

Web Analytics for Local Websites

for Franchise Users of



OVERVIEW

What is Web Analytics?

Publishing a website for your Furniture Medic franchise significantly expands the number of potential customers who can learn about the services you offer while searching online.

The data displayed through Web Analytics shows us:

- How visitors find your website
- Which pages they visit and for how long, and
- Details about the way they interact with our website.

You can use this information to guide your strategies and learn more about what your customers want.

Access Marketing Connection

Wednesday, October 22, 2014

Unit Admin | Search | Options | Help | Logout

INTRANET ROYALTY CONNECTION MARKETING CONNECTION ZEE CONNECTION

Home Directory Alerts Messages Calendar News Library Discussions What's New

Welcome! Manage Widgets | Search All Intranet Items Search

Today's Events More...

No records found.

Messages

You have 0 new Messages

Single Sign On Links

[Yext](#)

[Woodcraft](#)

[Unifirst](#)

[Sprint ServiceMaster Support](#)

[Signet](#)

[Product Ordering](#)

[Pay QFR Fees Online](#)

Top Stories Story 1 - 1 of 1

A Message from Richard Lewis
10/14/2014 09:01 AM

Good Afternoon Medics,

To continue to improve communication between the Home Office and all of you, I'd like to update you on a few things. Before we dive in, I wanted to again say that our thoughts and prayers are with the family of Sherrye Yaun, a dedicated Furniture Medic Home Office staff member of many years.

I. All Franchisee Survey

The first All-Franchisee Survey closed last week. I must say that I was somewhat disappointed that only 50% of you chose to take the survey, the sole intent of which was to help us improve our franchise system. For such a vocal and passionate owner base -- as we have -- I honestly expected more responses. Having said that, we did get 93 responses, which is by far a large enough sample size for us to work with.

Within 48 hours of the close of the survey, my team and I had printed and read every single response from start to finish. On Thursday, Oct. 2, we held an eight-hour offsite meeting where we summarized the concerns and put together plans to address the major issues. More on that will be forthcoming. Over the next few weeks, I will be creating an official report on the findings from the survey and will publish for the entire network to read. Because there are 11,868 cells of data to analyze, I expect my report to be completed in early to mid November.

II. Workers' Compensation Insurance

It has come to our attention that there are many questions concerning

New Since Last Login

No new items found.

Event Calendar

October 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

October 2014

Note: Highlighted Date(s) indicate event(s) scheduled for that day.

Library Documents

Recently Uploaded

- National Accounts Customer List
- Unidentified Claim Payments List 10-17-2014
- General Finishes - How to Choose a Water Based Topcoat for Interior

To access the local website analytics, begin by signing into Medic Connection and clicking on the Marketing Connection tab

Access Local Websites

The screenshot displays the Furniture Medic Franchise User interface. At the top, the logo "FURNITURE MEDIC" is visible next to the user's name "Franchise User". Below this, a navigation menu is shown with two tabs: "LOCAL WEBSITES" and "MEDIC CONNECTION". The "LOCAL WEBSITES" tab is highlighted in red, and a yellow arrow points to it. Below the tabs, a secondary menu is visible with "Home" and "Web Analytics" options. A yellow arrow points to the "Web Analytics" option. Below the navigation menu, the breadcrumb "Local Websites > Home" is displayed. A search bar is present with a "Status" dropdown set to "Select", a "Date" dropdown set to "Last 30 Days", and a "Search" button. Below the search bar, the "Recent Activity" section is shown, containing two entries: "Shakia Clark has published your Website" and "Shakia Clark has modified content on your Website".

To access the web analytics, click on the Local Websites tab and select Web Analytics from the menu bar.

Web Analytics Report



This page shows the basic layout of the web analytics report.

The data shown on your system represents the behavior of your website visitors.

QUICK SUMMARY SECTION

- **Change definitions to google analytics**
- **Analysis should be split btwn responsive to initiatives78 and to SEO organic rank**

Quick Summary Overview

Quick Summary by Week

[Month](#)



Period	Visits <small>?</small>	Unique Visitors <small>?</small>	Pageviews <small>?</small>	Pages / Visit <small>?</small>	Avg. Time on Site <small>?</small>	% New Visits <small>?</small>
Yesterday	13	19	27	2	00:00:24	69.23
Current Week	15	22	30	2	00:00:22	73.33
Last Week	68	86	136	2	00:00:47	83.82
YTD	451	559	983	2	00:01:14	82.93

Quick Summary

This report provides a snapshot of the performance of a franchise website as it relates to the number and type of visitors, pages visited, and the amount of time each visitor spent on the site.

To change the data display from week to month or from month to week, click on the link in the top right hand corner.

Quick Summary Breakdown

Period – The time frame that data was recorded

Visits – The number of visits to your site.

Unique visitors – The number of unduplicated visitors to your website over the course of the specified time period

Pageviews – The total number of pages viewed including repeated views of a single page.

Pages / Visit – The average number of pages visited during each visit to your website including repeated views of a single page.

Avg. Time on Site – The average duration of a visit.

% of New Visits – The estimated percentage of first time visits.



Period	Visits ?	Unique Visitors ?	Pageviews ?
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Yesterday	13	19	27
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Current Week	15	22	30
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Last Week	68	86	136
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YTD	451	559	983
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Pages / Visit ?	Avg. Time on Site ?	% New Visits ?
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2	00:00:24	69.23
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2	00:00:22	73.33
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2	00:00:47	83.82
---	----------	-------

2	00:01:14	82.93
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AUDIENCE OVERVIEW

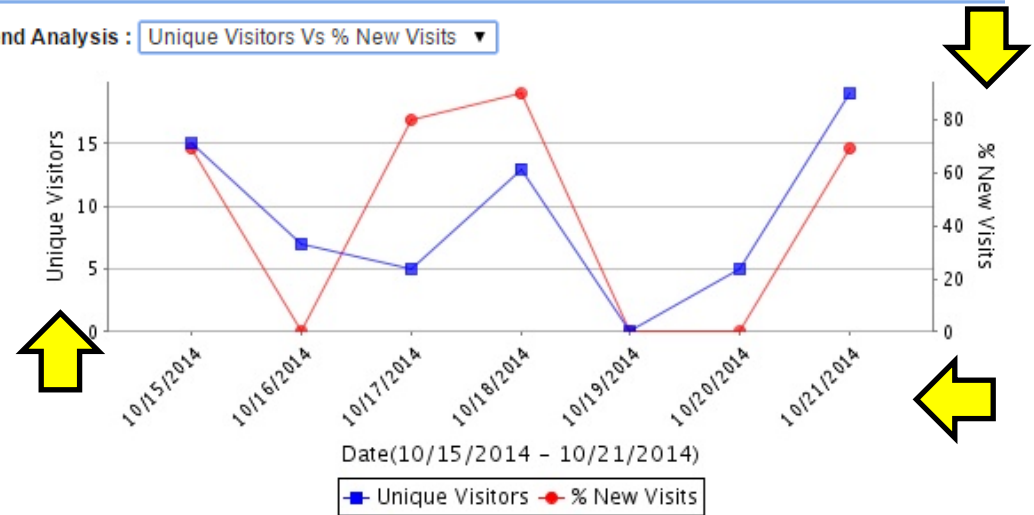
Unique Visitors Vs % New Visits

Unique visitors – The number of unduplicated visitors to your website over the course of the specified time period

% of New Visits – The estimated percentage of first time visits.

Audience Overview

Trend Analysis : Unique Visitors Vs % New Visits



Analysis

This combination of metrics shows the degree to which marketing campaign drives new prospects (versus returning visitors) to your website. If successful, the two trends should correlate, as seen above.

Visits Vs Pages/Visit

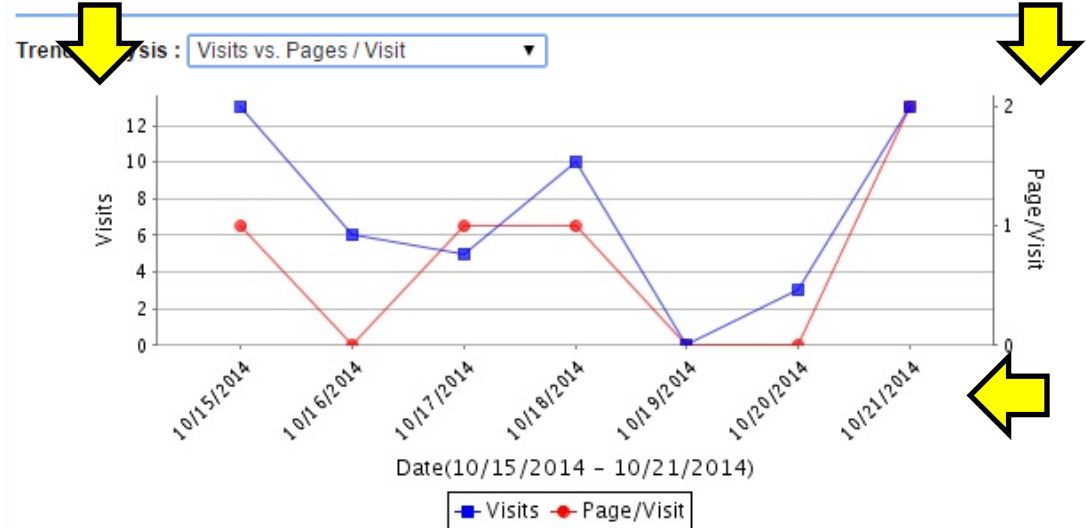
Visits – The number visits to your site

Pages / Visit – The average number of pages visited during each visit to your website including repeated views of a single page

Analysis

By juxtaposing Visits with Page/Visit, you can deduce whether your marketing initiative is attracting the prospective customers you intend. Choosing the date range of your marketing initiative will isolate the response to the initiative. The higher the number of pages visited, the more engagement occurred which would demonstrate that marketing initiative appealed to the intended audience.

Audience Overview



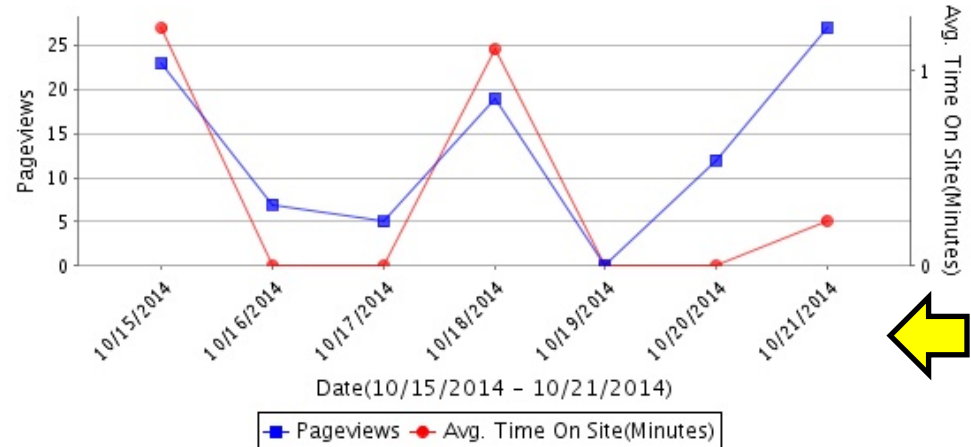
Pageviews Vs. Avg. Time on Site

Pageviews – The total number of pages viewed including repeated views of a single page

Avg. Time on Site – The average duration of a visit

Audience Overview

Trend Analysis : Pageviews Vs Avg. Time on Site



Analysis

Looking at the pageviews and average time on site provides us with a measure of effectiveness for marketing initiatives. The higher the number of pages viewed in combination with the length of time spend on each page reflects the level of engagement and thus, the effectiveness of your marketing initiative.

PAGE POPULARITY

Page Popularity Breakdown

Pageviews – The total number of pages viewed including repeated views of a single page

Unique Pageviews – The number of pageviews from unique (unduplicated) visitors per 24-hour period within the specified timeframe

Page Popularity



Items 1 - 9 of 9

Page Name	Pageviews	Unique Pageviews	% New Visits	Avg. Time on Page	% Exit
Home	530	439	87.47	00:01:01	51.51
Residential	231	205	0.00	00:00:52	35.50
Contact Us	89	78	0.00	00:03:00	64.04
About	32	30	100.00	00:00:28	25.00
Moving & Relocation	31	26	0.00	00:00:39	19.35
Testimonials	23	19	0.00	00:00:44	34.78
Home	21	21	0.00	00:00:53	57.14
Commercial	16	12	0.00	00:01:20	12.50
Water & Fire Damage	10	8	0.00	00:00:09	10.00

Analysis

For every marketing initiative, the intent is to create a response. Efforts to promote a particular service line should be evident in the details of the Page Popularity data.


Page Popularity Breakdown

% of New Visits – The estimated percentage of first time visits

Avg. Time on Page – The average duration of a visit

% Exit –

Page Popularity



Page Name	Pageviews	Unique Pageviews	% New Visits	Avg. Time on Page	% Exit
Home	530	439	87.47	00:01:01	51.51
Residential	231	205	0.00	00:00:52	35.50
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Moving & Relocation	31	26	0.00	00:00:39	19.35
Testimonials	23	19	0.00	00:00:44	34.78
Home	21	21	0.00	00:00:53	57.14
Commercial	16	12	0.00	00:01:20	12.50
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Items 1 - 9 of 9

Analysis

For every marketing initiative, the intent is to create a response. Efforts to promote a particular service line should be evident in the details of the Page Popularity data.

VISITOR TRAFFIC

Visitor Traffic By Type

Visitor Traffic – The description of how people find a website

Direct – The visitor reached the website by typing the business name or URL

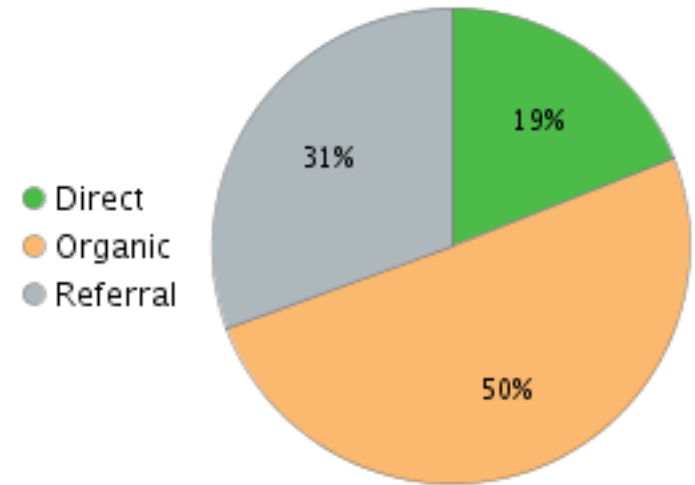
Organic – The visitor reached the website by typing keywords into a search engine

Referral – The website was reached by clicking on a link

Analysis

While Referral and Direct traffic is a useful barometer for offline/traditional marketing, organic traffic indicates the efficacy of your search marketing campaign. Ideally most of your traffic will be searching for non-branded keywords and find your website in their search results, early in their decision-making process.

By Type

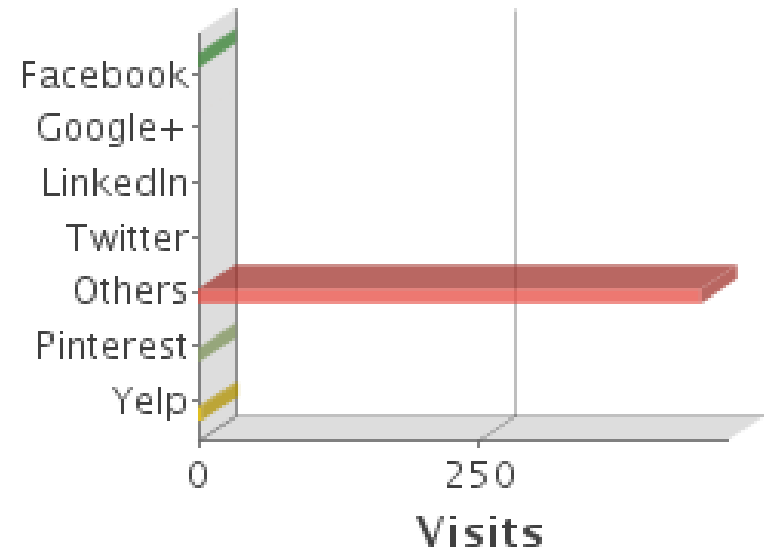


Visitor Traffic By Social Media

Engagement

When your franchise is mentioned through social media and a visitor reaches your website by clicking on a link in a post or profile, that social media source will be reflected in this graph.

Social Engagement



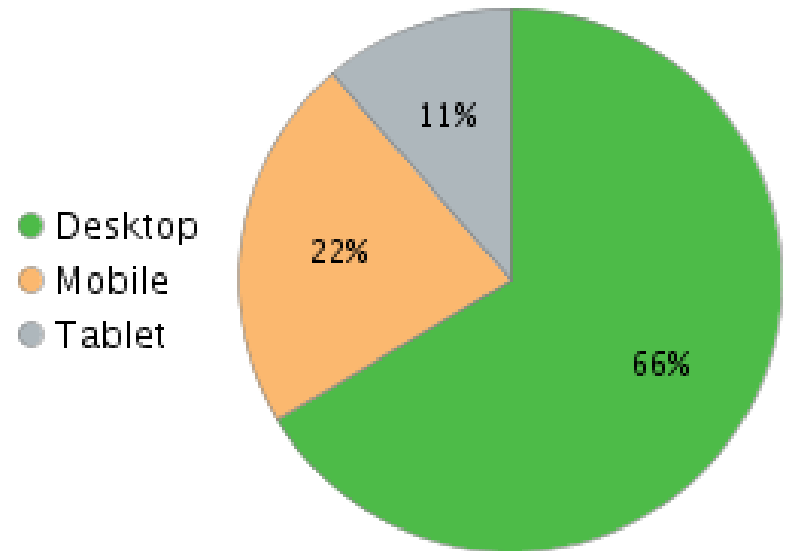
Analysis

This graph is particularly useful for determining which Social Media channels are most effective for driving traffic to your website.

Visitor Traffic By Device

The types of devices your Furniture Medic website visitors use to access your site will be indicated in the By Device pie chart.

By Device



Analysis

People use desktop computers differently than they use mobile or tablet websites. A larger number of mobile or tablet visitors would suggest that the content on your site should be tailored accordingly.

Visitor Traffic By Popular Sources

There are many different search engines and directory listings available to find service-based businesses.

The Popular Sources chart shows which of the various sources your website visitors used to find you.

Analysis

Knowing how your website visitors found your website provides valuable insight because each directory appeals to a specific audience. This information can help you market more effectively.

Popular Sources

