

Certified Radon SEO Report

Google Analytics: March 2019

(Reporting date: 3.25.19)

**All data gathered reflect past 28 days*

Top Takeaways

- Overall website traffic (number of users, pageviews, sessions, etc.) **grew by ~168%** compared to January 2019.
- **Organic growth has grown by 23% since Jan. 2019.** Organic search (keyword search) traffic to website grew from **42% to 55%**.
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Overview

- Users visited <https://certifiedradonkc.com/> **675 times** in last 28 days
 - **Traffic has gone up by over 168% since Jan. 2019.** (Last report was 261 users.)
 - 14% are returning visitors / 86% are new visitors
 - Last report = 11% returning / 89% new visitor
 - This is a good ratio since we're trying to get new leads.
- Users average **1 minute and 40 seconds** on the website
 - **Users are staying on the website longer compared to last month** (last month's average was 1 minute and 16 seconds on the website)
- **801 sessions (499 more sessions** vs. last report)
 - Last report = 302 sessions (**up by 165%** vs. last report)
 - Session: whatever a user does on your website, browses pages, clicks links, requests quote, etc.) before they leave equals **one session**
 - 1 full session = ~30 minutes in Google
- **1,962 pageviews (1,307 more pageviews** vs. last report)
 - Last report = 655 pageviews (**up by 200%** vs. last report)
 - A pageview is recorded every time a page is viewed. When a visitor hits the back button, a pageview is recorded. When a visitor hits refresh, a pageview is recorded.

How are people getting to Certified Radon's Website?

1. **Organic search - 55%** (Last report was 42%)
 - a. **Organic growth has grown by 23% since Jan. 2019**
 - b. People typing in keywords into Google // new keywords are bolded
 - i. Certified Radon, Certified Kansas City Mo, **Certified Radon Coupon**, **Certified Radon KC**, Certified Radon of Kansas City, **Fight for Air Climb**, FREE in-home radon testing kit, radon gas testing Kansas city mo, radon remediation in KC, Certified Radon Kansas City, project backpack kc,

radon testing in KC, radon mitigation in KC, Radon Kansas City are top keywords people search to find <https://certifiedradonkc.com/>

2. **Clicking on a direct link - 37%** (Last report was 48.5%)
 - a. Links that go out in newsletters, advertisements, emails or other marketing materials that Certified Radon sends out directly and/or typing the URL, etc.
 - b. Top direct links people are clicking on are, [Request an Estimate](#), [Radon Mitigation](#), [Careers](#) and [Radon Testing](#).
 - c. All these links (except privacy policy) went out in Carol's Press Release + promotional marketing email.

3. **Social - 7.5%** (Last report was 7%)
 - a. Any link people click through social media
 - b. **This number keeps growing every month due to heavy social media activity + engagement.** Since we've not spent any money on social (like paid ads or boosted posts, growth isn't as significant this month.)
 - c. Facebook = 95% of traffic; LinkedIn = 5% of traffic
 - i. Twitter + Instagram aren't bringing people to the website. BUT Instagram is getting good in-app analytics/engagement from followers.

4. **Referral - 0.5%** (Last report was 3%)
 - a. Any outside source or third party that is sharing Certified Radon's links and content:
 - b. <http://businessprosofkansascity.com/kansas-city-home-inspectors/> and Mailchimp are top referrals this month.
 - c. This dropped to due an increase in organic search and the paid Google AdWords running.
 - d. *Can include when people share or RT something on Certified Radon's social*

Top Pages on Website (clicks from past 28 days)

- 1.) Radon Mitigation page - 193 clicks
- 2.) Request an Estimate page - **138 clicks** (42 clicks on last report)
 - a.) **Monthly Request Estimate clicks grew by over 50%**
- 3.) Radon Testing page - 126 clicks
- 4.) Promotions page - 125 clicks
- 5.) About Us - 98 clicks
- 6.) Beat the Real Estate Rush page - 96 clicks
- 7.) Meet the Team page - 93 clicks
- 8.) Contact Us- 85 clicks
- 9.) Radon 101 page - 77 clicks
- 10.) Careers page - 71 clicks