



Neuse Sport Shop Web-Commerce Team Meeting January 27, 2015

Overview

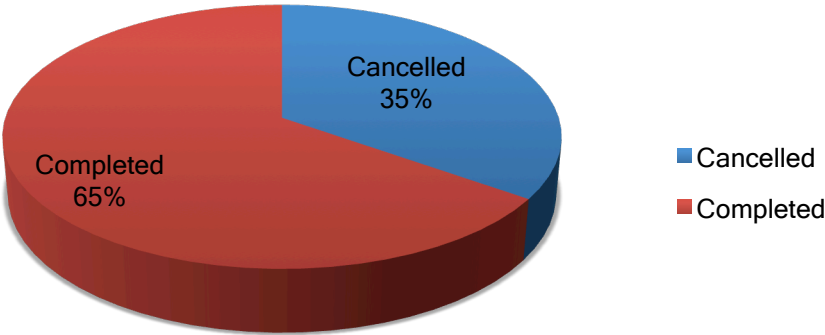
- 1% of current web traffic has lead to orders (down from 6%)
- 72% of customers accessed site using Google Search hyperlinks
- Google Ads led to 57% of sales
- 53% of orders cancelled due to stock issues
- Total Orders: 620.87
- Total Cancellations: 331.14
- Total Sales: 289.73
- Total Google AdWords: 290.36
- Total Web Sessions: 1392
 - Google: 999
 - Direct: 195

Recommendations

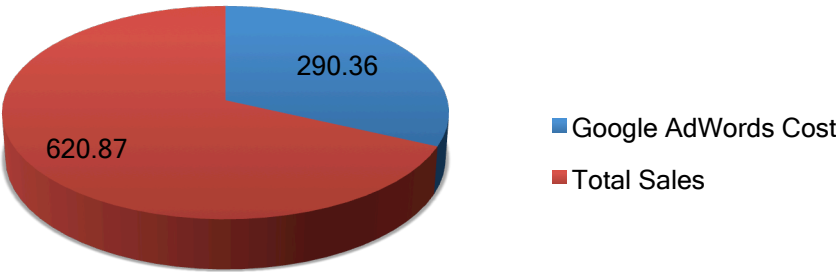
- The high number of cancellations led me to believe there may be some sort of issue with the Big Rock Inventory. This problem could mirror the one we had with the Guy Harvey stock. It is hard to fathom that your supplier would be out of so many unrelated items.
- These cancellations are wiping out our gains, and working against the reputation you are trying to build for your store. I recommend we devise some campaign directed at these customers.

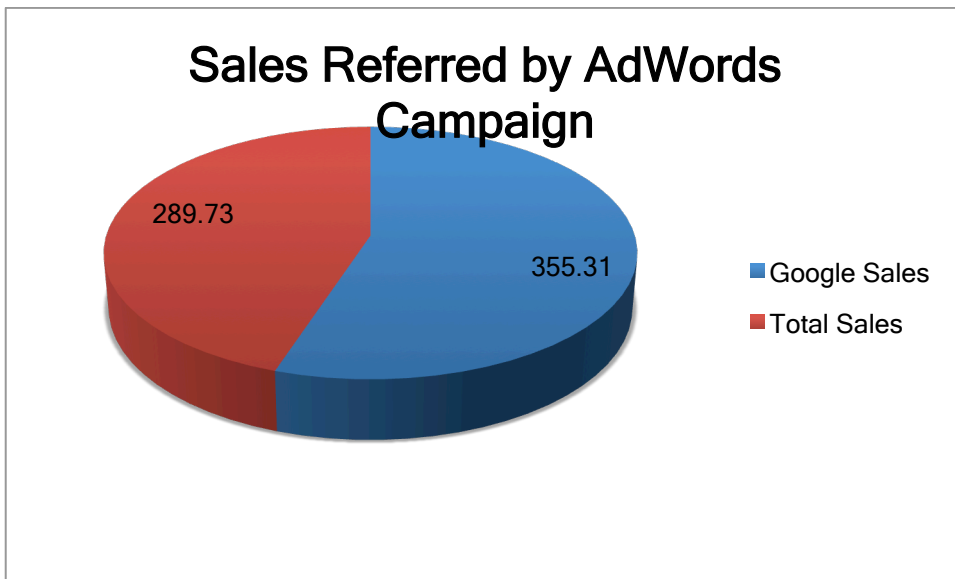
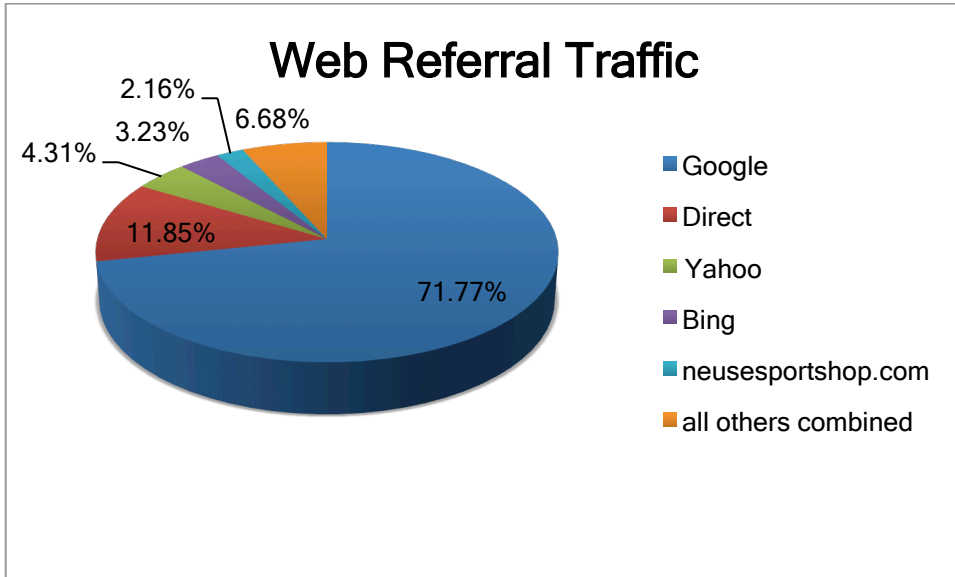
Current Metrics

Web Sales | Jan 20 - Jan 26

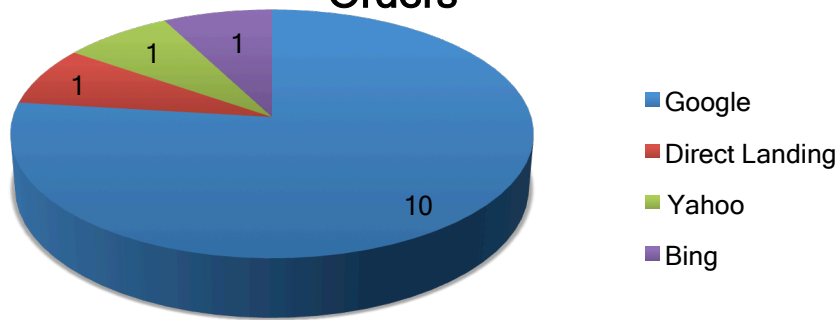


AdWords Cost | Jan 20 - Jan 26





Links Used by Visitors Who Placed Orders



Web Visitors Who Placed Orders

