mint.com & depositaccounts.com, which are bringing more people to [Your]Bank.com
- The percentage of new visitors is low; running Google AdWords and banner advertising campaigns will attract more new visitors
- Increasing the number of emails to prospective customers could be an excellent source of new business
- Adding a contact link on the navigation menu could increase online leads
- People are increasingly viewing the Bank's site using mobile devices. We should focus on developing mobile-only contests or promotions



## Definitions of Key Terms

- Impression: The number of times an ad or other message is displayed (i.e., the number of people who could see your ad)
- Click: When a user sees your message and selects the hyperlink on the title of your ad, leading them to your website
- CTR (Clickthrough rate): The number of clicks, divided by impressions
- CPC (Cost per click): The average amount paid for each click (The number of clicks divided total amount spent)
- CPM (Cost per thousand): The amount spent per 1,000 impressions ("M" here refers to the Roman number for 1,000)
- PPC (Pay per click): A type of advertising campaign where the advertiser is charge each time a user clicks on an ad
- URL (Uniform Resource Locator): The addressable location of a webpage or file on the Internet
- Organic traffic: Visits from people who found your site by clicking on an unpaid listing on a search engine
- Conversion: When a user completes a goal on a Website, such as by submitting a contact form or buying a product
- Bounce rate: The percentage of single-page visits (i.e., visits in which the person left your site from the entrance page)
- Pageview: See impression
- Landing page: The specific Website page a user is sent to when they click on a link
- Exact match: A type of keyword matching where the search query must be exactly the same as the advertised keyword
- Phrase match: A type of keyword matching that shows ads for queries that include the key phrase, in the exact order specified, but allows for leading or trailing terms
- Broad match: A type of keyword matching that shows ads for queries that include any of the advertised keywords



**THANK YOU!**

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