

# DIGITAL MARKETING 3:

## DIGITAL ANALYTICS



## FROST GUIDING

Course Instructor: Andrew Walker

Client Website Analysis

DIGITAL MARKETING 3

Individual Assignment

Joyee Banerjee - 172616

MSc. Marketing Management 2017-18

Grenoble Ecole de Management



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

## Table of Contents

<b>Introduction</b> .....	3
<b>I. Business Overview</b> .....	4
<b>II. Analysis</b> .....	7
<b>III. Recommendations</b> .....	14
<b>Conclusion</b> .....	18
<b>Bibliography</b> .....	19
<b>Appendices</b> .....	21

## Introduction

Frost guiding established in 2007 in the UK, offers guided alpine mountaineering courses, climbing courses and ski tours and holidays from Switzerland. (Frost Guiding, 2017) It offers guided tours for climbers/ adventure enthusiasts from a varied experience level ranging from beginner, intermediate to advanced skill levels and different packages are available suited to each skill level. Frost guiding offers its services and packages directly to their customers and therefore needs an effective B2C strategy.

The website itself is a simple brochure website cataloguing the various services and packages offered by the business. The website itself is about eleven years old, however Google Analytics has been active for almost nine years since the end of 2009. Although, Google Analytics has been activated for the website for a considerable time period, the lack of clearly defined models for engagement, loyalty and communication demonstrates that they haven't been exploiting Google Analytics to get optimal results.

In a rapidly digitizing world, the importance of valuable web presence is of optimal importance to businesses. However, to stay ahead of the game it is important to understand the significance of tools like Google Analytics, and the significance that their correct understanding and application can have on a business.

This report will aim to analyze the website and web presence of Frost guiding using various digital models and frameworks. It will also estimate the digital maturity of the business and help the business in making optimal use of Google Analytics by formulating strategic recommendations after careful analysis of the data to help enhance the business's web presence.

## I. Business Overview

### CONTEXT

Established in 2007, Frost guiding is a business that offers guided mountaineering, climbing courses and ski courses for adventure seekers of varied skill levels. (Frost Guiding, 2017) Their website is simple organized in a catalogue pattern showcasing all the services and packages that they provide. Since the services are directly offered to the customers, it is a B2C business and thus, also functions as an E-commerce website.

The website has been active for eleven years and Google Analytics has been activated on the website since November 2009, hence for almost nine years. However, the lack of clearly defined goals and absence of models to increase engagement and communications shows that they have not been making optimal use of the benefits of proper application of data from Google Analytics.

The key benefits that the business can apply to their website through the proper understanding of Google Analytics are listed below:

- It helps the website recognize the sources through which most of their traffic is being generated e.g. organic search, paid search, social media referrals, etc. (Koks, 2013)
- It helps the website understand the demographics of their visitors and this can help the website tailor create content or campaigns to that specific region where most of their visitors are coming from and increase engagement and visibility for better conversions. (Ravindranath, 2016)
- It helps the website in recognizing which pages capture their visitor's interest and the pages that don't by indicating the bounce rate. This can help the website optimize their landing pages and improve content on the pages generating interest for better engagement. (Ravindranath, 2016)
- It also helps the website in understanding which devices their visitors are using to land on their website and this data can help them develop optimized pages for different devices like mobiles, tablets etc. (Koks, 2013)
- It also helps websites by letting them compare and review data of the past years to gain better insights and also allows websites to integrate other tools like Google AdWords with the existing Analytics account. (Koks, 2013)

## i. ANALYTICS MATURITY

The Web Analytics Maturity Model helps businesses/ websites assess their current situation through a framework that is multi-dimensional and takes into consideration the various stages of a website's maturity namely analytically impaired, analytically initiated, analytically operational, analytically integrated and analytical competitor. (Hamel, 2016) These stages are then defined by six success factor dimensions including management, governance and adoption, objectives definition, scoping, analytics team and expertise, continuous improvement process and analysis methodology, technology and data Integration. (Hamel, 2016) This model developed by Dr. Stéphane Hamel not only helps the website understand its current position but helps in creating a roadmap of achievable targeted improvements that can help the business by moving up the ladder of digital maturity.

Analyzing Frost Guiding's current situation, according to the model below we could say that it is at the analytically initiated stage as they have implemented Google Analytics but clear evidence of data being used from Analytics to increase website performance is lacking.

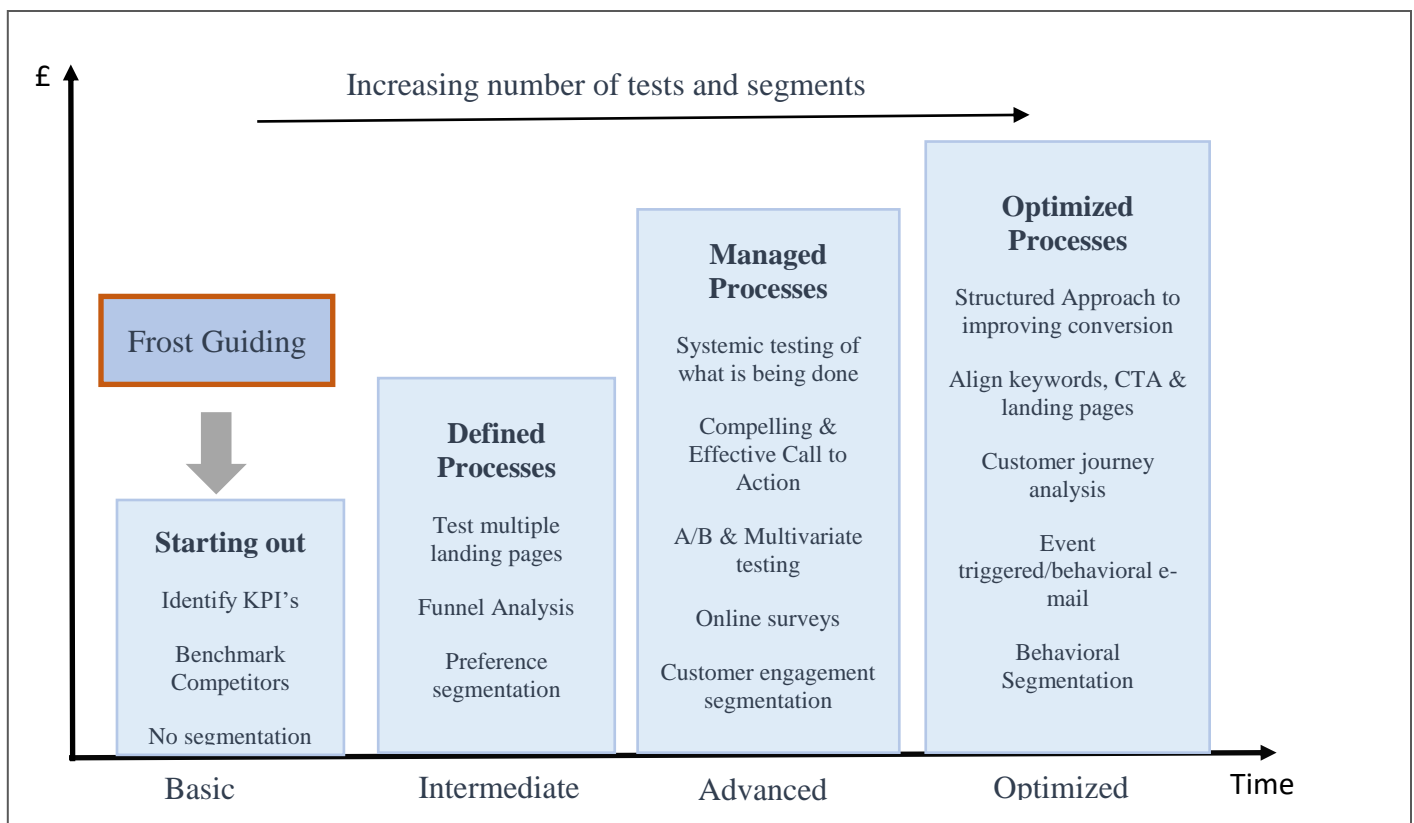


Fig 1: Digital Maturity Analysis: Planned sales/conversion optimization (Red Eye, 2016)

The understanding of the WAMM is essential as it also helps implement other frameworks like REAN (Reach, Engage, Activate, Nurture) and the Trinity framework based on behavior, outcome and experience to the current structure to increase performance of the website and business.

## ii. BUSINESS/ SITE OBJECTIVES

The key business objectives for Frost guiding are listed below:

1. Increasing visibility of its packages and offers via increased engaged and targeted content which can be increased by creating Brand Awareness.
2. Attracting new customers through Lead Generation achievable by direct calls, enquiry forms, etc.
3. Converting visitors into potential customers and retaining their loyalty by engaging and generating interest through blog posts, social media posts etc.
4. Increasing the site's credibility by increasing the customer's perceived value.

## iii. KEY PERFORMANCE INDICATORS AND METRICS

The key performance indicators (KPIs) that could be significant in measuring the objectives listed above are listed as follows:

1. *New Users from organic sources:* This will help the website identify how effectively it is reaching potential through organic search results.
2. *User acquisition from organic sources:* To understand how effectively it is converting visitors from organic search into customers.
3. *Bounce Rate for new visitors:* To determine if the landing page is effective and changes that need to be made to reduce customers from leaving the website without any activity in case of a high bounce rate.
4. *Pages per session:* To determine and understand which pages are engaging most visitors and helping in conversion to better optimize the pages.
5. *Goal Conversion Rate:* To effectively understand how many visitors and successfully completing the enquiry form or responding to the CTA (call to action).

## II. Analysis

Using the data from Google Analytics, the following analysis was performed comparing the periods of May 2017 – May 2018 with that of May 2016 - May 2017.

### i. AUDIENCE OVERVIEW

Most of the visitors/traffic to the website was seen to be coming from the UK and the USA. However, as evidenced from the data the number of visitors from the UK declined by 13.57% in 2018 as compared to the previous year. (Google Analytics, 2018)













Country	Users	% Users
1.  United Kingdom		
May 6, 2017 - May 5, 2018	8,840	 52.29%
May 6, 2016 - May 5, 2017	10,228	 67.02%
% Change	-13.57%	-21.98%
2.  United States		
May 6, 2017 - May 5, 2018	3,121	 18.46%
May 6, 2016 - May 5, 2017	726	 4.76%
% Change	329.89%	288.06%
3.  Ireland		
May 6, 2017 - May 5, 2018	899	 5.32%
May 6, 2016 - May 5, 2017	489	 3.20%
% Change	83.84%	65.96%
4.  Switzerland		
May 6, 2017 - May 5, 2018	834	 4.93%
May 6, 2016 - May 5, 2017	882	 5.78%
% Change	-5.44%	-14.64%

Fig 2: Audience Overview classified by country (Google Analytics, 2018)

The demographics data showed the age group of 18 – 24, 45-54 and 65 and above to be the ones driving most data to the website. Although the average number of sessions increased in the 18 – 24 age bracket, the same metric when measured across the other age brackets show a declining

trend. The total number of visitors comprised of 77.6% of males as compared to 22.4% of females.  
(Google Analytics, 2018)

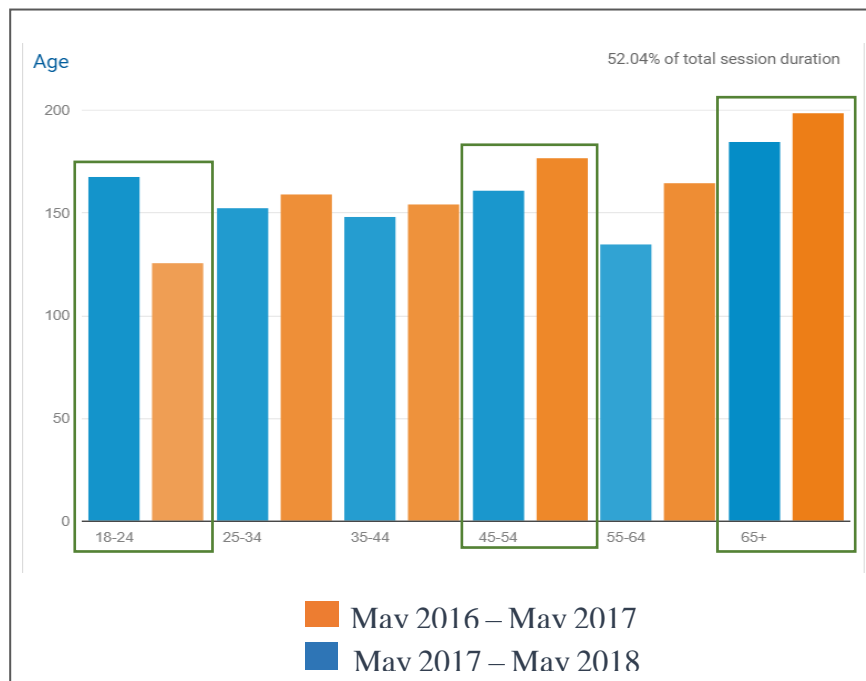


Fig 3: Age vs Average Session duration graph (Google Analytics, 2018)

## ii. BENCHMARKING

Benchmarking in Google Analytics provides insights into the performance of the website by comparing current performance of the website with previous performance and data relating to the website.

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
	209.12% ↑ 24,043 vs 7,778	5.68% ↓ 68.78% vs 72.92%	191.56% ↑ 16,537 vs 5,672	17.97% ↓ 2.54 vs 3.09	14.69% ↑ 00:02:19 vs 00:02:01	11.21% ↓ 60.41% vs 54.32%
1. Direct	131.83% ↑ 6,104 vs 2,633	4.80% ↑ 75.79% vs 72.31%	142.96% ↑ 4,626 vs 1,904	-29.30% ↓ 2.04 vs 2.89	-16.51% ↓ 00:01:37 vs 00:01:57	27.21% ↑ 74.12% vs 58.26%
2. Organic Search	82.51% ↑ 8,558 vs 4,689	-23.01% ↓ 57.01% vs 74.05%	40.52% ↑ 4,879 vs 3,472	-9.20% ↓ 2.98 vs 3.28	45.65% ↑ 00:03:08 vs 00:02:09	0.95% ↑ 51.93% vs 51.44%
3. Referral	29.95% ↑ 2,013 vs 1,549	-6.00% ↓ 66.82% vs 71.08%	22.16% ↑ 1,345 vs 1,101	-6.33% ↓ 3.18 vs 3.40	37.91% ↑ 00:03:07 vs 00:02:16	3.00% ↑ 50.67% vs 49.19%
4. Paid Search	22.40% ↑ 6,514 vs 5,322	1.16% ↑ 79.24% vs 78.34%	23.82% ↑ 5,162 vs 4,169	-21.65% ↓ 2.24 vs 2.86	17.00% ↑ 00:01:41 vs 00:01:26	8.44% ↑ 61.82% vs 57.01%
5. Social	-65.31% ↓ 784 vs 2,260	-13.64% ↓ 64.54% vs 74.73%	-70.04% ↓ 506 vs 1,689	-3.01% ↓ 2.42 vs 2.50	29.23% ↑ 00:01:50 vs 00:01:25	-4.87% ↓ 58.93% vs 61.95%
6. Email	-97.74% ↓ 63 vs 2,792	-23.97% ↓ 38.10% vs 50.11%	-98.28% ↓ 24 vs 1,399	-43.06% ↓ 2.11 vs 3.71	-33.46% ↓ 00:01:36 vs 00:02:24	31.70% ↑ 63.49% vs 48.21%

Fig 4: Different Channels and their engagement rates (Google Analytics, 2018)



- The data above evidences that the website outperformed Benchmark in generating new sessions and attracting new users in the Direct and Organic Search Channels as well as in the Referral and Paid search categories.
- Social and Email have been outperformed by the Benchmark showing reduction in new users and sessions.
- However, the bounce rate has increased across all channels except for Social which is a negative indicator.

<b>BOUNCE RATE</b>		<ul style="list-style-type: none"><li>• High Bounce Rate for traffic generated via direct channel, users from the U.S.</li><li>• The Bounce Rate of new users higher than that of returning users.</li><li>• High Bounce Rates also from mobile users.</li></ul>								
<b>DIRECT</b>	74.12%									
<b>ORGANIC SEARCH</b>	51.93%									
<b>SOCIAL</b>	58.93%									
<b>REFERRAL</b>	50.67%	<b>BOUNCE RATE</b> <table><tr><td><b>UK</b></td><td>51.16%</td></tr><tr><td><b>SWITZERLAND</b></td><td>55.78%</td></tr><tr><td><b>UNITED STATES</b></td><td>89.55%</td></tr><tr><td><b>IRELAND</b></td><td>77.69%</td></tr></table>	<b>UK</b>	51.16%	<b>SWITZERLAND</b>	55.78%	<b>UNITED STATES</b>	89.55%	<b>IRELAND</b>	77.69%
<b>UK</b>	51.16%									
<b>SWITZERLAND</b>	55.78%									
<b>UNITED STATES</b>	89.55%									
<b>IRELAND</b>	77.69%									
<b>BOUNCE RATE</b>										
<b>NEW USERS</b>	69.33%									
<b>RETURNING</b>	49.55%									
<b>USERS</b>										

Fig 5: Indicative Bounce Rates and Insights (Google Analytics, 2018)

Device Category ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	16,519 % of Total: 100.00% (16,519)	16,549 % of Total: 100.07% (16,537)	24,043 % of Total: 100.00% (24,043)	60.41% Avg for View: 60.41% (0.00%)	2.54 Avg for View: 2.54 (0.00%)	00:02:19 Avg for View: 00:02:19 (0.00%)
1. mobile	7,952 (47.39%)	7,847 (47.42%)	10,585 (44.03%)	64.27%	2.26	00:01:38
2. desktop	7,096 (42.29%)	7,013 (42.38%)	10,735 (44.65%)	57.74%	2.73	00:02:51
3. tablet	1,731 (10.32%)	1,689 (10.21%)	2,723 (11.33%)	55.93%	2.85	00:02:52

Fig 6: Bounce Rates as per device category (Google Analytics, 2018)

### iii. DIGITAL REACH

#### i. Referrals

- Referrals are the fourth in ranking in driving traffic to the website.
- Out of a total of 128 referral links for the time period considered, 59 of them have a bounce rate of 100% and 20 of them are at 0% indicating they might be from unreliable websites or spam websites and hence, should be deleted. (Google Analytics, 2018)
- Most of the referral links linked back e-mail addresses or social media like Facebook (Google Analytics, 2018)
- The referral links, which are already sparse in number are not targeted and hence, offer a low conversion rate

#### ii. Organic Search (SEO)

#### Organic Search:

- Organic Search is the highest session/ traffic generating channel
- It has the second lowest bounce rate after referrals amongst all the other channels
- Currently the website list as the top result when the keywords 'frost guiding' is used for generating a google search result. (Exhibit A)

	Acquisition			Behavior	
	Users	New Users	Sessions	Bounce Rate	
	16,519	16,537	24,043	60.41%	
1 Organic Search	5,303			51.93%	
2 Paid Search	5,283			61.82%	
3 Direct	4,714			74.12%	
4 Referral	1,493			50.67%	
5 Social	554			58.93%	
6 Email	33			63.49%	
7 (Other)	7			100.00%	

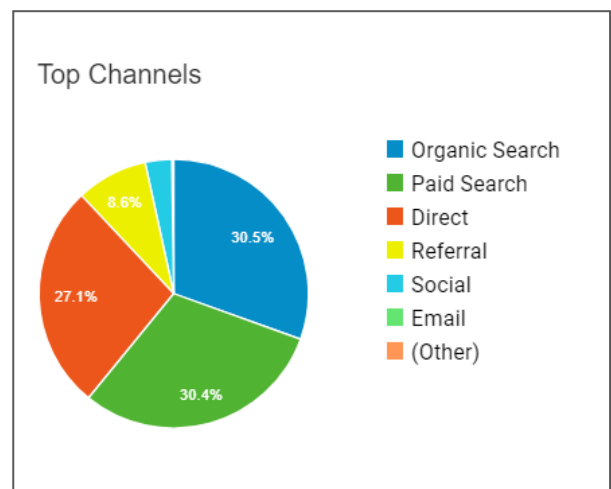


Fig 8: Top Channels for driving traffic to website (Google Analytics, 2018)

Fig7: Total number of new users generated by different channels (Google Analytics, 2018)

### Keywords:

- The keywords generating the most number of new sessions haven't been clearly defined.
- Out of 72 keywords, 8 of them are irrelevant as they have a bounce rate of either 100% or 0%

### SERP Test:

The SERP test performed indicated the following results, where N.A. is when the website doesn't appear in the first five pages of the search. Since, the keywords are not clearly defined, it was a random selection of words relating to their packages offered that was used to perform the test across Google organic search in the UK, the USA, Switzerland and France.

	Google.co.uk	Google.com	Google.de	Google.fr
Frost guiding	1st Position 1st Page	1st Position 1st Page	1st position 1st page	1st Position 1st Page
Mountain guiding in Switzerland	7th Position 2nd Page	9th Position 1st Page	8th position 1st page	4th Position 1st Page
Alpine Climbing	N.A.	N.A.	N.A.	N.A.
Guided Alpine Mountaineering	6th position 1st page	6th position 1st page	6th position 1st page	6th position 1st page

Table 1: Search Engine Results Page(SERP) Analysis

### SEO Optimization of Page Source and images:

- The page title needs to be clearly defined in the page source. (Frost Guiding, 2017)
- The page description doesn't include targeted keywords which in turn ends up in the website not showing up in search results.
- The image tags need to be more precise and targeted as they are not easily found on google image search. (Frost Guiding, 2017)

### iii. Paid Search

- Paid search is the second-highest channel attracting traffic to the website
- Frost guiding conducted two campaigns during the time frame considered, however both had a high bounce rate attracting 31.98% of the total visitors to the website.

Campaign / Campaign ID ?	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	6,151 % of Total: 100.00% (6,151)	£2,473.36 % of Total: 100.00% (£2,473.36)	£0.40 Avg for View: £0.40 (0.00%)	5,283 % of Total: 31.98% (16,519)	6,514 % of Total: 27.09% (24,043)	61.82% Avg for View: 60.41% (2.34%)	2.24 Avg for View: 2.54 (-11.68%)
1. Campaign #1 229827541	5,779 (93.95%)	£2,218.41 (89.69%)	£0.38	4,956 (93.70%)	6,101 (93.66%)	61.24%	2.27
2. Campaign Ski 717514977	372 (6.05%)	£254.95 (10.31%)	£0.69	329 (6.22%)	409 (6.28%)	70.66%	1.85

Fig 9: Traffic generated by Paid Search Campaigns (Google Analytics, 2018)

### iv. Social Media:

- Social media is the fifth traffic generating source for the website
- *Facebook* accounts for most of the traffic that is generated in the social media channel
- They have 733 people who like their page and 742 followers on their *Facebook* page, however their posts do not create enough engagement or generate interest among their followers.
- No clear description provided, lack of CTA, milestones not set, no relevant events or activities are provided on their *Facebook* page.
- Their accounts on *Twitter* and *Instagram* is linked to the account of the owner and they do not have a dedicated page.
- Their presence on *Google+* is next to negligible and is irrelevant to generating engagement or traffic.
- They do not have a dedicated *YouTube* page but are tagged in one of their client's videos which generated 707 views with negligible likes.

v. Website Overview(UX/UI):

**Heatmap Analysis:** A heatmap analysis (Exhibit B) of the website indicates the following:

- The central picture serves as focal point and is attracting a lot of attention whereas logo should ideally be the focal point.
- Social Media icons attracting a lot of attention, however due to less engagement of the social media pages and to avoid bouncing of visitors, they should be repositioned with call to action(CTA) bar to give the CTA for better visibility for Lead Generation.
- The text does not generate a lot of interest.
- Subscribe logo for blog posts, however attracts lot of attention.
- Pictures with hyperlink provided below generates more interest than text in the main body.

**Further analysis:**

- The video is positioned on the end of the page whereas it should be placed before the text description to create interest among new visitors. (Exhibit C)
- The Links page has a blank blue patch instead of the images of the climbers. (Exhibit D)
- Call to Action button for Book Now not captivating enough. Special offers should be displayed on the home page/landing page to retain attention of new/returning visitors. Dates and content should be clear to read and not create confusion. (Exhibit E)
- Accreditations which create trust amongst customers should be clearly displayed and repositioned instead of being at the bottom of the webpage. (Exhibit G)
- Contact page not captivating enough. Poor usage of color throughout the website as colors are not harmonic to one another, should implement color theory into website design. (Exhibit F)

**Performance:**

The website generates 109 'http' page requests which ultimately leads to the longer loading time of 9 secs for the website and would also contribute to high bounce rates as evidenced by the data recorded by Google Analytics.

Even though the website is optimized for mobile screens, the content appears in a very haphazard manner and is not clearly structured. (Exhibit H)

### III. Recommendations

#### GENERAL RECOMMENDATIONS

The identified problems when aligned with the REAN (Reach, Engage, Activate, Nurture) model draw out the following suggestions:

##### Reach – Building awareness and Increasing traffic

KPI's Identified: Bounce Rate, No. of searches, No. of unique Visitors, Revenue generated per visit.

Suggestions:

- For successful conversion, the website must be able to measure the number of users coming from different channels and optimize the channels that are not generating much traffic.
- Increase Social Media engagement and click through rates
- Clearly define and implement keywords for more optimized search results.

##### Engage – Increasing Engagement and generating leads

KPI's Identified: No. of page views per visit, setting clearly defined Goals, Lead conversion rates

Suggestions:

- Relevant presence on social media is recommended. Just being present on a social media platform is not enough, they must update their content to create engagement among followers to increase user flow to the website.
- The website needs to be optimized properly for mobile users and not just be viewport adjusted. The content appearing on their mobile websites should engage and captivate visitors for successful conversion.
- The optimization of landing pages will increase the average pages per session for visitors coming in through organic or direct search.
- Use re-marketing campaigns to win back customers who generated interest or left a payment midway.

- Actively use e-mail Marketing to keep returning customers engaged with the use of relevant links, offers and sharing of relevant content in the form of a newsletter to keep them interested.

#### Activate – Increase conversion through CTA

KPI's identified: Conversion rates and sales conversion

Suggestions:

- Conversion should not just depend on a visitor registering or filling out the enquiry form. A goal of establishing direct contact via direct calling should also be significant to establish direct contact.
- Optimization of webpage is essential for increasing conversion. Even though the CTA is provided, its positioning should be re-examined, and they should also be positioned next to interest generating posts and pictures.

#### Nurture – Retention and building loyalty

KPI's identified: No. of returning visitors, percentage of customer conversions, Recommendations

- Existing customers and returning visitors would require content and attractive offers that would create engagement.
- Provision of good services will also lead to word of mouth marketing(WOMM) in the form of recommendations for new users from their target countries.
- Customers should be encouraged to give customer reviews to enhance the website and create trust for new visitors in the services provided.

#### RECOMMENDATIONS FOR DIGITAL REACH:

##### i. Referrals:

- Increase referrals by getting published by review sites, online directories, personalized customer blog posts, social media to increase conversion.
- Incorporate referral widget within website and implement a referral marketing plan. (Neil Patel, 2018)
- Use relevant referrals to increase traffic from related categories. For e.g. by finding linking sites with high domain authority on Google PageRank. (Kiel, 2018)

ii. Organic Search (SEO):

- On page optimization can be improved through use of tags in the page source (Title, Description, Image etc.) (Google, 2010)
- Generation and use of targeted key words, that are long tail and provide better search results for the website. As evidenced in the SERP test, the website currently does not have custom keywords and hence their results are not optimized as they fail to appear in search conducted with keywords that should be of potential advantage to them. (Google, 2010)  
For e.g. Alpine Mountain Climbing, Alpine Mountaineering, Climbing the Matterhorn, Climbing the Mont blanc etc.
- These focused keywords once generated should be updated periodically to keep up with the search trends.
- The implementation of heading Tags (H1, H2..) effectively with incorporation of keywords or better search results. (Google, 2010)
- Use of meta tags to efficiently summarize content and creation of unique meta tags for each page to reduce large number of page requests generated.
- Improve the URL structure to allow for better crawling. (Google, 2010) For e.g. [https://www.frostguiding.co.uk/course/45/Swiss\\_4000ers.html](https://www.frostguiding.co.uk/course/45/Swiss_4000ers.html) – the URL of their landing page is not clear.
- Implement Easy Navigation through .XML Sitemap (for images as well) and use of breadcrumbs (Google, 2010)
- Their organic Search Results can be increased through improved backlinking via trusted websites.

iii. Paid Search:

- Google AdWords accounts needs to be linked to Google Analytics accounts to measure conversion rates.
- Setting up of goals for funnel visualization of conversion rates.



iv. Social Media:

- The business should concentrate on setting up effective social media pages which create active engagements amongst its followers
- Increasing engagement by regularly updating and posting relevant and exclusive content. For e.g. through the help of impactful videos, images and customer reviews
- Integrate conversion measurement into their social media platforms
- Develop customer engagement with creation of unique and relevant hashtags, enquiry form and relevant links
- Remove presence from non-performing social-media platforms

v. UX/UI:

- Redesign website with use of more cohesive colors by effectively utilizing color theory. For e.g. through the use of Analogous, Triad, Complementary etc., colors to create a more harmonized design easier for users to navigate through. (Tigercolor, 2015)
- Search bar missing in current website design and to be implemented in redesign
- Position CTA strategically to increase response
- Perform usability checks to measure performance

SUMMARIZED RECOMMENDATIONS:

- Redesign new website to address problems in design, navigation, URL crawling and for better optimization and ensure that the new website is optimized for different screen sizes exhibiting relevant content.
- Link Google AdWords accounts to Google Analytics account to set Goals, run campaigns and measure conversion rates. (Kissmetrics, 2017)
- Define and set up sales funnel to track e-commerce conversions
- Activate Search filters to exclude internal traffic data (traffic created by website employees) so that the data is not skewed (Kissmetrics, 2017)
- Segment Customers and activate Search Console in Google Analytics

## Conclusion

Web Analytics 2.0 redefines what our data means online. (Kaushik, 2010) In a world more and more activities are accomplished by the click of a mouse button or the tap of a finger, understanding how to use this powerful tool to reap maximum benefits from their online presence is not just beneficial but essential to businesses today. With a free and powerful tool like Google Analytics a website can give itself a makeover and appear as a winner in the online market, given it knows how to use the different features offered by Google Analytics to optimize its web presence.

The availability of tools like Google AdWords and Google AdSense which can be linked seamlessly into a businesses' established Google Analytics account can help drive increasing traffic to the website and run successful Ad campaigns benefitting the website.

By evaluating and analyzing the analytics data related to Frost Guiding, which is at its initial digital maturity level, several key problem areas have been identified and recommendations for the same have been provided.

The implementation of these recommendations will successfully help Frost Guiding to enhance and improve its web presence as compared to its current standing.

## Bibliography

1. Frost Guiding, 2017. *Frost Guiding*. [Online]  
Available at: <https://www.frostguiding.co.uk/>  
[Accessed 5 May 2018].
2. Google Analytics, 2018. *Google Analytics*. [Online]  
Available at: <https://analytics.google.com/>  
[Accessed 6 May 2018].
3. Google, 2010. *Search Engine Optimization starter guide*, s.l.: Google Inc..
4. Hamel, S., 2016. *DigitalAnalyticsMaturity.org*. [Online]  
Available at: <https://digitalanalyticsmaturity.org/about>  
[Accessed 8 May 2018].
5. Heikkila, J. & Vollman, T. E., 2003. Reson: Making Development Teams accountable for Short Project Cycles. *IMD International*.
6. Kaushik, A., 2010. *Web Analytics 2.0*. 6th ed. Indianapolis: Wiley Publishing.
7. Kiel, M., 2018. *Hubspot*. [Online]  
Available at: <https://blog.hubspot.com/marketing/how-to-increase-referral-traffic-and-get-more-leads>  
[Accessed 10 May 2018].
8. Kissmetrics, 2017. *kissmetrics.com*. [Online]  
Available at: <https://blog.kissmetrics.com/8-google-analytics-features/>  
[Accessed 12 May 2018].
9. Koks, P., 2013. *Online Metrics*. [Online]  
Available at: <https://online-metrics.com/25-reasons-to-use-google-analytics/>  
[Accessed 6 May 2018].
10. Neil Patel, 2018. *Neil Patel.com*. [Online]  
Available at: <https://neilpatel.com/blog/how-to-increase-referral-traffic-to-your-site-by-77->

in-90-days/

[Accessed 10 May 2018].

11. Ravindranath, A., 2016. *Digital Vidya*. [Online]

Available at: <https://www.digitalvidya.com/blog/6-major-benefits-of-google-analytics/>

[Accessed 6 May 2018].

12. Red Eye, 2016. *RedEye*. [Online]

Available at: <https://www.redeye.com/insights/reports/econsultancy-redeye-predictive-analytics-report>

[Accessed 8 May 2018].

13. Tigercolor, 2015. *Tigercolor.com*. [Online]

Available at: <http://www.tigercolor.com/color-lab/color-theory/color-harmonies.htm>

[Accessed 12 May 2018].

## Appendices

### Exhibit A:

**Google** frost guiding

All Videos Images News Maps More Settings Tools

About 2,370,000 results (0.36 seconds)

**Frost Guiding**  
<https://www.frostguiding.co.uk/> ▼  
 Guided Alpine Mountaineering Courses and Climbing Holidays in the Swiss Alps including Matterhorn Eiger and Mont Blanc. Plus Ice Climbing Ski Touring and ...  
 You've visited this page 2 times. Last visit: 5/12/18

**Mountaineering Courses**  
 Frost Guiding Alpine Mountaineering Courses and ...

**Frost Guiding Blog**  
 Alpine Climbing & Skiing: Frost Guiding Blog. Slightly Steeper ...

**Our Mountain Guides / Frost ...**  
 Frost Guiding has a team of experienced IFMGA / British ...

**Matterhorn / Eiger 9 days**  
 Matterhorn / Eiger 9 days. Cost: £3,745. Ratio (Clients:Guides): 2:1 ...

**Frost Guiding - Getting to ...**  
 Frost Guiding - Getting to Evolène. Frost Guiding Courses are ...

**Safety & Alpine Guiding**  
 Safety & Alpine Guiding. We want all of our Alpine Climbing and ...

[More results from frostguiding.co.uk »](#)

**Alpine Mountaineering in Arolla with Frost Guiding - YouTube**  
<https://www.youtube.com/watch?v=k6QR-Q1iO9M> ▼  
 Dec 20, 2016 - Uploaded by teamBMC  
 A short film of alpine mountaineering in the Swiss Valais with Frost Guiding. Frost Guiding runs alpine ...

**Frost Guiding - Home | Facebook**  
<https://www.facebook.com/frostguidingcourses/> ▼  
 Frost Guiding. 730 likes. Frost Guiding was established in 2007 by Graham Frost, a British Mountain Guide holding the international IFMGA qualification....

**Frost Guiding - Posts | Facebook**  
<https://www.facebook.com/frostguidingcourses/posts>  
 Frost Guiding. 729 likes. Frost Guiding was established in 2007 by Graham Frost, a British Mountain Guide holding the international IFMGA qualification....

**UKC Directory - Frost Guiding**  
<https://www.ukclimbing.com/listings/info.php?id=3228> ▼  
 Frost Guiding runs Mountaineering, Ice & Rock Climbing and Skiing courses based in fully catered

**Frost Guiding**

Website Directions Save

4.9 ★★★★★ 11 Google reviews  
 Rock climbing in Evolène, Switzerland

**Address:** Route de Berthé 11, 1984 Les Haudères, Switzerland  
**Phone:** +41 78 874 78 31

[Suggest an edit](#)

[Add missing information](#)  
[Add business hours](#)

**Know this place?** [Answer quick questions](#)

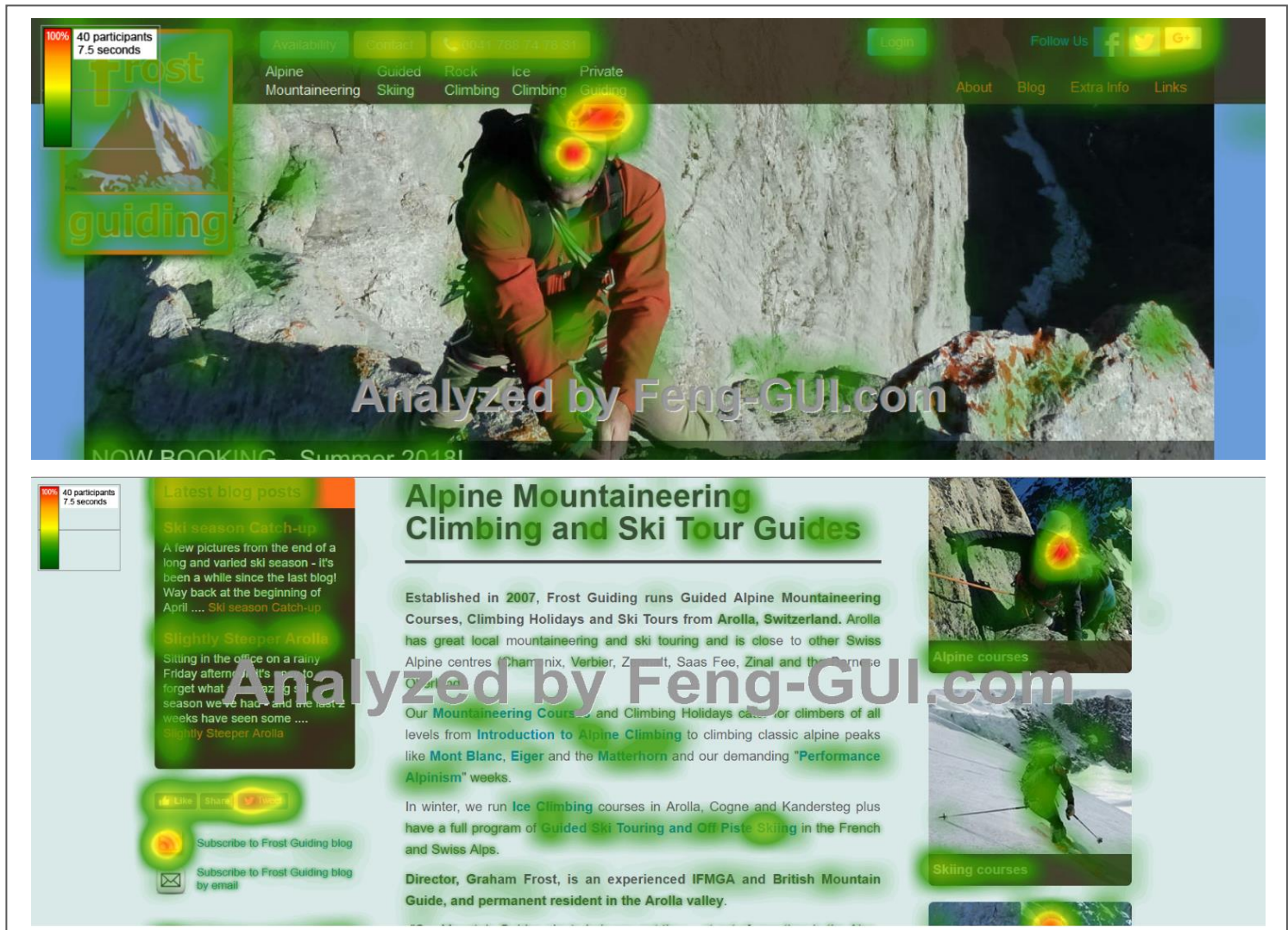
**Questions & answers**  
 Be the first to ask a question [Ask a question](#)

[Send to your phone](#) [Send](#)

**Reviews**  
 11 Google reviews [Write a review](#) [Add a photo](#)

Organic Search Result (Google, 2018)

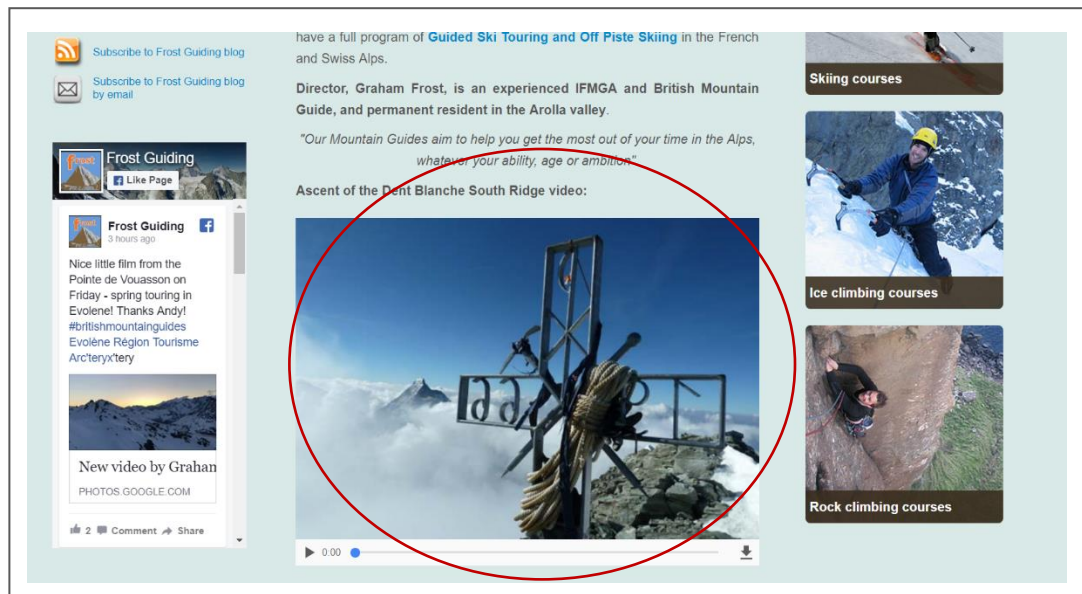
Exhibit B:



Heatmap analysis (FengGui, 2018)

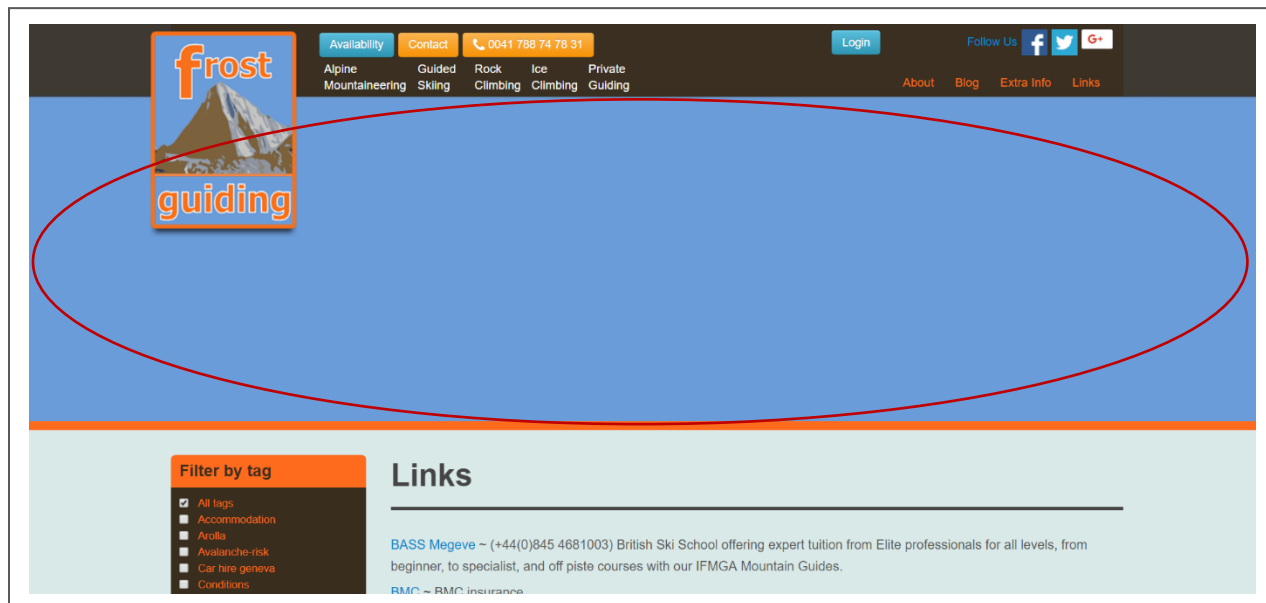


## Exhibit C:



Analysis of Home Page of the website (Frost Guiding, 2017)

## Exhibit D:



Analysis of Links Page of the website (Frost Guiding, 2017)

Exhibit E:

**Alpine Mountaineering**

- Mountaineering Courses and Climbing Holidays
- SPECIAL OFFERS**
- Accommodation: Alpine Courses
- Guided Alpine Trekking Peaks**
- Swiss 4000'ers
- Italian Haute Route
- Introductory Mountaineering Courses & High Summits**
- Introduction to Alpine Climbing
- Alpine Climbing Skills - 3 days
- Climb Mont Blanc
- Mont Blanc - 3 day Extension
- Monte Rosa Dufourspitze
- Oberland Odyssey
- Intermediate Mountaineering Courses**
- Alpine Progression
- Progression PLUS
- Alpine Private Guiding (2-1)

## Matterhorn / Eiger - Guided Groups

Cost: £2,305 [Book Now](#)

Ratio (Clients: Guides): 2-1 / 1-1

Estimated Hut and Cable car costs: Eiger CHF400 (with Swiss half tariff card) / Matterhorn CHF365

Dates available: 7th July - 14th July 2018 [ Full ], 14th July - 21st July 2018, 21st July - 28th July 2018, 28th July - 4th August 2018, 4th August - 11th August 2018, 11th August - 18th August 2018, 18th August - 25th August 2018, 25th August - 1st September 2018 [ Full ]

**SPECIAL OFFER: £100 discount per person on 28 July to 4 August**

[Click "Book Now" to reserve your place!](#)

Guided Climbing on one of the most famous peaks in the Swiss Alps - the Eiger or the Matterhorn, booking as a team of two.

After an initial 3 days of acclimatisation at a 2:1 guiding ratio you will head to Zermatt or Grindewald to climb the Matterhorn or Eiger with your own IFMGA Mountain Guide, climbing together as 2 teams of 2 climbers.

Analysis the website (Frost Guiding, 2017)

Exhibit F:

Like Share Tweet

Subscribe to Frost Guiding blog

Subscribe to Frost Guiding blog by email

## Contact us. Please get in touch

For all enquiries about guiding, courses and availability, contact us either by e-mail:

[info@frostguiding.co.uk](mailto:info@frostguiding.co.uk)

or by phone:

**+41 78 874 78 11 for Graham**  
(current conditions, course suitability, equipment needs etc)

**+41 7887 47 831 for Janine**  
(availability, booking and payment queries)

If you leave a message, we'll ring back as soon as possible

First name \*

Last name \*

Email \*

Phone \*

Subject \*

Analysis of Contact page of the website (Frost Guiding, 2017)

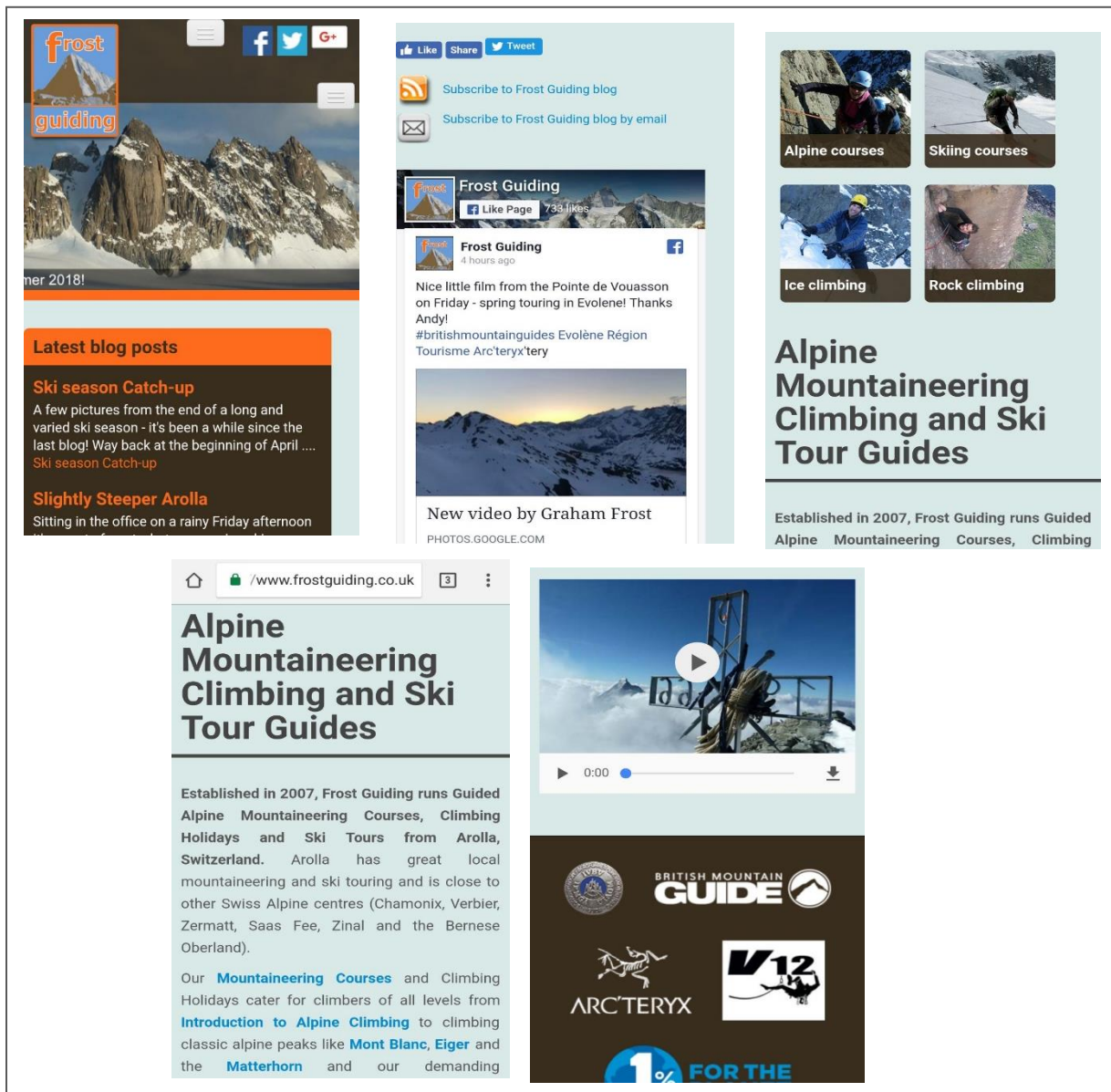


Exhibit G:



Analysis of Accreditations bar of the website (Frost Guiding, 2017)

Exhibit H:



Analysis of Mobile Optimized webpage flow (Frost Guiding, 2017)

## Exhibit I:

Google Digital Unlocked

My Dashboard Topic Library Bonus Materials Offline Trainings More ▾



**Joyee Banerjee**  
joyee.brj@gmail.com

VIEW PROFILE BOOKMARKS BADGES



Badges  
26/26



Lessons  
106/106

### Wowee!

Congratulations, you've just completed the Digital Garage! We can't wait to see how you put your new found skills into action!



DOWNLOAD  
CERTIFICATE

### Certification progress

Complete topics to unlock badges. Unlock every all 26 to take the final exam and receive a certificate from Google.



100%

### Recent badges

[VIEW ALL](#)



## Unlocked



**The online opportunity**

Unlocked  
16/01/2018



**Your first steps in online success**

Unlocked  
16/01/2018



**Build your web presence**

Unlocked  
19/01/2018



**Connect through email**

Unlocked  
19/01/2018



**Get started with search**

Unlocked  
20/01/2018



**Get discovered with search**

Unlocked  
21/01/2018



**Make search work for you**

Unlocked  
21/01/2018



**Be noticed with search ads**

Unlocked  
24/01/2018



**Improve your search campaigns**

Unlocked  
24/01/2018



**Get started with analytics**

Unlocked  
26/01/2018



**Find success with analytics**

Unlocked  
26/01/2018



**Get noticed locally**

Unlocked  
24/01/2018



**Help people nearby find you online**

Unlocked  
24/01/2018



**Get noticed with social media**

Unlocked  
24/01/2018














**Deep dive into social media**

Unlocked  
24/01/2018

Google Digital Unlocked

My Dashboard Topic Library Bonus Materials Offline Trainings More ▾

 <p>Discover the possibilities of mobile</p> <p>Unlocked 24/01/2018</p>	 <p>Make mobile work for you</p> <p>Unlocked 26/01/2018</p>	 <p>Advertise on other websites</p> <p>Unlocked 19/01/2018</p>	 <p>Deep dive into display advertising</p> <p>Unlocked 20/01/2018</p>	 <p>Expand internationally</p> <p>Unlocked 20/01/2018</p>
 <p>Make the most of video</p> <p>Unlocked 20/01/2018</p>	 <p>Build your online shop</p> <p>Unlocked 26/01/2018</p>	 <p>Sell more online</p> <p>Unlocked 26/01/2018</p>	 <p>Plan your online business strategy</p> <p>Unlocked 20/01/2018</p>	 <p>Get started with content marketing</p> <p>Unlocked 26/01/2018</p>
 <p>Turn data into insights</p> <p>Unlocked 26/01/2018</p>				

*Google Digital Unlocked Dashboard*