



JobOne SEO Report

Google Analytics: June 12th - July 18th

**All data gathered reflex these dates*

Overview

- **279 people** visited the Job1One.org / **81 more people** visited the site after SEO work
 - 80% new visitors / 20% returning visitors
- Users visited Job1One.org **316 times** / **92 more views** after SEO work
- Users average **1 minute and 7 seconds** on the website
 - This rate spikes up when a new blog, job opportunity is posted. Basically, every time the website is updated the time users spend on it increases
- **58.15% bounce rate** on homepage
 - This means that ~58% of people who directly went to Job1One.org's homepage did not go to any other pages/URLs on the website
 - This rate has steadily been going down since we've been directing traffic to other pages on the website via social media, newsletters, emails, etc.
 - **Bounce rate was ~75% at the beginning of 2017**

Audience Overview

- 318 sessions / **94 new sessions** since SEO work
 - Session: whatever a user does on your website, browses pages, downloads resources, purchases products) before they leave equals one **session**
 - 1 full session = ~30 minutes in Google
- 78.78% sessions are new
- 550 pageviews / **104 new pageviews** since SEO work
- People spend ~1:08 minutes on a JobOne page

Audience Demographics

- 65.6% female / 43.4% male
- 25-35 age group is the most active, followed by 36-44

New Users vs. Returning Users

Top pages both new and returning users are visiting

Page	Pageviews	% Pageviews
1. /about-us/staff-positions/	217	39.03%
2. /employment-services-3/	104	18.71%
3. /about-us/	66	11.87%
4. /about-us/history/	45	8.09%
5. /jobone-careers/	38	6.83%
6. /business-services/	30	5.40%
7. /about-us/partnersresources/	14	2.52%
8. /business-services/packaging-and-assembly/	14	2.52%
9. /employment-services/	11	1.98%
10. /site-map/	10	1.80%

→ Users are landing on these pages by searching for JobOne AND via social media

- New users are more likely to visit homepage, about us, careers, services pages, etc.
 - New users spend more time on JobOne pages that explain the company history, mission, etc.
- Returning users are more likely to visit the blog, donation pages, etc.

Keyword Research

- What are people organically searching to find JobOne online? What hashtags and keywords do people click on via social media?
 - JobOne
 - JobOne Careers
 - About JobOne
 - JobOne history
 - Adults with disabilities
 - Disability advocacy
 - Disability rights
 - Jobs for people with disabilities
 - Source America
 - Dignity Has a Voice
 - JobOne Success

- JobOne Business Services
- What is JobOne?
- I choose work
- I am somebody
- People with disabilities

Social Media Stats

Insights

June 21, 2017 - July 18th, 2017

	Facebook	Twitter	LinkedIn	Instagram
Likes	748 total likes / 659 likes in April / 89 new likes since April	283 total followers / 219 like in April / 64 new followers since April	155 total followers / 132 followers in April / 23 new followers since April	117 total followers / 103 followers in April / 14 new followers since April
Reach	9,164 people saw JobOne while scrolling Facebook / Up 243% since April (high % due to negative reach before April)	10,222 people saw JobOne while scrolling Twitter / 3,882 more people saw JobOne in Twitter feed since April	N/A	N/A
Engagement	3,065 people liked, commented and/or clicked on posts / Up 85% since April	800 people liked, commented and/or clicked on a Tweet / ~138 more people have been engaging with JobOne since April	N/A	N/A

Goals for July

- Increase following on all networks by ~15 followers
 - Instagram and LinkedIn are more stagnant in terms of new followers
 - 1. Not as many disability advocacy organizations on Instagram
 - 2. LinkedIn is a dying network, so growth is always slower
 - 3. For SEO purposes, JobOne should remain on Instagram and LinkedIn despite smaller numbers compared to Facebook and Twitter
- Increase the number of visits to the website by ~20 users
 - Drive traffic to specific JobOne pages (ex. Blogs, donation page) via social media
 - Track these changes/growth in Google Analytics each month

- Increase engagement with followers (likes, comments, shares, link clicks)
- Create awareness campaign for the new donation page on Jobone
 - Promote in newsletter, social media, create Facebook ads
 - Track the number of users in Google Analytics
- Promote JobOne events, careers, updates, news, etc.
- Continue to post about JobOne business services 1-2 per week
- Add unique content to the website 1-2 times per month to encourage new visitors and clients to the website
 - Unique content: blogs, job postings, press releases, etc.
- Create a pixel tracking code for paid Facebook posts
 - Pixel tracking: This helps you measure the effectiveness of your ads. A tiny, invisible-to-the eye, **pixel**-sized image that allows for companies to **track** website visits, advertising impressions, email **tracking**, sales conversions and other types of activity on the web
 - EVERY paid Facebook post will have a tracking pixel to track and analyze ROI on paid advertisements for JobOne

Growth Hacking for Each Network

Facebook:

- Test and analyze paid Facebook posts and advertisements
 - Boost blogs, career posts, etc.
 - Create advertisement on Facebook for specific calls to action
 - Ex. → Create Facebook ads for new donation page
- Identify key groups, organizations, etc. on Facebook to follow, mine for content and actively engage with
- Encourage people to share their success stories to the JobOne Facebook page by sharing them/tagging the individual
- Encourage people to comment on Facebook posts with open-ended questions
- Tag individuals in every Facebook picture, when possible, and/or encourage people to tag their friends/themselves in the photos
- Post 2-3 unique JobOne graphics every week

Twitter:

- Make sure every Tweet has a hashtag to track which keywords users are following and engaging with the most
- Every Tweet should include an image
 - Tweets with images are 75% more likely to create engagement with followers
- Every week, JobOne should engage in an “online conversation” with an influencer in the disability advocacy field or an organization
- Update Twitter lists every month to make sure JobOne is following the “movers and shakers” in the industry on Twitter

- Follow politicians and activists on Twitter who are for inclusiveness in the workplace, disability advocacy, etc.

LinkedIn:

- Continue to post every week on JobOne page
 - Post jobs, news, blogs, events, etc.
- Tag organizations and people in posts as necessary
- Publish the JobOne blogs on LinkedIn, tag Aaron Martin
- Join disability advocacy groups on Facebook and post at least once a month in the groups

Instagram:

- Identify most popular food-related hashtags and accounts to send out a digital invitation to 'Tapas and Wine Open House'. Post the invitation to KCA's Instagram with the following hashtags: #instaKC, #kcfood, #bestofkc, #kcfoodie,
- Influencer follows bi-weekly: choose 1 influencer per week (food critic, well-known local Chef, KCA Chefs) and follow their full list of followers from the KCA Instagram account. After 1 month, parse through 'following' list to keep feed clean.
- Once classes have kicked off, KCA will post 'foodie' pics every other day with the appropriate hashtags included.