

ScoreCard  
 Krevco

Month starting August 1, 2013



Website Performance

Unique Visitors  

7,698

 ↑24.4%  
[Edit](#)

PAGES PER VISIT	3.88 ↓-0.91
TIME ON SITE	2M20S ↓7S
WEBFORM LEADS	122 ↑122
PHONE LEADS	52 ↑52
CONVERSION RATE	1.7% ↑1.742%
BOUNCE RATE	47.0% ↑12.236%
NEW VISITS	6,647 ↑1,284
RETURNING VISITS	3,344 ↑594
MOBILE VISITS	3,449 ↑1,622

SEO

ROI  
 \$1 spend  

\$0.00

 ~  
[Edit](#)

VISITS	8,371 ↑1,207
UNIQUE VISITORS	6,703 ↑1,011
WEBFORM LEADS	76 ↑76
PHONE CALLS	16 ↑16
CONVERSION RATE	1.1% ↑1.099%

PPC

ROI  
 \$1 spend  

\$0.00

 ~  
[Edit](#)

VISITS	1,620 ↑671
CLICKS	1,570 ↑1,570
WEBFORM LEADS	46 ↑46
PHONE CALLS	36 ↑36
CONVERSION RATE	5.2% ↑5.223%
CLICK COST + MGMT	\$2,317.62 ↑\$2,317.62

Account Executive Notes

[Edit Notes](#)

Period	2013-08-01 → 2013-09-01 Over previous year
Type	marketing
Expert	Lee Waltham <a href="mailto:lee.waltham@metricmarketing.ca">lee.waltham@metricmarketing.ca</a>

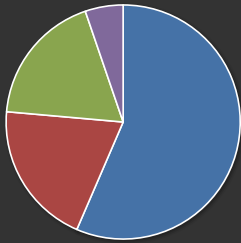
(204) 594 8302

Account  
Executive

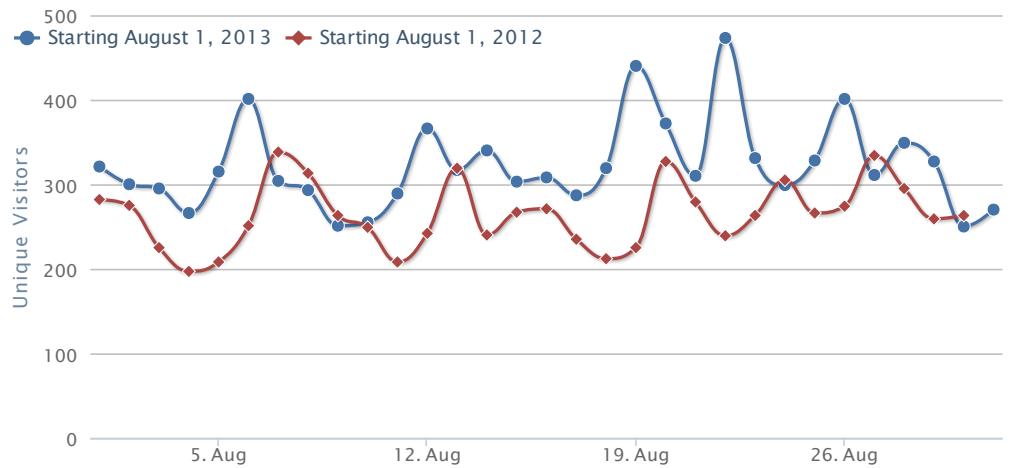
Lee Waltham  
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(204) 594 8302

## Analytics Overview

8371 people visited this site



google/organic (blue)  
google/cpc (green)  
(direct)/(none) (red)  
bing/organic (purple)



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STRATEGY WEB  
ADVERTISING BRAND