Evaluating SEO team efforts
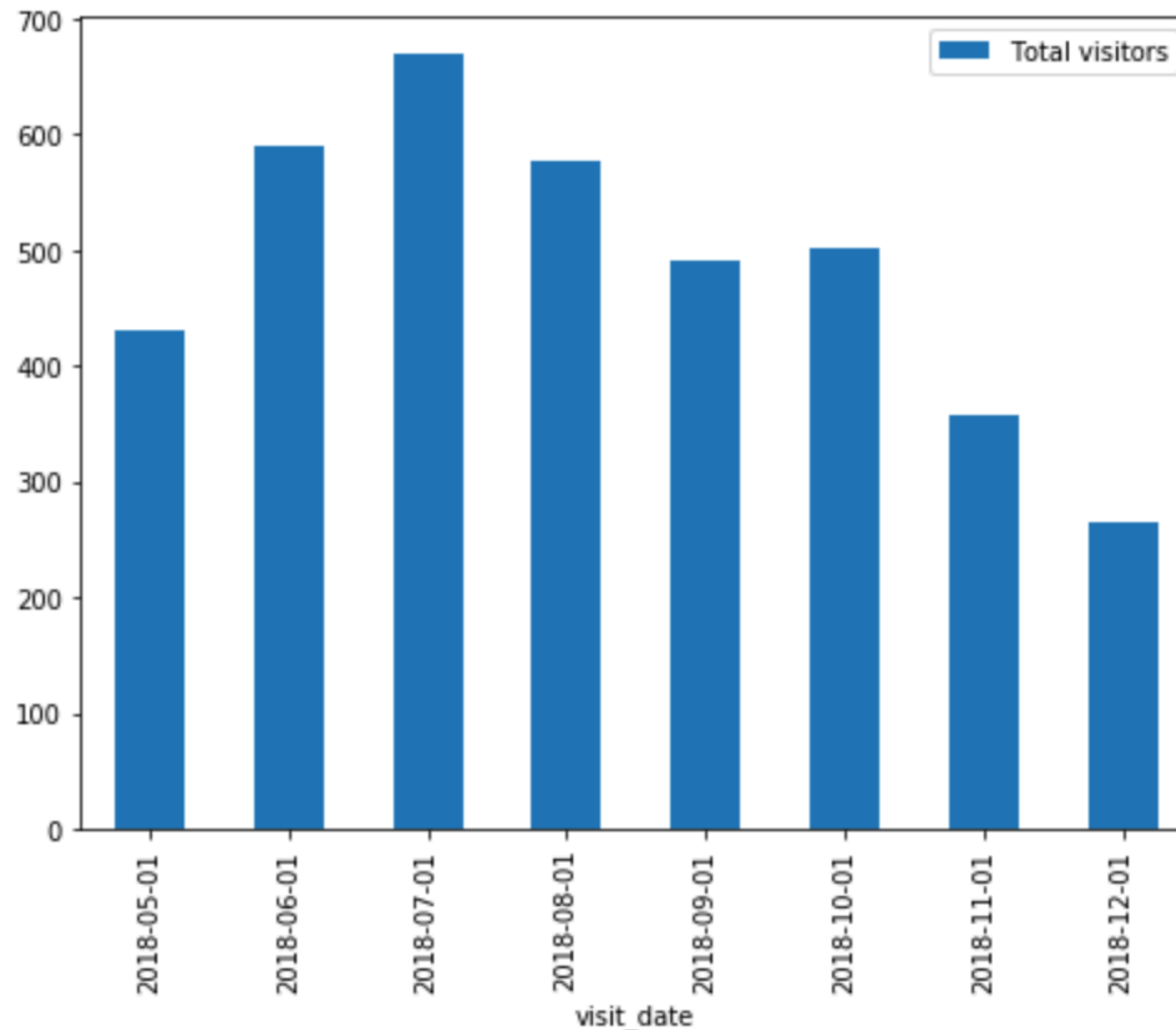
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- Evaluation period: 2019-01-01 to 2019-10-01

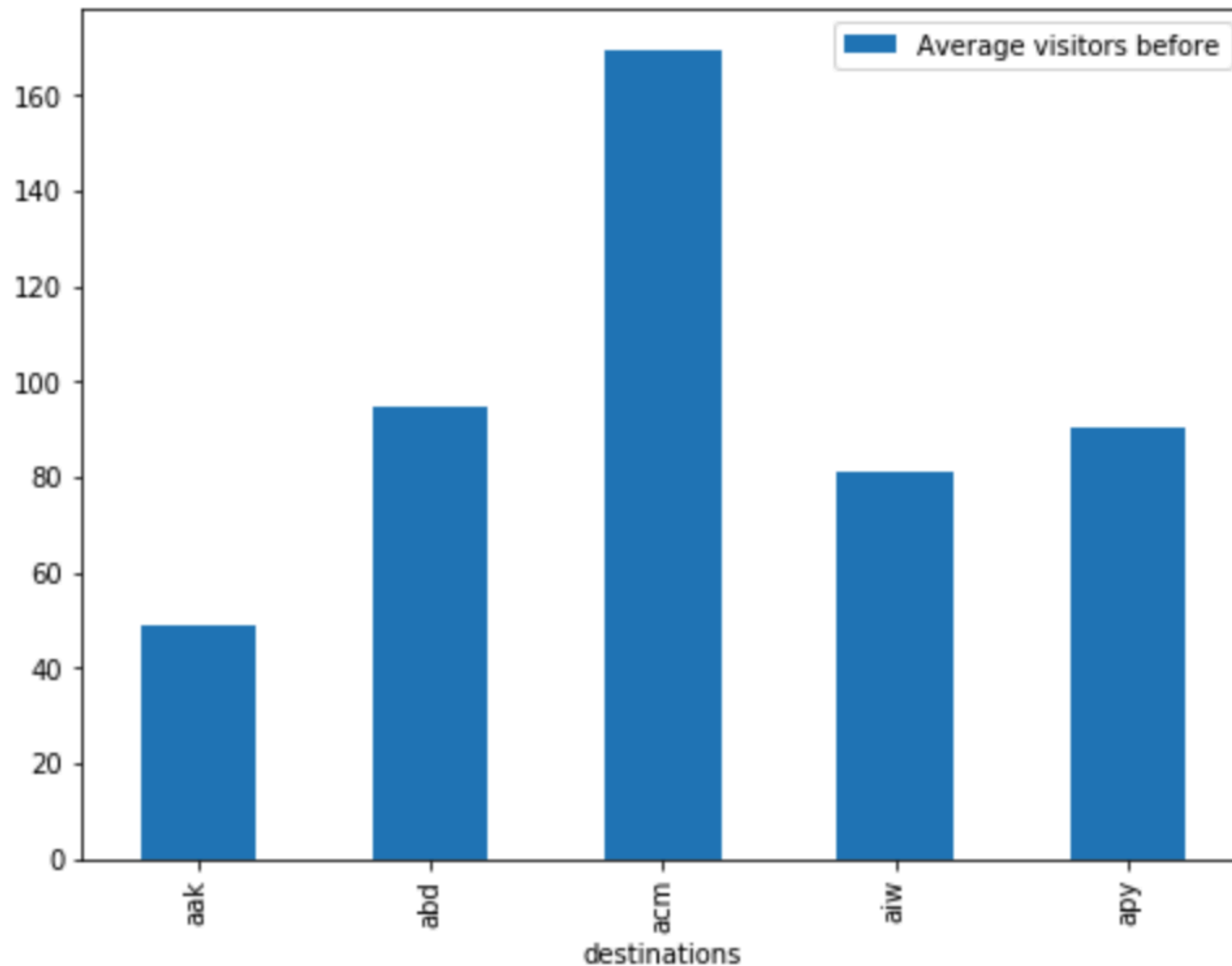- 5 Destinations

Pre SEO analysis

- Period 2018-05-01 to 2018-12-01

- Total number of visitors across destinations : 3877.54

- Average monthly visits: 96.94

Total visitors before SEO

July had the most visits before the SEO engagement.
And December had the least visits
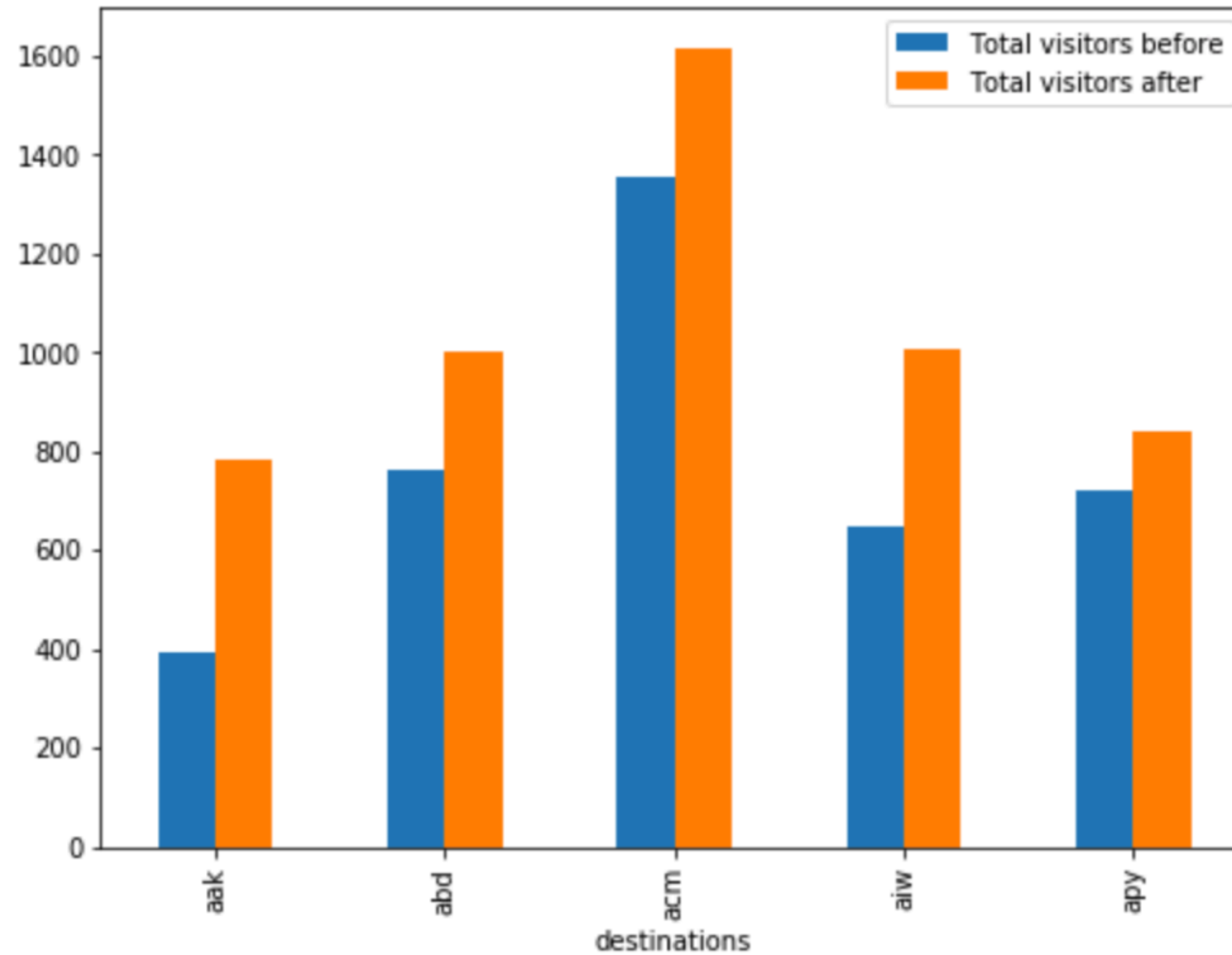
Average visits per destination

Acm had the highest average visitors before the SEO.
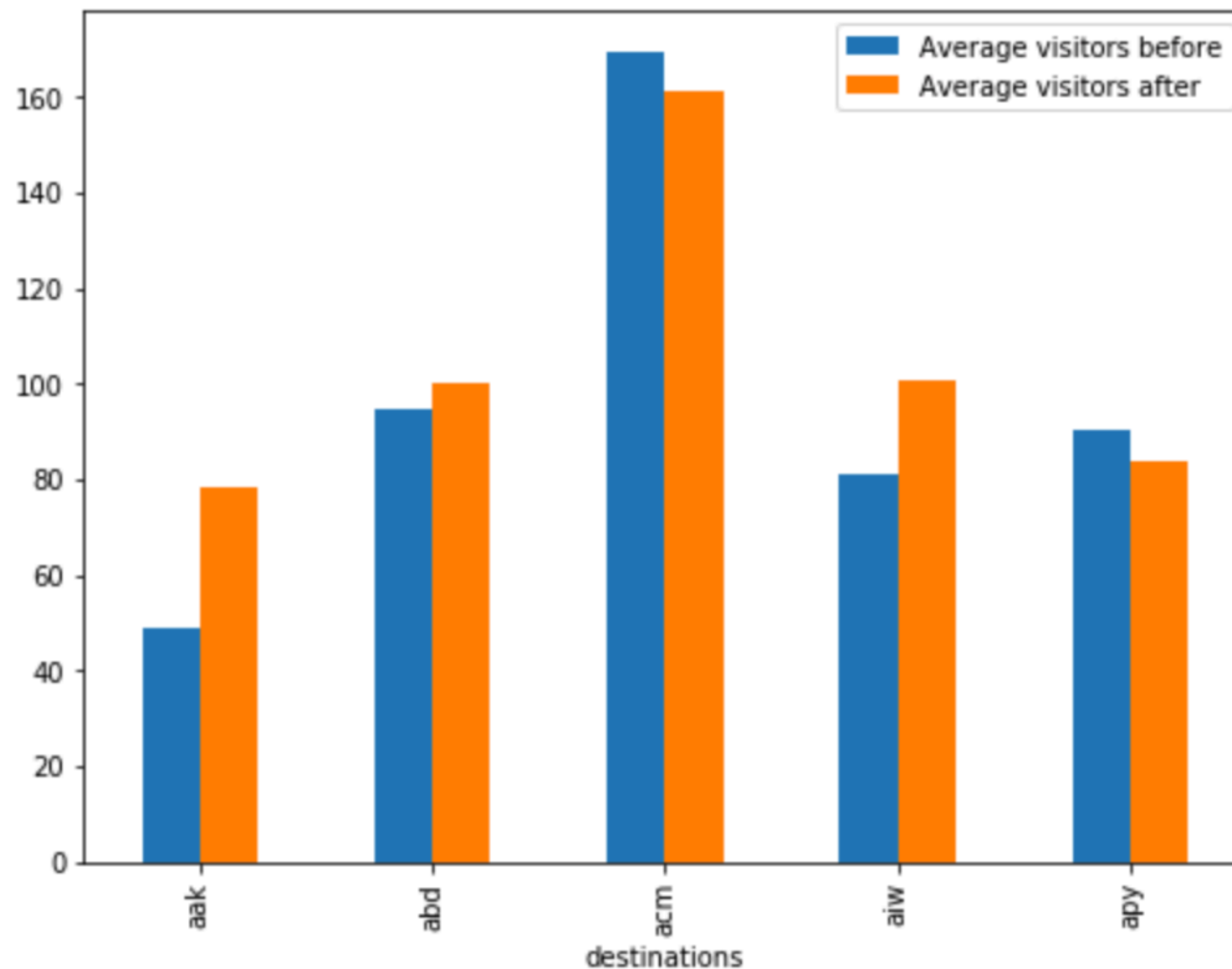
Post SEO

- Average monthly visitors across all destinations : 104.83

- Total number of visits : 5241.50

- Period 2019-01-01 to 2019-10-01

Total Visitors

Average Visits per destination

As seen there was a slight drop across some destinations(acm, apy) after the SEO engagement

Are the efforts of the SEO successful?

The efforts of the SEO team were successful for some destination sites (aak, abd, aiw) as we noticed an increase in average monthly visitors, while on some destinations (acm, apy) had a slight drop.

Generally before the SEO there was an average monthly visit of 96.94 and after the SEO there was a increase in to 104.83.
From the conclusions drawn the efforts of the SEO team were **successful**.

What other data points would you want to look at? Why?

- Bounce rate - To get more sense on the traffic drawn to the page, to know if they navigated away after landing on the page