

Elektricity Website Project Objectives & Current Web Property Status

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Tumblr (<http://elektricitymusic.tumblr.com/>)

Pinterest (<https://www.pinterest.com/elektricityedm/>)

Vimeo (<https://vimeo.com/elektricitymusic>)

Vine (<https://vine.co/tags/ELEKTRICITY>)

Instagram (<https://www.instagram.com/elektricitymusic/>)

Executive Summary

On February 19th, 2016, CCWD met with the Elektriccity management to discuss the current state of their online marketing and possibilities of developing a new website that would better serve their business goals.

This document seeks to:

- State current business goals
- Identify challenges in achieving the stated goals
- Provide recommendations for overcoming these challenges
- Outline how the recommendations might be implemented

If Elektriccity were to hire CCWD in a web development capacity, these findings would be the key focus of such work.

In addition, a high-level review of Elektriccity's current web properties was conducted including:

- An overview of the ElektriccityMusic.com site hosted on Flavorus.com
- A cursory review of the club's Social Media Properties

During the review of current properties several issues were identified. Some of these issues, such as broken images, can be corrected quite easily. If Elektriccity were to hire CCWD, a full and detailed analysis could be executed to further illuminate problem and errors.

Business Goals

The following goals were discovered during the conversation between Elektriccity and CCWD. Achieving these goals will require significant changes to how web properties are managed and deployed. Since solutions often impact more than one area of focus (development, design, marketing), a future web strategy should take a holistic approach rather than trying to focus on one area. Included here are outlines on how to move forward in achieving these goals as well as potential roadblocks to implementation.

Generate More Ticket Purchase Conversions

An obvious goal of the venue is to sell more tickets to events. To achieve this goal it is critical that the purchasing process is not only user-friendly but also trackable through analytics so that Elektriccity can adapt and adjust to potential blocks in the conversion funnel.

Current Roadblocks

1. Since the current site is hosted and managed on Flavorus.com, it is difficult to implement, monitor and maintain an effective conversion funnel.
2. Any content created on the Flavorus.com site benefits Flavorus not Elektriccity in terms of Google Rankings.
3. Without the ability to create pages that rank on Google, performing any real SEO is impossible.
4. While it may be possible to gather some analytics data from Flavorus' own Google Analytics account, this data will be difficult to parse into meaningful reports. Connecting analytics to an Google AdWords campaign will also be problematic.

Recommendation

CCWD recommends building a new website (elektriccitymusic.com) that is separate from the Flavorus site. Ticketing functionality would still be handled through Flavorus.com. Purchase functionality should be presented to the user through links from elektriccitymusic.com to the individual event pages on Flavorus.com or through an API provided by Flavorus.com if available. Proceeding in this way would allow the following:

1. Full control over a web property that is maintained internally allowing for more flexibility in marketing
2. Ability to perform quality SEO to boost Elektriccity rankings in Google search results
3. Ability to create conversion funnels that boost ticket sales and generate a higher ROI from an AdWords campaign
4. Perform in-depth analytics on how users are reaching content on the new site

Steps Forward/Area of Focus

1. Plan, design and develop a new independent website for Elektriccity (design, development)
2. Develop specific landing pages on ElektriccityMusic.com (development)
3. Develop and execute an AdWords Campaign to guide users to those landing pages (marketing)
4. Set up analytics reports to monitor the traffic funnel (Analytic reporting)

Provide Quality 'Sticky' Content to Visitors

CCWD was excited to hear the Elektriccity has an interest in creating quality content for their their users. Not only is this an excellent resource for visitors that are very familiar with the types of artists and events Elektriccity is promoting, it would also help to grow the page count of a new website and add opportunities to perform further SEO enhancements. It also gives users a reason to come back to the site if they are not specifically looking to buy tickets and open up opportunities to raise the number of inbound links to the site, a major factor in ranking well in Google.

Current Roadblocks

1. Creating a 'News' section on the Flavorus hosted site would require working with their developers and would be difficult to ensure important SEO consideration are being met.
2. There may be limited resources for generating original content. More on this in the recommendation.

Recommendation

Again, building a separate website would allow more flexibility in how Elektriccity could present itself and its events. An index page could be created that would present a list of articles or items and each individual item would link out to its own page. There is one consideration that needs to be made though.

Google has started to flag pages that contain duplicate content from other websites, meaning if Website A copies the written content from Website B, Website A will receive a penalty in search results or not rank at all.

With this in mind, it is highly recommended that rather than copying and pasting, for example artists bios, word for word, Elektriccity designate a person or people to generate original content that is useful and adds to the experience of being on the site.

Steps Forward

1. Create a new web property (ElektriccityMusic.com) with a section that highlights topics such as:
 - a. Upcoming artists
 - b. Local Events
 - c. Interviews
 - d. Contests
 - e. Giveaways

Generate Better Rankings in Google Searches

From a business consideration, the single most important factor in a website is its ability to rank well in search engine results pages (SERP) on sites like Google, Yahoo and Bing. These sites use a large list of factors when choosing what web pages to display to users. Some of these major categories are:

- How the site is coded and organized
- Keyword usage in 'under-the-hood' and visible content
- Is the content original and updated regularly?
- Is the site optimized for humans rather than for 'spiders', (programs that search and index the web)
- Number and quality of inbound and outbound links

Within these categories are sub-groups of factors that have been tested and proven by third parties to be important ranking factors. (Google does not fully disclose how their search algorithm works)

A website that ignores these factors will at best rank poorly in SERPs. At worst, it could be penalized or de-indexed from being listed at all.

In web development, the discipline that focuses on these ranking factors is called Search Engine Optimization or SEO. While many web professionals choose to concentrate solely on SEO, it is critical that all team members have at least some general knowledge of basic best practices. Since all aspects of web development, including design, content, development and administration has some impact on SEO, it is important to understand how each and every decision will affect SERP rankings.

Current Roadblocks

1. Since the current site is hosted as a subpage of Flavorus.com, performing any meaningful SEO is almost impossible. Currently, Google is not even ranking the Flavorus site as the #1 ranking for a query of "Elektricity Shows". Here is a screenshot of the first SERP on Google:

[elektricity nightclub - Clubtix.com](#)

www.clubtix.com/Elektricity ▾

ELEKTRICITY NIGHTCLUB. Welcome to ELEKTRICITY NIGHTCLUB Ticketing. You Are Here: EVENTS. No shows found for this organizer ...

[ELEKTRICITY - Facebook](#)

<https://www.facebook.com/ElektricityMusic> ▾

To connect with ELEKTRICITY, sign up for Facebook today. ... Night Club. ... Ladies

FREE before 11pm tonight for the best Saturday night party in Metro Detroit >>

ELEKTRIC CIRCUS at ELEKTRICITY!

[Events](#) - [2:00am](#) - [Timeline](#) - [Instagram feed](#)

[Elektricity Nightclub Tickets - Flavorus](#)

wl.flavorus.com/ElektricityNightclub ▾

Elektricity Nightclub. ... Share. Share. Elektricity Nightclub: Main Image. FIND US

HERE. <http://www.elektricitymusic.com> · www.facebook.com/elektricitymusic.

Recommendation

A detailed analysis of the state of Elektricity's SEO should be performed to determine the following:

1. What Elektricity content is currently indexed on search engines and why.
2. What are competitors in the local market doing to rank well in SERPs.
3. What are they not doing well that could be capitalized on.
4. What key words and phrases does your target audience use to find similar content on search engines.

This analysis will prove to be very valuable moving forward due to its impact on:

1. Developing site structure
2. Ranking high in search engine results
3. Developing and implementing a keyword based content strategy
4. Creating AdWords that convert into ticket sales

Steps Forward

1. Perform a thorough SEO analysis of current practices
2. Develop a list of high ranking keywords and phrases to be used in on-page content and in AdWords
3. Develop an inbound and outbound link strategy

Better Web Marketing/AdWords Execution

In the meeting, Elektricity expressed the need for quality AdWords management. AdWords is a powerful tool that can drive large amounts of traffic to websites. Unfortunately, many organizations waste hundreds of dollars creating ads that users do not interact with, do not display during relevant searches, or do not drive users to targeted conversion funnels.

Creating Ads that Display

Google uses several factors to determine when an ad is displayed to a user during a web search, including:

- User location
- User Search History
- Relevance of the Ad content to the search query
- Google Quality Score of the Ad content
- Google Quality Score of the page the ad points to
- CTR (click through rate) of your past ad campaigns
- Match type (exact matches or partial matches to the query)

Ad content should be goal oriented and provide a clear idea of what a user should expect if they were to click the link.

Conversion Funnels and Landing Pages

Conversion funnels are the pathways that users travels along toward a conversion event. For example:

User performs a search -> Clicks on ad -> Arrives on page -> Reads article -> Clicks share on Social Media network

A good way to make sure users convert after clicking on an ad is to send them to a unique landing page that is specifically designed to build interest, create a desire, and compel an action. Inserting landing pages into a conversion funnel also allows for A/B Testing (showing different versions of content to users to see what performs better) as well as the ability to run detailed analytics on an ad campaign.

At this time, the extent of Elektricity's current usage of AdWords is unknown. CCWD would be able to provide AdWords Management that would tie into the Flavorus.com ticketing site, however accurately tracking analytics will prove difficult since Flavorus.com controls the account that monitors the Elektricity current site. If a new site were to be created as recommended above this process would be much more beneficial.

Data Aggregation and Analytics

Without a solid understanding of how users interact with various web properties, it is almost impossible to make good choices when it comes to marketing online and the creation of new content.

Fortunately, there are quality tools available to glean not only how many people interact with a website, but gather detailed information about those users such as:

- Age
- Sex
- Location
- Hobbies/Interests
- Type of devices they use
- Social Media they interact with

Knowing exactly how people are using your content allows you to make more informed decisions on:

- What ads to run, where they work best and what is generating the best ROI
- What content people respond to on Social Media and when are the best times to post it
- How to drive visitors to conversion (buy tickets, like a page)

Basic Tools

There are two tools that CCWD considers critical to any web marketing strategy:

Google Analytics

Google offers a free service that tracks visits to and from a website. It is an immensely powerful tool that, when setup correctly, allows you to track and monitor a wide set of metrics related to interactions with web content.

Google Search Console (formerly Webmaster Tools)

Search Console a web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of websites. It is used to:

- Submit and check a sitemap.
- List internal and external pages that link to the site.
- See errors in how Google crawled content.
- See what keyword searches on Google led to the site being listed in the SERPs, and the click through rates of such listings.
- Set a preferred domain.
- Highlight to Google Search elements of structured data.

Both of these tools require some level of expertise to setup and monitor higher-level functionality like customer reporting.

Current State of Analytics

Currently, it is unclear how users are finding their way to the Flavorus.com/Electricity site. CCWD has discovered that, while Flavorus.com is running analytics, it is unclear as to what information if any is being passed to the club. A major step in building a new site would involve getting access to this information to see what current behaviors visitors are displaying.

Current State of Elektriccity's Online Presence

Below is a list of the current web properties that are owned or are impacted by Elektriccity. Errors or issues that could be improved are highlighted.

Website (<http://wl.flavorus.com/ElektriccityNightclub>)

Elektriccity's main website is setup and hosted through their online ticketing service, Flavorus.com and is actually a subpage of the Flavorus.com website. When a user clicks on one of the subpages (vip booths, photos) the URL is augmented with server-side code to elektriccitymusic.com/aSubPage. **These subpages are not indexed by Google and will never be found during a Google search.**

Below is a list of the content found on the site. It has been included to inform future decisions of what content may appear on a new website. Please note that this is content that appears in-full on the desktop version. The mobile version of this site removes many of these features.

Outline

- Main Page:
 - Global Navigation:
 - HOME
 - VIP BOOTHS
 - VIDEOS
 - PHOTOS
 - INFO
 - CONTACT
 - Links to other Elektriccity web properties:
 - <http://www.elektriccitymusic.com> (links back to Flavorus's Elektriccity page)
 - www.facebook.com/elektriccitymusic
 - www.youtube.com/elektriccitymusic
 - <https://twitter.com/ElektriccityMI>
 - <http://elektriccitymusic.tumblr.com/> (only available on subpages in toolbar)
 - <https://www.pinterest.com/elektricityedm/> (only available on subpages in toolbar)
 - <https://vimeo.com/elektriccitymusic> (only available on subpages in toolbar)
 - <https://vine.co/ElektriccityMusic> (only available on subpages in toolbar)
 - Photos (<https://www.instagram.com/elektriccitymusic/>)
 - Events:
 - All listed upcoming events
 - Presented in image grid

- On Hover Reveals Event Name, Date and link to tickets
 - Functionality to filter by:
 - Today
 - This Week (Does not 'look' a week into the future, Based on Mon-Sun?)
 - This Month (Does not 'look' a month into the future, Feb only shows Feb)
 - Ability to search for events at Elektriccity
 - Social Media Interaction Links (FB Like, Tweet@, Google+ Like)
- VIP Booth Rental Page:
 - Rental Web Form
 - Personal Details:
 - Name
 - Email
 - Phone
 - Event Details:
 - Event Date (Warning: party can be booking in the past. Also, not a required field)
 - Party Package (Options provide no description of what, if anything is different about them. Also, not a required field)
 - Attendance:
 - 18-20 Girls (Does not require a numeric entry. Also, not a required field)
 - 18-20 Guys (Does not require a numeric entry. Also, not a required field)
 - 21+ Girls (Does not require a numeric entry. Also, not a required field)
 - 21+ Guys (Does not require a numeric entry. Also, not a required field)
 - Additional Comments
- Video page (Not connecting to <https://www.youtube.com/user/ElektriccityMusic>)
- Photos Page (https://www.facebook.com/ElektriccityMusic/photos_albums Not displaying correctly)
- Info Page:
 - Small Photo Gallery (First image is not loading)
 - An About section
 - Parking info
 - Location (address)
 - VIP Booth and Bottle Service Information
 - Coat Check Information
 - Age Requirements
 - Ticket Information
 - Information about IDs accepted
 - Lost Item Information
 - Further Questions
 - Directions/Map
 - Contact Information
- Contact Page:
 - Contact Email

- Name (Accepts numerics)
 - Email
 - Subject
 - Message
- Directions/Map
- Address
- Phone Number
- Email Address
- Individual Event Pages (NOTE: The mobile version of the ticket buying process is a complicated process due to page layout. It is highly probable that Elektriccity is losing sales due to these user interface issues.)
 - Social Sharing Buttons that push out links to the Event's 'Buy Ticket' Page
 - Buy Tickets:
 - Ticket Type:
 - 18+ Gen Admin (Is there no way for a 18-20y/o to buy tickets?)
 - 21+ Gen Admin
 - Item Price
 - Srv Fee
 - Qty (dropdown)
 - Select Shipping Method
 - Print@Home (If this is the only option, why is there a dropdown)
 - Add to Order
 - Option to buy tickets to another event at the same time
 - Checkout

Social Media Properties

CCWD identified several Social Media properties that are owned and managed by Elektriccity. The activity and engagement on these individual properties varies widely. Below is an outline of each property, its activity level and the number of people engaging with it. It should be noted that this review was performed without having access to each property's account so in-depth data such as analytics and reach may not be available.

Facebook (<https://www.facebook.com/ElektriccityMusic>)

Elektriccity's Facebook page has a high level of engagement and followers and appears to be the primary source for informing the public about past and upcoming events.

Data

Likes: 41,897

Check-Ins: 44,897

New Like (Past Seven Days): 199

Current Rating: 4.3%
Reviews: 2340

Promotions

It is unknown at this time the amount of, if any, advertising being performed by Elektricity on Facebook.

Issues

Tickets links on the Events tab do not link to individual Buy Tickets page for the event.

Twitter (<https://twitter.com/elektricitymi>)

Elektricity's Twitter page also has a large engagment and following. It appears to be just as active as the Facebook account.

Data

Tweets: 7,233
Following: 5,084
Followers: 11k
Likes: 7,920

Promotions

It is unknown at this time the amount of, if any, advertising being performed by Elektricity on Twitter.

Youtube (<https://www.youtube.com/user/ElektricityMusic>)

The YouTube channel for Elektricity's activity is significantly less that Facebook or Twitter. The channel has been active since 2011 and has received almost 30k views. The most recent video was uploaded on Jun 18, 2015. The most popular content appears to be videos of the Foam and Paint parties as well as the Divine Playground Event videos. Most of these well performing videos have over 1000 views. The amount of comments are low on all of the videos. A more detailed analysis of Youtube data could be made if CCWD was granted access to the Youtube account.

Data

Most viewed video: Divine Playground: 3,258 views - Outdoor Paint vs. Foam Experience
(<https://www.youtube.com/watch?v=RIPtYNIH7IQ>)
Subscribers: 117

Issues

The 'About' section of the account does not have any information and the channel is missing a main banner image.

Tumblr (<http://elektricitymusic.tumblr.com/>)

Elektricity's Tumblr account seems to have been abandoned. There are only two posts from four years ago.

Issues

Links to other Social Media should be added so that users the stumble upon this account can access more active media.

Pinterest (<https://www.pinterest.com/elektricityedm/>)

Elektricity's Pinterest account also seems to have been abandoned. There are zero posts, 19 followers and Elektricity is following five people.

Issues

Links to other Social Media should be added so that users the stumble upon this account can access more active media.

Vimeo (<https://vimeo.com/elektricitymusic>)

Elektricity's Vimeo account also seems to have been abandoned. There are two videos posted, 9 likes and 4 people following the account.

Vine (<https://vine.co/tags/ELEKTRICITY>)

Elektricity's Vine has a low engagement and activity rate, however its number of followers relatively high considering. It appears to have only a handful of mentions each month.

Data

Followers: 666

Following: 237

Posts: 29

Likes: 19

Issues

Elektricity may want to invest more time in this account. Even with the low activity, it has a decent following and room for growth.

Instagram (<https://www.instagram.com/elektricitymusic/>)

Instagram is the third most popular Social Media account for Elektriccity. The club seems to primarily use this account to post upcoming event images and the occasional 'live' photo from inside the venue. A quick review of postings suggests that the 'live' images receive far greater numbers of both hearts and comments than the event poster images.

Data

Posts: 1,310

Followers: 5,948

Following: 929

Average Heart per image: ~30

Average Comments: ~ 1

Issues

An effort to post more 'live' images may help to increase the reach and activity of this account.