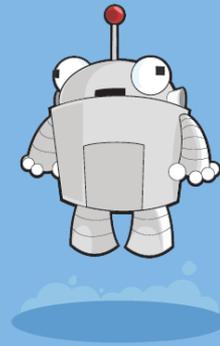




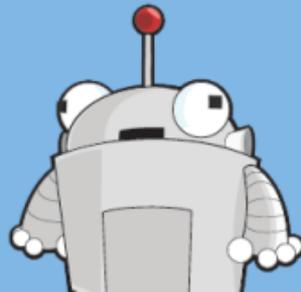
# Moving the Needle

The process behind finding your momentum



Joanna Lord  
@joannalord  
Director of Customer Acquisition

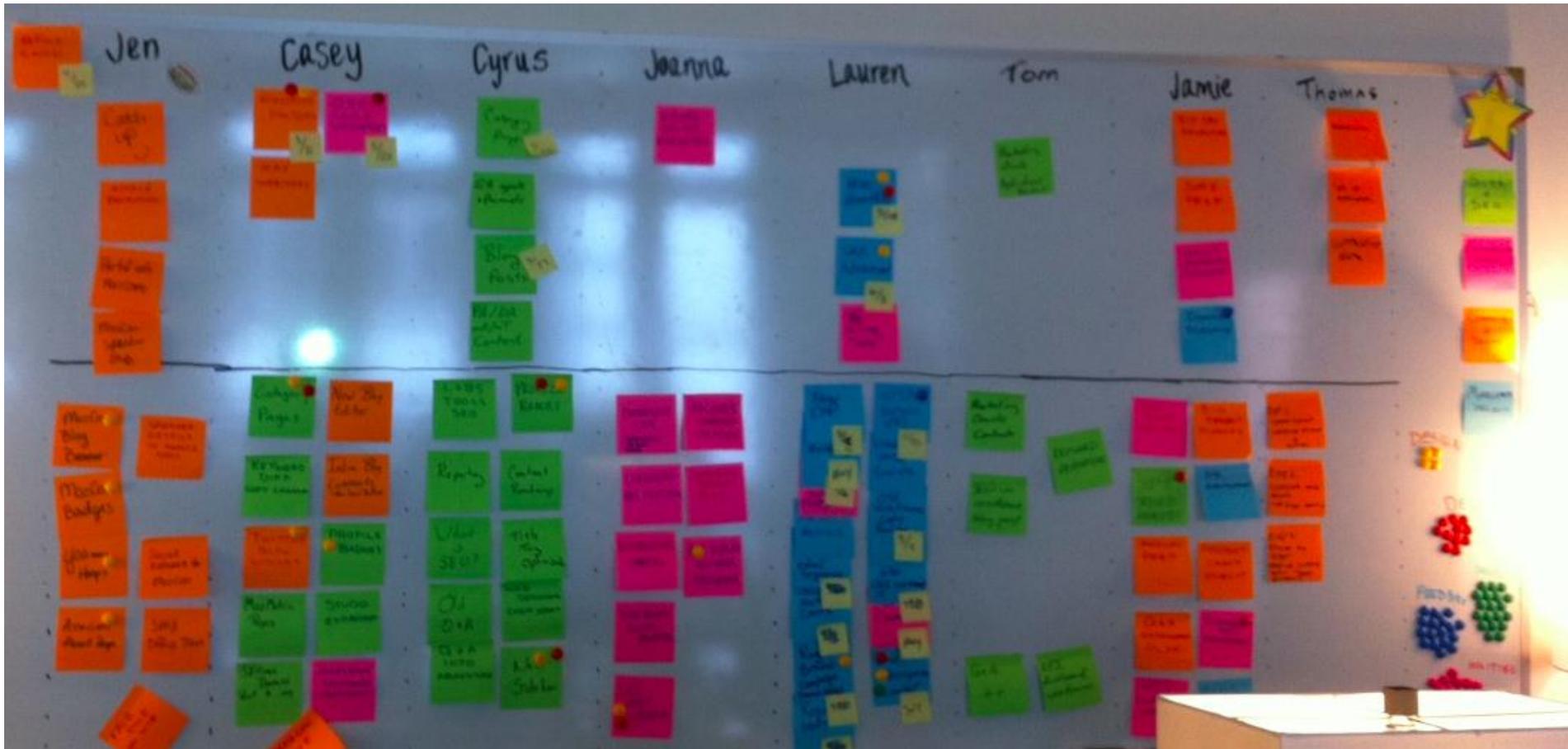
What the hell does “moving the needle”  
mean in marketing?





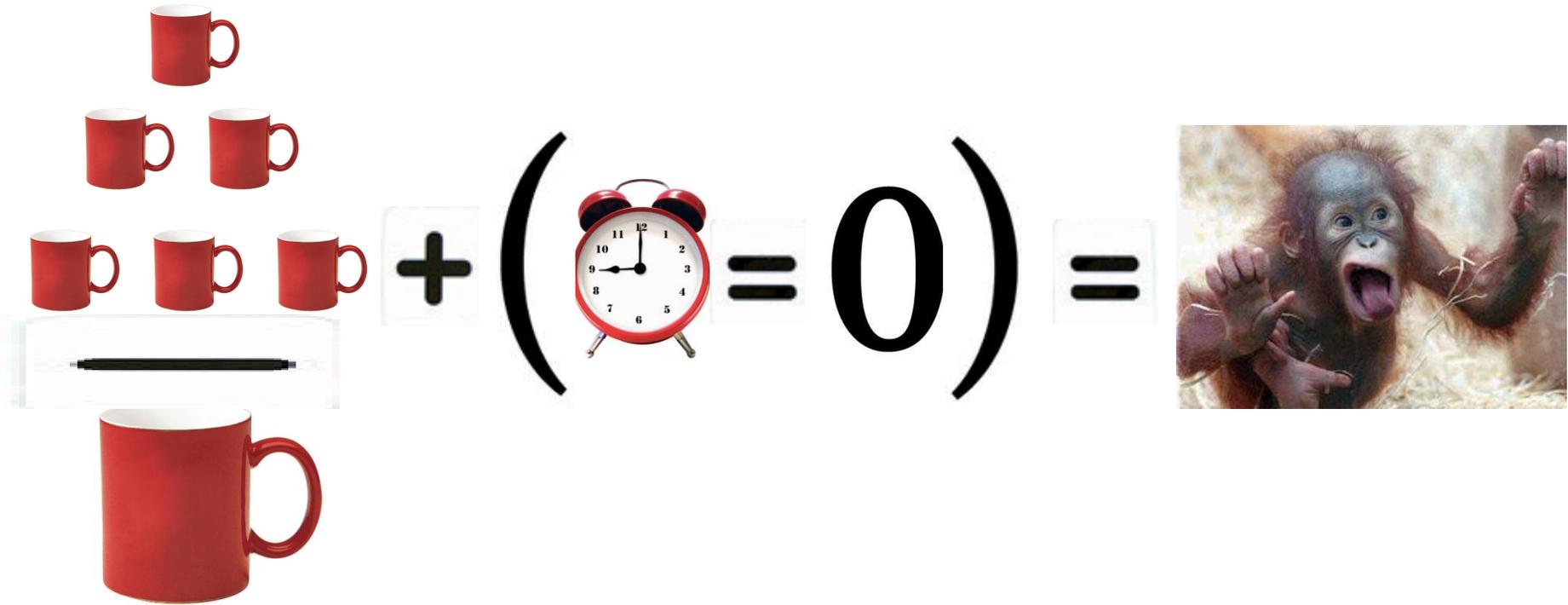
**All sorts of good stuff.**





The SEOMoz marketing team's CURRENT projects

Sad truth is: **you can't do them all at once full steam ahead.**



Yeah I know...that math behind this is really complicated

|                            | Jan      | Feb       | March     | Total Q1           | April     | May         | June      | Total Q2           |     |
|----------------------------|----------|-----------|-----------|--------------------|-----------|-------------|-----------|--------------------|-----|
| <b>Affiliate</b>           | \$ 2,219 | \$ 1,524  | \$ 1,346  | \$ 5,089           | \$ 2,000  | \$ 4,000    | \$ 6,000  | \$ 12,000          |     |
| <b>Paid Search</b>         | \$ -     | \$ 4,376  | \$ 7,046  | \$ 11,422          | \$ 10,000 | \$ 12,500   | \$ 14,000 | \$ 36,500          |     |
| <b>Facebook</b>            | \$ 677   | \$ 1,155  | \$ 865    | \$ 2,697           | \$ 500    | \$ 2,000    | \$ 4,000  | \$ 6,500           |     |
| <b>EL Site Sponsorship</b> | \$ 5,000 | \$ 5,000  | \$ 5,000  | \$ 15,000          | \$ -      | \$ -        | \$ -      | \$ -               |     |
| <b>LinkedIn</b>            | \$ -     | \$ -      | \$ -      | \$ -               | \$ 1,000  | \$ -        | \$ 3,000  | \$ 4,000           |     |
| <b>Retargeting</b>         | \$ -     | \$ 500    | \$ 10,000 | \$ 10,500          | \$ 2,000  | \$ 8,000    | \$ 6,000  | \$ 16,000          |     |
| <b>Twitter Advertising</b> | \$ -     | \$ -      | \$ -      | \$ -               | \$ 5,000  | \$ 5,000    | \$ 5,000  | \$ 15,000          |     |
| <b>MP Site Sponsorship</b> | \$ -     | \$ -      | \$ -      | \$ -               | \$ 1,500  | \$ 1,500    | \$ 1,500  | \$ 4,500           |     |
|                            | \$ 5,677 | \$ 11,031 | \$ 22,911 |                    | \$ 20,000 | \$ 29,000   | \$ 33,500 |                    |     |
|                            | \$ 7,896 | \$ 12,555 | \$ 24,257 | Total Q1 \$ 44,708 | \$ 22,000 | \$ 33,000   | \$ 39,500 | Total Q2 \$ 94,500 |     |
|                            |          |           |           |                    |           | \$94,500.00 |           |                    |     |
| <b>Affiliate</b>           | \$ 2,219 | \$ 1,524  | \$ 1,346  | \$ 5,089           | 80.00     | 160.00      | 240.00    | 320                | 320 |
| <b>Paid Search</b>         | \$ -     | \$ 4,376  | \$ 7,046  | \$ 11,422          | 80.00     | 96.00       | 107.00    |                    |     |
| <b>Facebook</b>            | \$ 677   | \$ 1,155  | \$ 865    | \$ 2,697           | 10.00     | 20.00       | 30.00     |                    |     |
| <b>EL Site Sponsorship</b> | \$ 5,000 | \$ 5,000  | \$ 5,000  | \$ 15,000          | 0.00      | 0.00        | 0.00      |                    |     |
| <b>LinkedIn</b>            | \$ -     | \$ -      | \$ -      | \$ -               | 5.00      | 10.00       | 15.00     |                    |     |
| <b>Retargeting</b>         | \$ -     | \$ 500    | \$ 10,000 | \$ 10,500          | 12.00     | 24.00       | 36.00     |                    |     |
| <b>Twitter Advertising</b> | \$ -     | \$ -      | \$ -      | \$ -               | 0.00      | 0.00        | 0.00      |                    |     |
| <b>MP Site Sponsorship</b> | \$ -     | \$ -      | \$ -      | \$ -               | 0.00      | 0.00        | 0.00      |                    |     |
|                            |          |           |           |                    | 187.00    | 310.00      | 428.00    |                    |     |



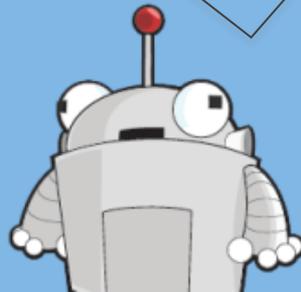
So what can we do? Research and track our investments more effectively.

|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
|------------------------|--------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| % New Business         | 75%          |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Price</b>           |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Monthly</b>         |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 99        |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO Elite              | \$ 499       |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO Premier            | \$ 2,000     |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Annual</b>          |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 950       |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO Elite              | \$ 4,750     |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO Premier            | \$ 19,200    |           |           |           |           |           |            |            |            |            |            |            |            |            |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Signups</b>         |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Monthly</b>         |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | 50           | 100       | 100       | 100       | 200       | 200       | 300        | 300        | 400        | 400        | 400        | 400        | 400        | 400        |
| PRO Elite              | 1            | 2         | 2         | 2         | 4         | 4         | 6          | 6          | 8          | 8          | 8          | 8          | 8          | 8          |
| PRO Premier            | 0            | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          |
| <b>Per Day</b>         | 2            | 3         | 3         | 3         | 7         | 7         | 10         | 10         | 14         | 14         | 14         | 14         | 14         | 14         |
| <b>Annual</b>          |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | 1            | 2         | 5         | 6         | 6         | 8         | 10         | 10         | 10         | 10         | 10         | 10         | 10         | 10         |
| PRO Elite              | 0            | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          |
| PRO Premier            | 0            | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Gross LTR</b>       | \$ 1,048,073 |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>LTR Net Payout</b>  | \$ 806,273   | 77%       | margin    |           |           |           |            |            |            |            |            |            |            |            |
| <b>Incremental LTR</b> | \$ 544,255   | 52%       | margin    |           |           |           |            |            |            |            |            |            |            |            |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Gross LTR</b>       |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Monthly</b>         |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 14,850    | \$ 29,700 | \$ 29,700 | \$ 29,700 | \$ 59,400 | \$ 59,400 | \$ 89,100  | \$ 89,100  | \$ 118,800 | \$ 118,800 | \$ 118,800 | \$ 118,800 | \$ 118,800 | \$ 118,800 |
| PRO Elite              | \$ 1,497     | \$ 2,994  | \$ 2,994  | \$ 2,994  | \$ 5,988  | \$ 5,988  | \$ 8,982   | \$ 8,982   | \$ 11,976  | \$ 11,976  | \$ 11,976  | \$ 11,976  | \$ 11,976  | \$ 11,976  |
| PRO Premier            | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| <b>Annual</b>          |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 950       | \$ 1,900  | \$ 4,750  | \$ 5,700  | \$ 5,700  | \$ 7,600  | \$ 9,500   | \$ 9,500   | \$ 9,500   | \$ 9,500   | \$ 9,500   | \$ 9,500   | \$ 9,500   | \$ 9,500   |
| PRO Elite              | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| PRO Premier            | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Gross LTR</b>       | \$ 17,297    | \$ 34,594 | \$ 37,444 | \$ 38,394 | \$ 71,088 | \$ 72,988 | \$ 107,582 | \$ 107,582 | \$ 140,276 | \$ 140,276 | \$ 140,276 | \$ 140,276 | \$ 140,276 | \$ 140,276 |
|                        |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>LTR Net Payout</b>  |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| <b>Monthly</b>         |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 11,350    | \$ 22,700 | \$ 22,700 | \$ 22,700 | \$ 45,400 | \$ 45,400 | \$ 68,100  | \$ 68,100  | \$ 90,800  | \$ 90,800  | \$ 90,800  | \$ 90,800  | \$ 90,800  | \$ 90,800  |
| PRO Elite              | \$ 1,197     | \$ 2,394  | \$ 2,394  | \$ 2,394  | \$ 4,788  | \$ 4,788  | \$ 7,182   | \$ 7,182   | \$ 9,576   | \$ 9,576   | \$ 9,576   | \$ 9,576   | \$ 9,576   | \$ 9,576   |
| PRO Premier            | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| <b>Annual</b>          |              |           |           |           |           |           |            |            |            |            |            |            |            |            |
| PRO                    | \$ 750       | \$ 1,500  | \$ 3,750  | \$ 4,500  | \$ 4,500  | \$ 6,000  | \$ 7,500   | \$ 7,500   | \$ 7,500   | \$ 7,500   | \$ 7,500   | \$ 7,500   | \$ 7,500   | \$ 7,500   |
| PRO Elite              | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| PRO Premier            | \$ -         | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |

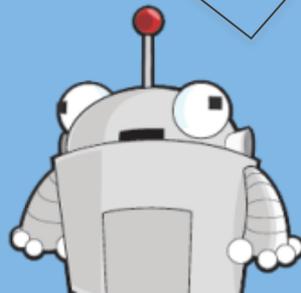


My goal as a marketer is to *never* make a decision...That's what data is for.

So you mean **going with my gut** doesn't  
cut it as a process?!? WTF?!?

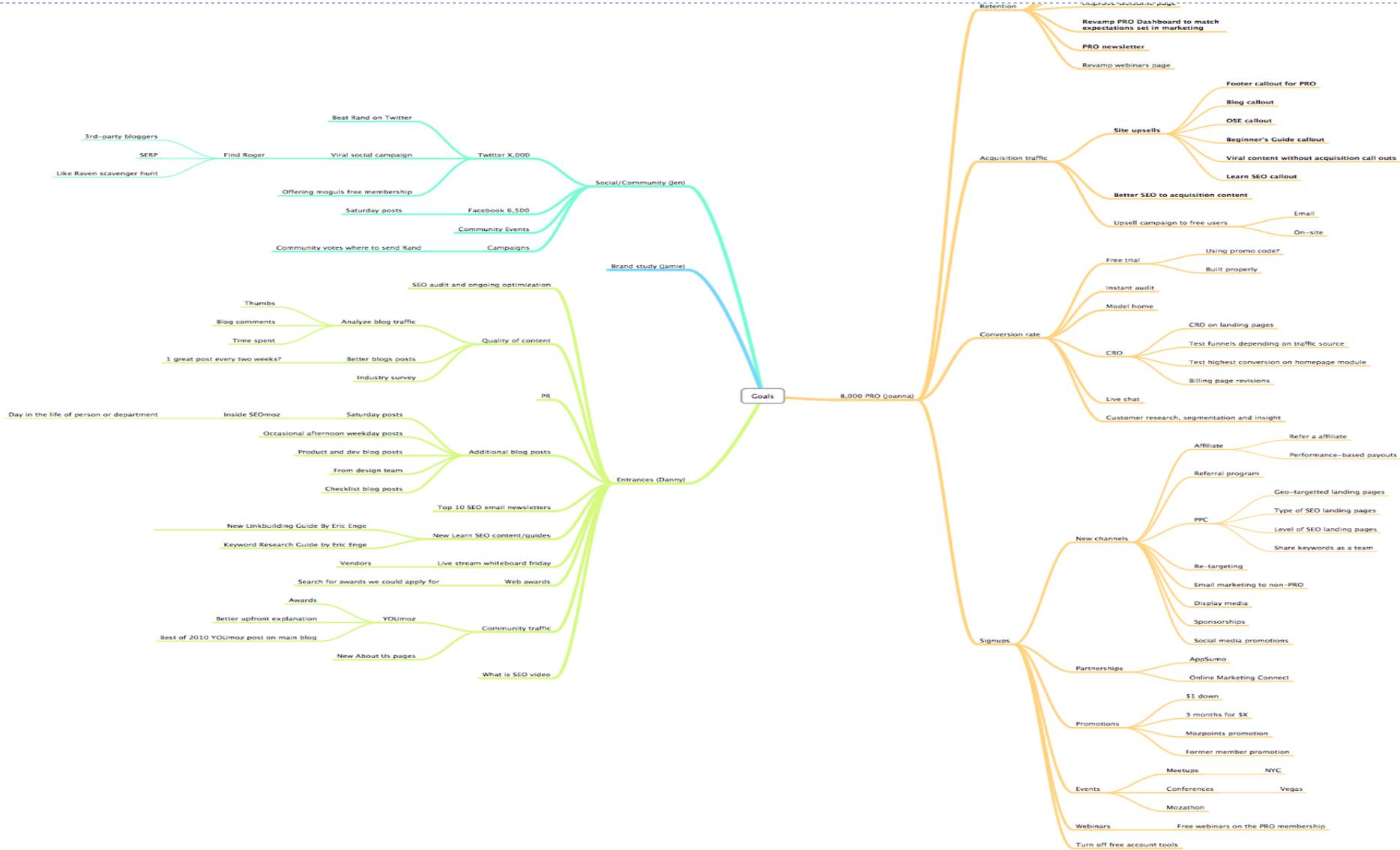


**Well it does. But it doesn't scale.**



So what does this process look like?

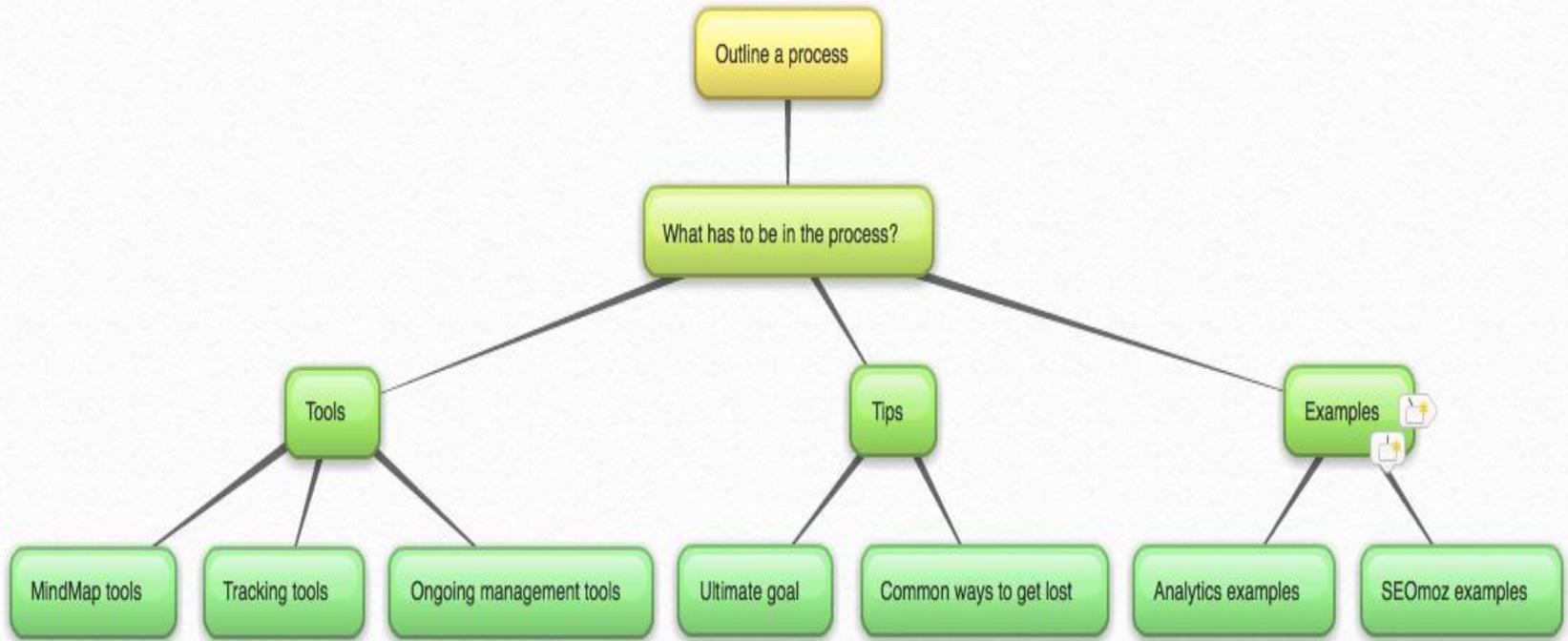




Brainstorm the hell out of this.



No need to reinvent the brightly colored marketing graphic wheel



[Wisemapping.com](http://Wisemapping.com)  
[Bubbl.us](http://Bubbl.us)  
[Xmind.net](http://Xmind.net)

[Mindmeister](http://Mindmeister)  
[Mindomo](http://Mindomo)



Personas



Customer Value



Business Value



Technical Value



Technical Cost



Strategic Value



|                                  | Personas  | Customer Value | Business Value | Technical Value | Strategic Value | Technical Cost | Total     |
|----------------------------------|-----------|----------------|----------------|-----------------|-----------------|----------------|-----------|
| Improve Q&A                      | 7         | 9              | 7              | 8               | 8               | 10             | 29        |
| <b>Launch SERP Analysis tool</b> | <b>10</b> | <b>9</b>       | <b>10</b>      | <b>6</b>        | <b>10</b>       | <b>10</b>      | <b>35</b> |
| Refer a Friend Program           | 3         | 2              | 10             | 2               | 10              | 5              | 22        |
| <b>Add whitelabeling</b>         | <b>9</b>  | <b>9</b>       | <b>7</b>       | <b>6</b>        | <b>9</b>        | <b>8</b>       | <b>32</b> |
| <b>Improve webinar series</b>    | <b>7</b>  | <b>8</b>       | <b>10</b>      | <b>2</b>        | <b>10</b>       | <b>6</b>       | <b>31</b> |
| Buildout out video training      | 7         | 5              | 8              | 2               | 7               | 6              | 23        |
| Open analytics                   | 4         | 2              | 1              | 2               | 2               | 4              | 7         |

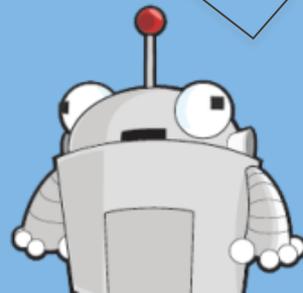
(Complex)

|                                    | Attraction Value | Retention Value | Biz Value | Approx Cost | Total     |
|------------------------------------|------------------|-----------------|-----------|-------------|-----------|
| Improve Q&A                        | 7                | 10              | 5         | 10          | 12        |
| <b>Launch SERP Analysis tool</b>   | <b>10</b>        | <b>10</b>       | <b>8</b>  | <b>10</b>   | <b>18</b> |
| Refer a Friend Program             | 4                | 3               | 10        | 6           | 11        |
| Add whitelabeling                  | 10               | 6               | 8         | 8           | 16        |
| <b>Improve webinar series</b>      | <b>10</b>        | <b>8</b>        | <b>10</b> | <b>6</b>    | <b>22</b> |
| <b>Buildout out video training</b> | <b>8</b>         | <b>6</b>        | <b>10</b> | <b>5</b>    | <b>19</b> |
| Open analytics                     | 1                | 2               | 2         | 2           | 3         |

(Quick 'n dirty)



Okay so now I have this beautifully  
prioritized roadmap...  
**now what?**





Just get started...

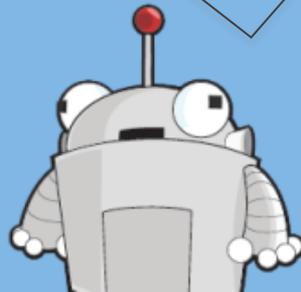


#PRO Tip: The part no one ever tells you about...be patient.



With that said, have Plan B ready. You should always know the substitute.

Track it, track it, track it  
“The super duper important part”





Goal setting. Where do they meet, where do they overlap, how do they differ?



|                      | Ave CPC         | Ave # of clicks per day | Low Cost per day | High cost per day | Median     |
|----------------------|-----------------|-------------------------|------------------|-------------------|------------|
| Learn SEO            | \$1.16 - \$1.50 | 10                      | \$70.06          | 116.03            | \$93.05    |
| Page Rankings        | \$2.04 - \$2.59 | 12                      | \$54.69          | 86.13             | \$70.41    |
| Search Marketing     | \$3.90 - \$4.95 | 1312                    | \$3,451.21       | 5561.44           | \$4,506.33 |
| SEO Basics           | \$1.00 - \$1.29 | 3                       | \$61.17          | 103.06            | \$82.12    |
| SEO Responsibilities | \$0.49 - \$0.62 | 86                      | \$157.46         | 284.37            | \$220.92   |
| SEO Software         | \$3.77 - \$4.80 | 138                     | \$843.11         | 1362.87           | \$1,102.99 |
| SEO Tools            | \$1.21 - \$1.53 | 26                      | \$134.29         | 214.61            | \$174.45   |
| SEO Types            | \$1.04 - \$1.31 | 42                      | \$226.72         |                   |            |
| Totals per day       |                 | 1629                    | \$4,998.71       |                   |            |
|                      | 1% conversion   | 2% conversion           | 3% conversion    |                   |            |
| #of sign ups         | 16.29           | 32.58                   | 48.87            |                   |            |
| Gross a day          | 8959.5          | 17919                   | 26878.5          |                   |            |
| Net a day            | \$2,416.06      | \$11,375.58             | \$20,335.08      |                   |            |

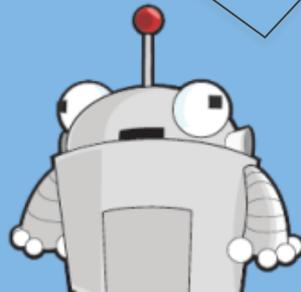
|      | Total | Inactive | Active | % retention |                           |                          |   |                |
|------|-------|----------|--------|-------------|---------------------------|--------------------------|---|----------------|
| 3/14 | 51    | 34       | 17     | 33%         | Average Retention of FT = | 54%                      | 55.00%                                      |                |
| 3/15 | 70    | 33       | 37     | 53%         | Average Monthly Churn =   | 5.10%                    |   |                |
| 3/16 | 516   | 303      | 213    | 41%         |                           |                          | Last Updated:                               | 4/18/2011      |
| 3/17 | 463   | 285      | 178    | 38%         | Current Free Trials       | 1,780                    |   |                |
| 3/18 | 138   | 59       | 79     | 57%         | Current Paying PRO        | 9,333                    |   |                |
| 3/19 | 104   | 42       | 62     | 60%         | Expected Net Adds         | 471                      |   |                |
| 3/20 | 84    | 35       | 49     | 58%         | Expected PRO in 30 days   | 9,804                    |   |                |
| 3/21 | 49    | 21       | 28     | 57%         |                           |                          |   |                |
| 3/22 | 54    | 27       | 27     | 50%         |                           |                          |   |                |
| 3/23 | 67    | 30       | 37     | 55%         |                           |                          |   |                |
| 3/24 | 83    | 31       | 52     | 63%         |                           |                          |   |                |
| 3/25 | 84    | 38       | 46     | 55%         |                           |                          |   |                |
| 3/26 | 93    | 39       | 54     | 58%         |                           |                          |   |                |
| 3/27 | 71    | 29       | 42     | 59%         |                           |                          |   |                |
| 3/28 | 39    | 16       | 23     | 59%         |                           |                          |   |                |
| 3/29 | 35    | 13       | 22     | 63%         |                           |                          |   |                |
| 3/30 | 72    | 24       | 48     | 67%         |                           |                          |   |                |
| 3/31 | 89    | 38       | 51     | 64%         |                           |                          |   |                |
| 4/1  | 82    | 35       | 47     | 57%         |                           |                          |   |                |
| 4/2  | 83    | 25       | 58     | 70%         |                           |                          |   |                |
| 4/3  | 62    | 17       | 45     | 73%         |                           |                          |   |                |
| 4/4  | 29    | 13       | 16     | 55%         |                           |                          |   |                |
| 4/5  | 42    | 18       | 24     | 57%         |                           |                          |   |                |
| 4/6  | 70    | 33       | 37     | 53%         |                           |                          |   |                |
| 4/7  | 90    | 45       | 45     | 50%         |                           |                          |   |                |
| 4/8  | 86    | 36       | 50     | 58%         |                           |                          |   |                |
| 4/9  | 83    | 33       | 50     | 60%         |                           |                          |   |                |
| 4/10 | 63    | 26       | 37     | 59%         |                           |                          |   |                |
| 4/11 | 30    | 21       | 9      | 30%         |                           |                          |   |                |
| 4/12 | 40    | 14       | 26     | 65%         |                           |                          |   |                |
| 4/13 | 83    | 31       | 52     | 63%         |                           |                          |   |                |
| 4/14 | 82    | 26       | 56     | 68%         |                           |                          |   |                |
| 4/15 | 64    | 24       | 40     | 63%         |                           |                          |   |                |
| 4/16 | 78    | 35       | 43     | 55%         |                           |                          |   |                |
| 4/17 | 74    | 31       | 43     | 58%         |                           |                          |   |                |
| 4/18 | 36    | 15       | 21     | 58%         |                           |                          |   |                |
| 4/19 | 41    | 23       | 18     | 44%         |                           |                          |   |                |
| 4/20 | 73    | 29       | 44     | 60%         |                           |                          |   |                |
| 4/21 | 89    | 44       | 45     | 51%         |                           |                          |   |                |
| 4/22 | 75    | 38       | 37     | 49%         |                           |                          |   |                |
| 4/23 | 74    | 32       | 42     | 57%         |                           |                          |   |                |
| 4/24 | 74    | 40       | 34     | 46%         |                           |                          |   |                |
| 4/25 | 90    | 24       | 15     | 38%         |                           |                          |   |                |
| 4/26 | 33    | 18       | 15     | 45%         |                           |                          |   |                |
| 4/27 | 86    | 37       | 49     | 57%         |                           |                          |   |                |
| 4/28 | 104   | 44       | 60     | 58%         |                           |                          |   |                |
| 4/29 | 77    | 35       | 42     | 55%         |                           |                          |   |                |
| 4/30 | 77    | 28       | 49     | 64%         |                           |                          |   |                |
| 5/1  | 62    | 23       | 39     | 63%         |                           |                          |   |                |
| 5/2  | 29    | 12       | 17     | 59%         |                           |                          |   |                |
| 5/3  | 32    | 21       | 11     | 34%         |                           |                          |   |                |
| 5/4  | 42    | 41       | 51     | 55%         |                           |                          |   |                |
|      |       |          |        |             | Trial converters          | Adding non-trial signups | Reducing by 12% to control for churn 14.00% | Paid sub count |
|      |       |          |        |             | 23                        | 23                       | 20  | 9,502          |
|      |       |          |        |             | 40                        | 42                       | 36  | 9,538          |
|      |       |          |        |             | 49                        | 51                       | 44  | 9,582          |
|      |       |          |        |             | 41                        | 43                       | 37  | 9,619          |
|      |       |          |        |             | 41                        | 42                       | 36  | 9,655          |
|      |       |          |        |             | 41                        | 42                       | 36  | 9,691          |
|      |       |          |        |             | 21                        | 22                       | 19  | 9,711          |
|      |       |          |        |             | 18                        | 19                       | 16  | 9,727          |
|      |       |          |        |             | 47                        | 49                       | 42  | 9,769          |
|      |       |          |        |             | 57                        | 59                       | 51  | 9,820          |
|      |       |          |        |             | 42                        | 44                       | 38  | 9,858          |
|      |       |          |        |             | 44                        | 44                       | 38  | 9,896          |
|      |       |          |        |             | 30                        | 30                       | 30  | 9,926          |
|      |       |          |        |             | 16                        | 17                       | 14  | 9,941          |
|      |       |          |        |             | 18                        | 18                       | 16  | 9,956          |
|      |       |          |        |             | 51                        | 53                       | 45  | 10,002         |

Best practice:  
Cover your ass

Repeat after me: *Ranges are my friend. Ranges are my friend.*

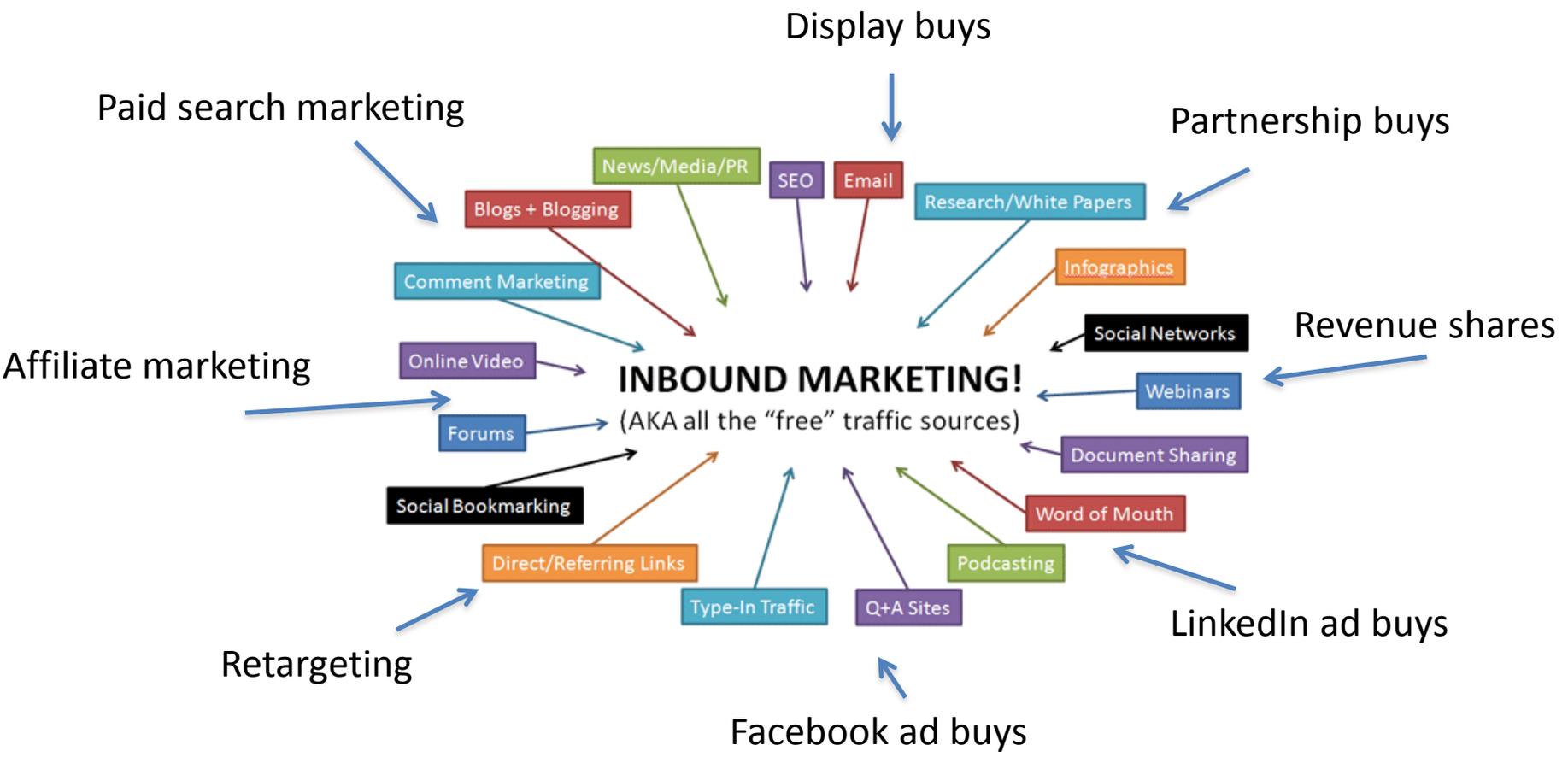


How do we track these effectively?  
As marketers we must embrace multi-touch attribution.



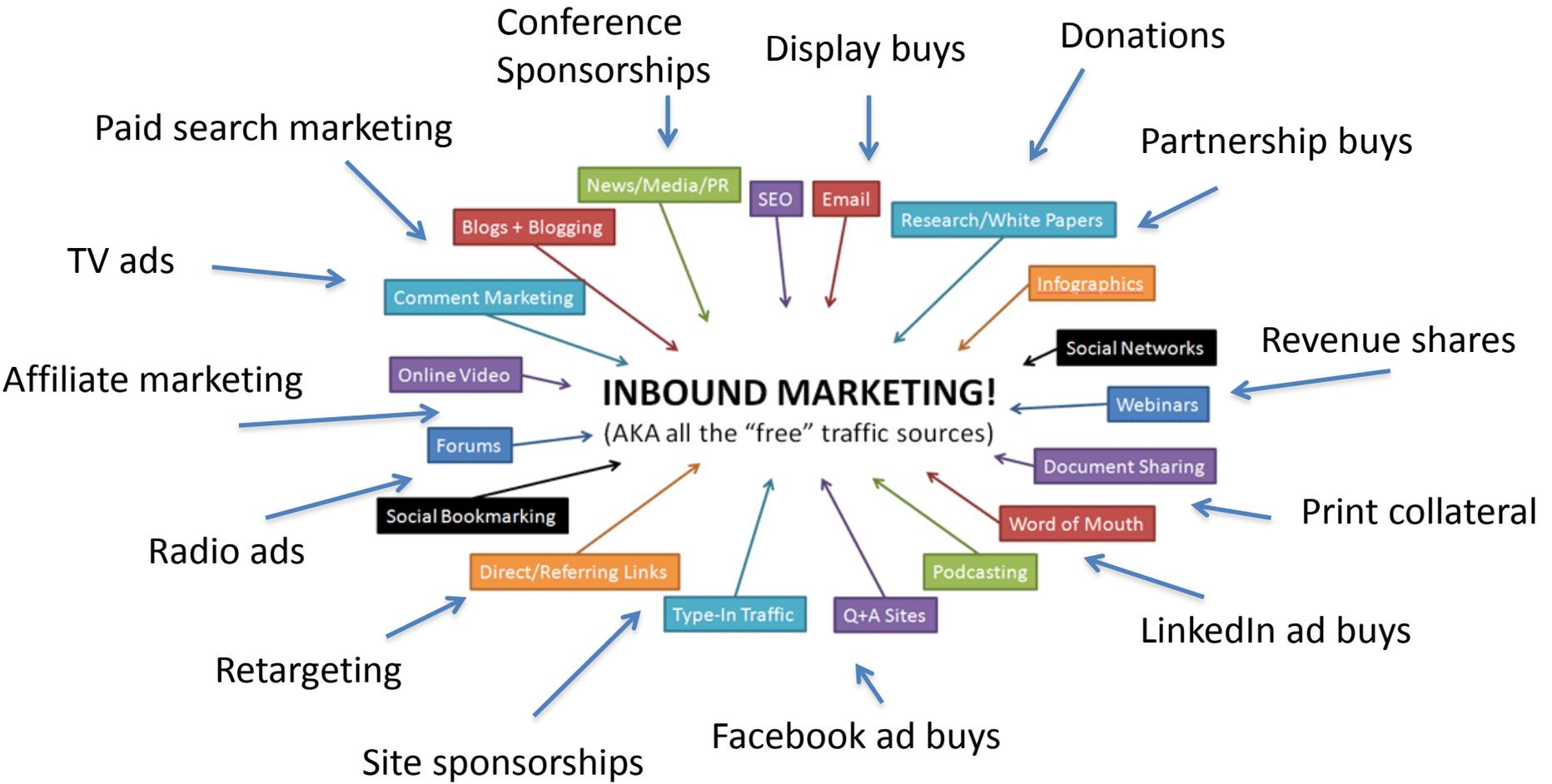


It's freaking hard to understand how all my inbound traffic plays off each other



Not to mention all the paid advertising & performance media stuff....





And then all that offline craziness, I mean really?! #confusing





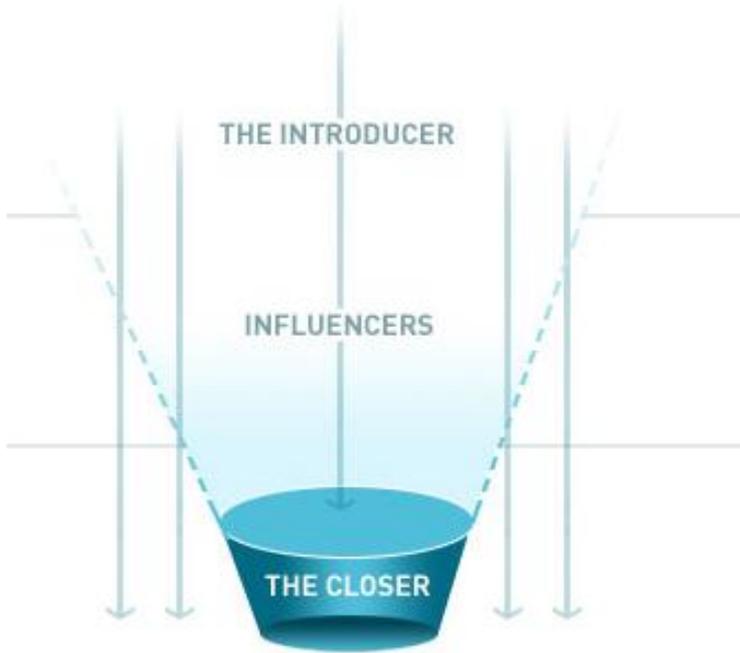
## **The Halo Effect:**

When the positive trait or performance of one channel influences another, causing subsequent or compacted successes.



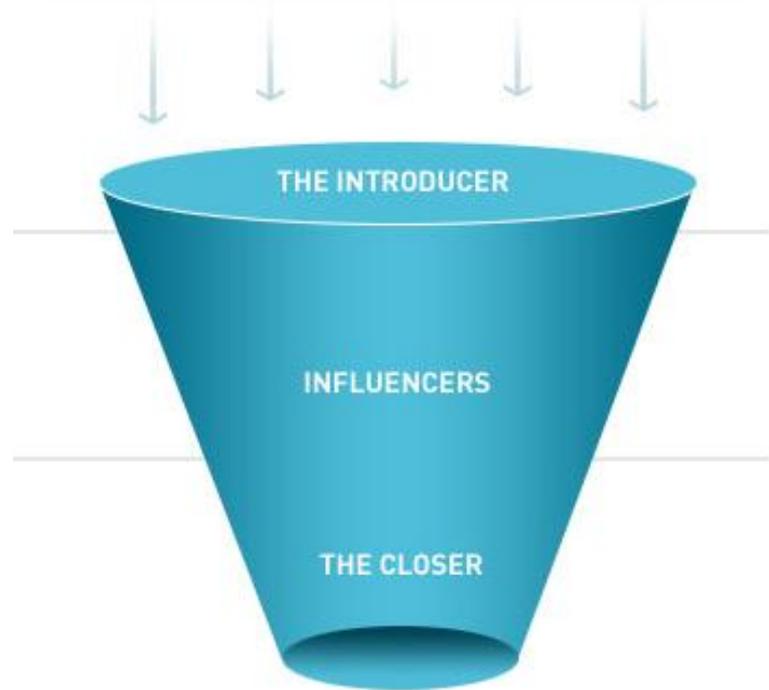
You always suspected this was out there but didn't know what to call it

THE CLOSER FUNNEL



**#mediocre**

MULTI-ATTRIBUTION FUNNEL

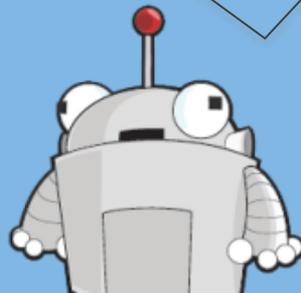


**#magical**

The obligatory funnel comparison slide



Okay I'm sold. Attribution can be done!  
What tools do I use?





Google Analytics beta

Old version | Feedback | Settings | My Account | Sign out

SEOMoz http://www.seomoz.org (\*\*SEOMoz.org)

My Site My Conversions Custom Reports

REPORTS INTELLIGENCE

Visitors Overview Demographics Behavior Technology Traffic Sources Content Conversions Help

GOALS ECOMMERCE MULTI-CHANNEL FUNNELS

Visitors Overview Apr 14, 2011 - May 14, 2011

100.00% of total visits

Multi-Channel Funnels Overview Assisted Conversions Top Conversion Paths Time Lag Path Length

Multi-Channel Funnels Overview Report Viewing a Subset of Conversions Help center

Multi-Channel Mix

| Channels   | % of total conversions |
|--|------------------------|
| <input checked="" type="checkbox"/> Paid Advertising | 54.91%                 |
| <input checked="" type="checkbox"/> Direct           | 50.93%                 |
| <input checked="" type="checkbox"/> Organic Search   | 23.72%                 |
| <input type="checkbox"/> Referral                    | 20.99%                 |
| <input type="checkbox"/> (Other)                     | 2.04%                  |
| <input type="checkbox"/> Social Network              | 0.32%                  |
| <input type="checkbox"/> Email                       | 0.32%                  |

Paid Advertising & Direct & Organic Search: 7.35%(23751)

Paid Advertising & Direct & Organic Search: 7.35%(23751)

There were 3

32

21

NEW!! Google Analytics – Multi touch funnel tracking



Secondary dimension:  Search View:  1 - 7 of 7

| Channel Grouping  | Assisted Conversions | Assisted Conversion Value | Last Interaction Conversions | Last Interaction Conversion Value | Assisted / Last Interaction Conversions |
|-------------------|----------------------|---------------------------|------------------------------|-----------------------------------|---|
| 1. Direct         | 1,646                | \$22,082.60               | 2,443                        | \$17,686.60                       | 0.67                                    |
| 2. Organic Search | 870                  | \$11,182.00               | 1,274                        | \$4,192.00                        | 0.68                                    |
| 3. Referral       | 669                  | \$15,430.00               | 859                          | \$12,084.00                       | 0.78                                    |
| 4. Email          | 325                  | \$4,885.00                | 558                          | \$6,178.00                        | 0.58                                    |
| 5. Social Network | 308                  | \$3,194.00                | 251                          | \$249.00                          | 1.23                                    |

Viewing:  Source Medium Other Default traffic groups

Secondary dimension:  Search View:  1 - 7 of 7

| Channel Grouping  | First Interaction Conversions | First Interaction Conversion Value | Last Interaction Conversions | Last Interaction Conversion Value | First / Last Interaction Conversions |
|-------------------|-------------------------------|------------------------------------|------------------------------|-----------------------------------|--------------------------------------|
| 1. Direct         | 2,296                         | \$14,495.60                        | 2,443                        | \$17,686.60                       | 0.94                                 |
| 2. Organic Search | 1,202                         | \$4,192.00                         | 1,274                        | \$4,192.00                        | 0.94                                 |
| 3. Referral       | 1,017                         | \$11,434.00                        | 859                          | \$12,084.00                       | 1.18                                 |
| 4. Email          | 589                           | \$7,873.00                         | 558                          | \$6,178.00                        | 1.06                                 |
| 5. Social Network | 286                           | \$2,395.00                         | 251                          | \$249.00                          | 1.14                                 |

Secondary dimension:  Search View:  1 - 7 of 7

| Channel Grouping    | Assisted Conversions | Assisted Conversion Value | Last Interaction Conversions | Last Interaction Conversion Value | Assisted / Last Interaction Conversions |
|---------------------|----------------------|---------------------------|------------------------------|-----------------------------------|---|
| 1. Direct           | 1,646                | \$22,082.60               | 2,443                        | \$17,686.60                       | 0.67                                    |
| 2. Organic Search   | 870                  | \$11,182.00               | 1,274                        | \$4,192.00                        | 0.68                                    |
| 3. Referral         | 669                  | \$15,430.00               | 859                          | \$12,084.00                       | 0.78                                    |
| 4. Email            | 325                  | \$4,885.00                | 558                          | \$6,178.00                        | 0.58                                    |
| 5. Social Network   | 308                  | \$3,194.00                | 251                          | \$249.00                          | 1.23                                    |
| 6. (Other)          | 51                   | \$0.00                    | 50                           | \$0.00                            | 1.02                                    |
| 7. Paid Advertising | 1                    | \$0.00                    | 3                            | \$0.00                            | 0.33                                    |

o.m.g



Multi-Channel Funnels

- Overview
- Assisted Conversions**
- Top Conversion Paths
- Time Lag
- Path Length

Help

- [The Assisted Conversions Report](#)
- [Viewing a Subset of Conversions](#)
- [Assist Interactions and First Interactions](#)
- [Channel Viewing Options](#)

CONVERSION SEGMENTS EXPORT

## Assisted Conversions

Apr 14, 2011 - May 14, 2011

Conversion: Goal 1 Type: All AdWords

4.55% of total conversions

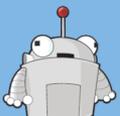
Explorer

| Assist Interaction Analysis |                                 | First Interaction Analysis  |                                   |   |
|-----------------------------|---------------------------------|-----------------------------|-----------------------------------|---|
| Assisted Conversions        | Assisted Conversion Value       | Last Interaction Conversion | Last Interaction Conversion Value | Assisted / Last Interaction Conversions |
| <b>3,827</b>                | <b>\$3,827.00</b>               | <b>13,346</b>               | <b>\$13,346.00</b>                | <b>0.29</b>                             |
| % of Total: 1.79% (213,288) | % of Total: 5.08% (\$75,269.00) | % of Total: 4.13% (323,118) | % of Total: 8.27% (\$161,335.00)  | % of Total: 43.44% (0.66)               |

300 300

Today's freak out moment:

How confident are you in the data you are working off of?



Overview » Custom Variables »

**Custom Variable:**  
User-Type

Apr 15, 2011 - May 15, 2011



**928,749 visits via 7 values for User-Type**

| Site Usage                     |                          | Goal Set 1               | Goal Set 2                 | Goal Set 3                | Ecommerce                  | Views                     |                 |
|--------------------------------|--------------------------|--------------------------|----------------------------|---------------------------|----------------------------|---------------------------|-----------------|
| Visits                         | Revenue                  | Transactions             | Average Value              | Ecommerce Conversion Rate | Per Visit Value            |                           |                 |
| <b>928,749</b>                 | <b>\$121,402.50</b>      | <b>2,085</b>             | <b>\$58.23</b>             | <b>0.22%</b>              | <b>\$0.13</b>              |                           |                 |
| % of Site Total: 2,159,881.40% | % of Site Total: 100.00% | % of Site Total: 100.00% | Site Avg: \$0.00 (100.00%) | Site Avg: 0.00% (100.00%) | Site Avg: \$0.00 (100.00%) |                           |                 |
| Custom Variable                | None                     | Visits ↓                 | Revenue                    | Transactions              | Average Value              | Ecommerce Conversion Rate | Per Visit Value |
| 1. visitor                     |                          | 617,989                  | \$4,762.50                 | 82                        | \$58.08                    | 0.01%                     | \$0.01          |
| 2. pro                         |                          | 238,571                  | \$114,594.00               | 1,998                     | \$57.35                    | 0.84%                     | \$0.48          |
| 3. free                        |                          | 52,007                   | \$0.00                     | 0                         | \$0.00                     | 0.00%                     | \$0.00          |
| 4. pro_elite                   |                          | 16,569                   | \$2,046.00                 | 5                         | \$409.20                   | 0.03%                     | \$0.12          |
| 5. admin                       |                          | 2,555                    | \$0.00                     | 0                         | \$0.00                     | 0.00%                     | \$0.00          |
| 6. pro_premier                 |                          | 940                      | \$0.00                     | 0                         | \$0.00                     | 0.00%                     | \$0.00          |
| 7. pro_agency                  |                          | 118                      | \$0.00                     | 0                         | \$0.00                     | 0.00%                     | \$0.00          |

More GA Fun:

Custom Variables: Leave no room for other opinions



## Search sent 264,117 total visits via 84,466 keywords

Show: non-paid | total | paid

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Views:    

|   |   |  |  |  |
|---|---|--|--|--|
| Visits<br><b>264,117</b><br>% of Site Total: 27.49% | Pages/Visit<br><b>2.88</b><br>Site Avg: 3.06 (-5.81%) | Avg. Time on Site<br><b>00:04:23</b><br>Site Avg: 00:05:01 (-12.69%) | % New Visits<br><b>48.14%</b><br>Site Avg: 43.03% (11.87%) | Bounce Rate<br><b>56.75%</b><br>Site Avg: 54.89% (3.40%) |
|---|---|--|--|--|

Weighted Sort 

| Keyword  | None | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|--|------|--------|-------------|-------------------|--------------|-------------|
| 1. web developer interview questions   |      | 271    | 1.13        | 00:00:29          | 86.72%       | 91.88%      |
| 2. tbn:and9gcromq-xoprh0kizvolylbgtbpajlmaimb4hibmphl0vbxw2qblw0s9nwk0.www.: |      | 271    | 1.29        | 00:00:16          | 87.08%       | 89.67%      |
| 3. upskirt   |      | 163    | 1.04        | 00:00:03          | 95.09%       | 96.32%      |
| 4. canonical tag   |      | 489    | 1.83        | 00:02:09          | 43.76%       | 79.35%      |
| 5. canonical url   |      | 408    | 1.65        | 00:01:29          | 57.84%       | 80.88%      |
| 6. how to increase blog traffic  |      | 247    | 1.25        | 00:01:14          | 90.28%       | 85.43%      |
| 7. facebook search   |      | 300    | 1.28        | 00:00:16          | 97.33%       | 82.67%      |

More GA Fun:



Weighted Sort: Low hanging fruit taste so good #holla

Google **web developer interview questions**

About 458,000 results (0.15 seconds)

- Everything
- Images
- Videos
- News
- Shopping
- More

Brookline, MA  
Change location

Any time  
Latest

**Interviewing Web Developers - 20 Good Questions to Ask | SEOMoz**  
SEOMoz has recently been interviewing applicants for a **web developer** position. Prior to conducting the **interview**, I wrote up a list of technical **questions** I ...  
www.seomoz.org/.../interviewing-web-developers-20-good-questions-to-ask -  
Cached - Similar

**Web Developer Interview Questions :: CSS, JavaScript and XHTML ...**  
May 27, 2007 ... **Web Developer Interview Questions:** The main technologies required for a web developer are CSS, HTML and JavaScript. A good web developer ...  
www.evotech.net/blog/...

**Web Developer Interview Questions and Process**  
May 9, 2011 ... 221 interview questions and process of hiring a web developer.  
www.glassdoor.com/Interview-Questions-Web-Developer-Interview-Questions-and-Process-...  
Cached - Similar

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## The Daily SEO Blog



**Interviewing Web Developers - 20 Good Questions to Ask**

8 1

May 10th, 2006 - Posted by Oatmeal to Technical SEO Issues

The author's posts are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of SEOMoz, Inc.



click here to go pro today!

SEOMoz has recently been interviewing applicants for a **web developer** position. Prior to conducting the interview, I wrote up a list of technical questions I wanted to ask. After interviewing, I decided to build upon this list and put together a larger one that everyone could use - **both for interviewers and interviewees.**

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Twitter  
43,572 Followers  Follow Us

Facebook  
11,332 Fans  Friend Us

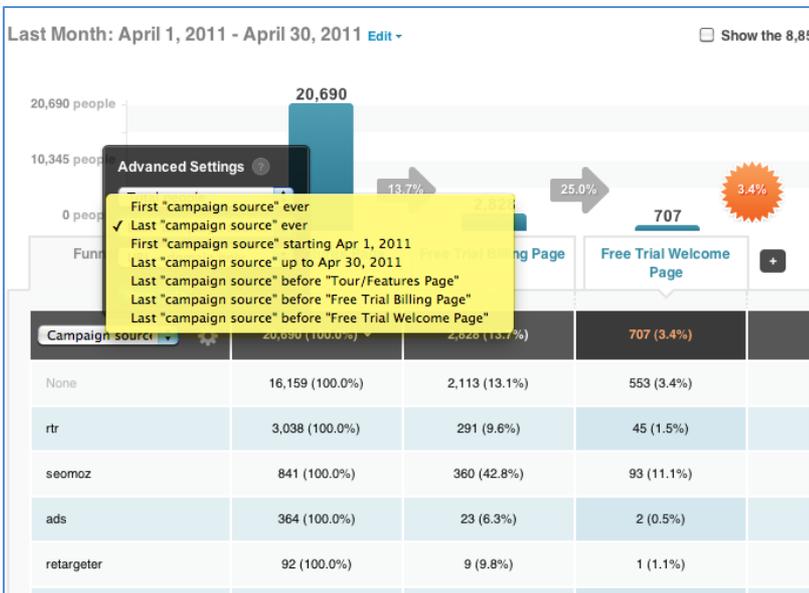
More GA Fun:

Weighted Sort: Low hanging fruit taste so good #holla

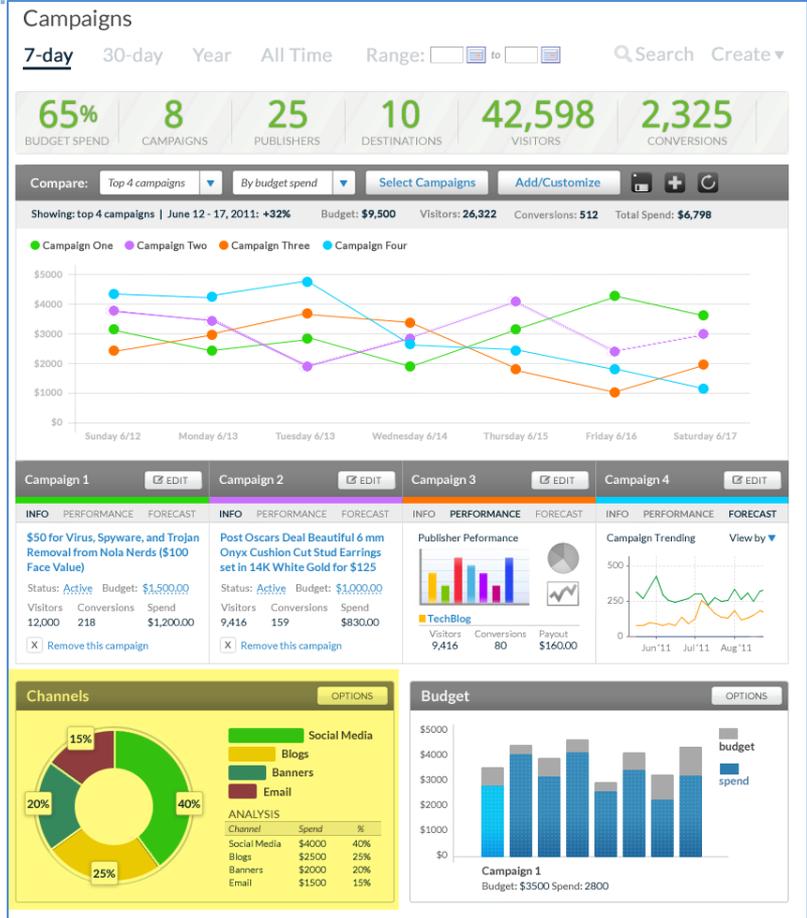


| Campaign                    | Clickthroughs | Last Click Revenue | First Click Revenue | Total Revenue Contribution |
|-----------------------------|---------------|--------------------|---------------------|----------------------------|
| Shopping Engine - Shopzilla | 3,526         | \$ 8,279           | \$ 11,759           | \$ 17,211                  |
| Affiliate - Upromise        | 663           | \$ 8,139           | \$ 2,842            | \$ 9,413                   |
| Affiliate - RetailMeNot     | 731           | \$ 6,725           | \$ 4,622            | \$ 8,674                   |
| Banner Ad - CNET            | 551           | \$ 5,701           | \$ 12,527           | \$ 14,210                  |
| Summer Email Promo          | 433           | \$ 5,596           | \$ 4,754            | \$ 7,358                   |

## Webtrends



## KISSmetrics

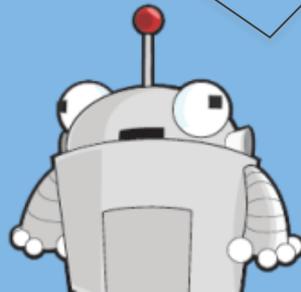


## HasOffers

Seriously friends, others are catching on



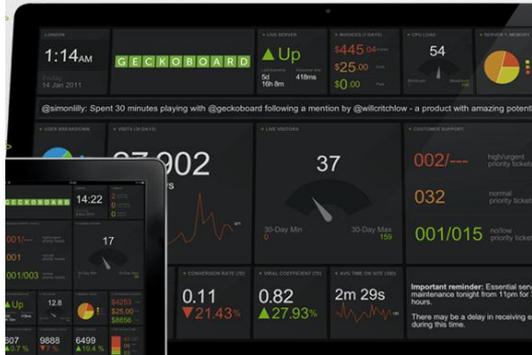
Whoa hold up.  
Now I have all of this data in front of me, how do I focus?  
**SQUIRREL!**



| Little Box o' Stats                                      |        | <a href="#">Refresh</a> X |
|--|--------|---------------------------|
| X - Free Trial Active                                    | 1,944  |                           |
| Free Trials Today  | 80     |                           |
| Free Trials Yesterday                                    | 86     |                           |
| New Active Premier Members - Today                       | 57     |                           |
| New Active Premier Members - Yesterday                   | 16     |                           |
| All Closed Premier Memberships - Today                   | 34     |                           |
| All Closed Premier Membership - Yesterday                | 37     |                           |
| Current Total PRO Members                                | 12,098 |                           |
| All Pro Memberships (Excluding Beta and Affiliate Fraud) | 10,198 |                           |

Know the number that matters to YOU today.





Improve the [site's performance](#)

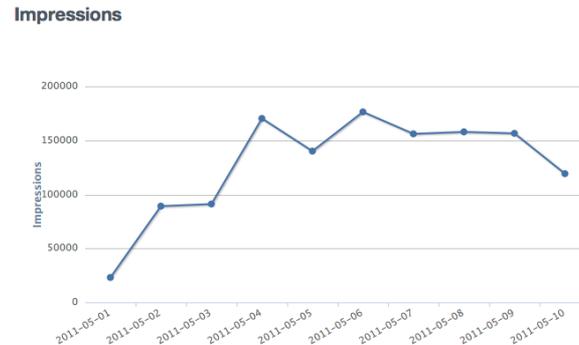


Improve the [conversion rate](#) for the PRO tour

| Impressions | Clicks | Conversions | CTR    |
|-------------|--------|-------------|--------|
| 1279788     | 2472   | 95          | 0.193% |

| Link Publisher Feature | Daily Budget | Status      | Clicks | Cost       | Conv. | Avg. Pos. | Impr.     | Cost/Conv. | Avg. CPC | CTR   |
|------------------------|--------------|-------------|--------|------------|-------|-----------|-----------|------------|----------|-------|
| Consolidated Campaigns | \$50.00      | All Active  | 447    | \$97.28    | 7     | 4.89      | 70,716    | \$136.75   | \$3.14   | 0.43% |
| Free Trial             | \$200.00     | All Active  | 353    | \$1,384.04 | 16    | 4.34      | 35,864    | \$86.56    | \$3.92   | 0.96% |
| SEO Tools              | \$200.00     | All Paused  | 306    | \$332.07   | 0     | 0.00      | 1,406,132 | \$0.00     | \$1.09   | 0.02% |
| Free SEO               | \$600.00     | All Paused  | 284    | \$307.97   | 4     | 5.89      | 26,030    | \$124.99   | \$3.82   | 1.65% |
| SEO Training           | \$300.00     | All Active  | 134    | \$736.25   | 4     | 5.80      | 12,009    | \$48.84    | \$3.53   | 1.07% |
| Digital Market         | \$30.00      | All Paused  | 135    | \$271.40   | 1     | 7.00      | 13,305    | \$271.40   | \$2.08   | 0.97% |
| Keyword Tools          | \$20.00      | Some Paused | 129    | \$189.91   | 1     | 3.94      | 16,946    | \$189.91   | \$1.47   | 0.64% |
| SEO Software           | \$300.00     | All Active  | 95     | \$306.72   | 0     | 5.88      | 9,036     | \$0.00     | \$3.74   | 3.03% |
| Link Building          | \$100.00     | All Active  | 67     | \$87.67    | 2     | 6.12      | 9,585     | \$44.84    | \$1.45   | 0.69% |
| Hand Free Trial #      | \$10.00      | All Paused  | 48     | \$65.70    | 0     | 0.00      | 385,278   | \$0.00     | \$1.45   | 0.01% |
| Learn SEO              | \$100.00     | All Active  | 48     | \$78.17    | 3     | 6.89      | 17,477    | \$26.39    | \$1.64   | 0.27% |
| Free SEO PM            | \$100.00     | All Active  | 43     | \$121.09   | 3     | 5.11      | 5,414     | \$40.36    | \$2.81   | 0.79% |
| SEO Tools PM           | \$100.00     | All Active  | 41     | \$111.18   | 4     | 5.28      | 5,431     | \$27.79    | \$2.71   | 0.75% |

Strengthen [our CTR for PPC](#)



Increase our [retargeting](#) share of voice

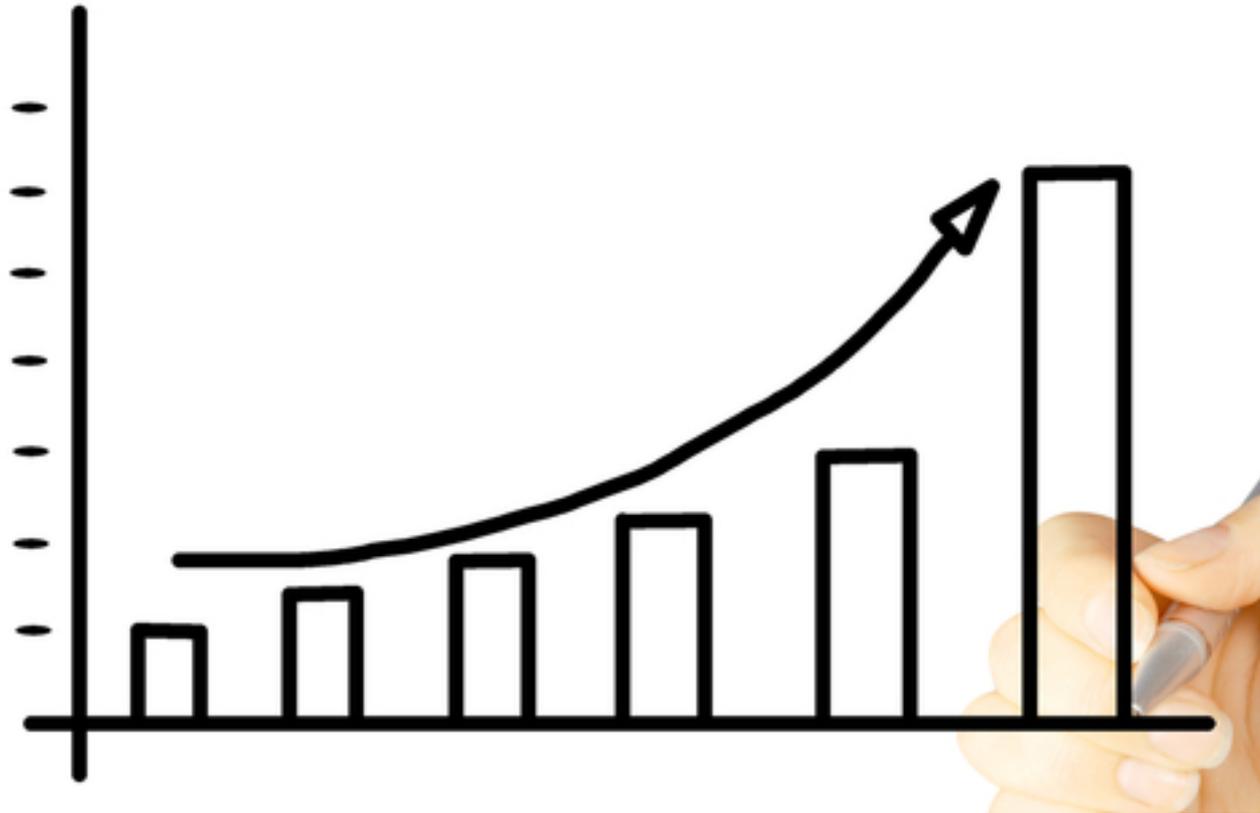
Your tools *should* change over time.





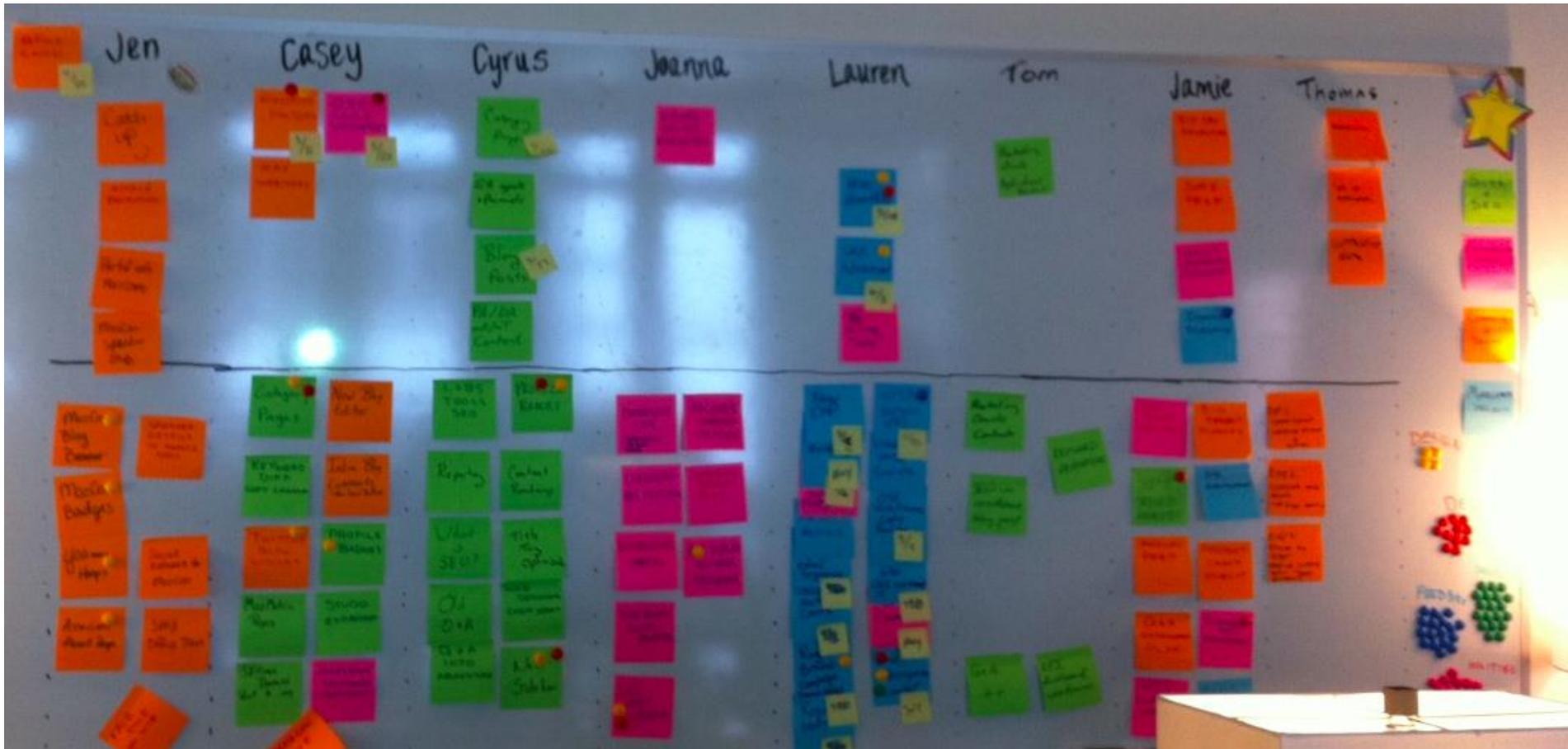
At some point you have to call it.





How do you know if you are doing it right? Looks like this:





Remember that really scare neon post it slide at the beginning?





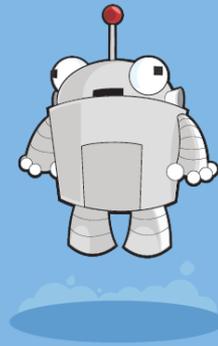
This process driven approach turns it into something much cooler.





# Thank you!

Questions? Seriously harass me, I love this stuff.



Joanna Lord  
@joannalord  
Director of Customer Acquisition