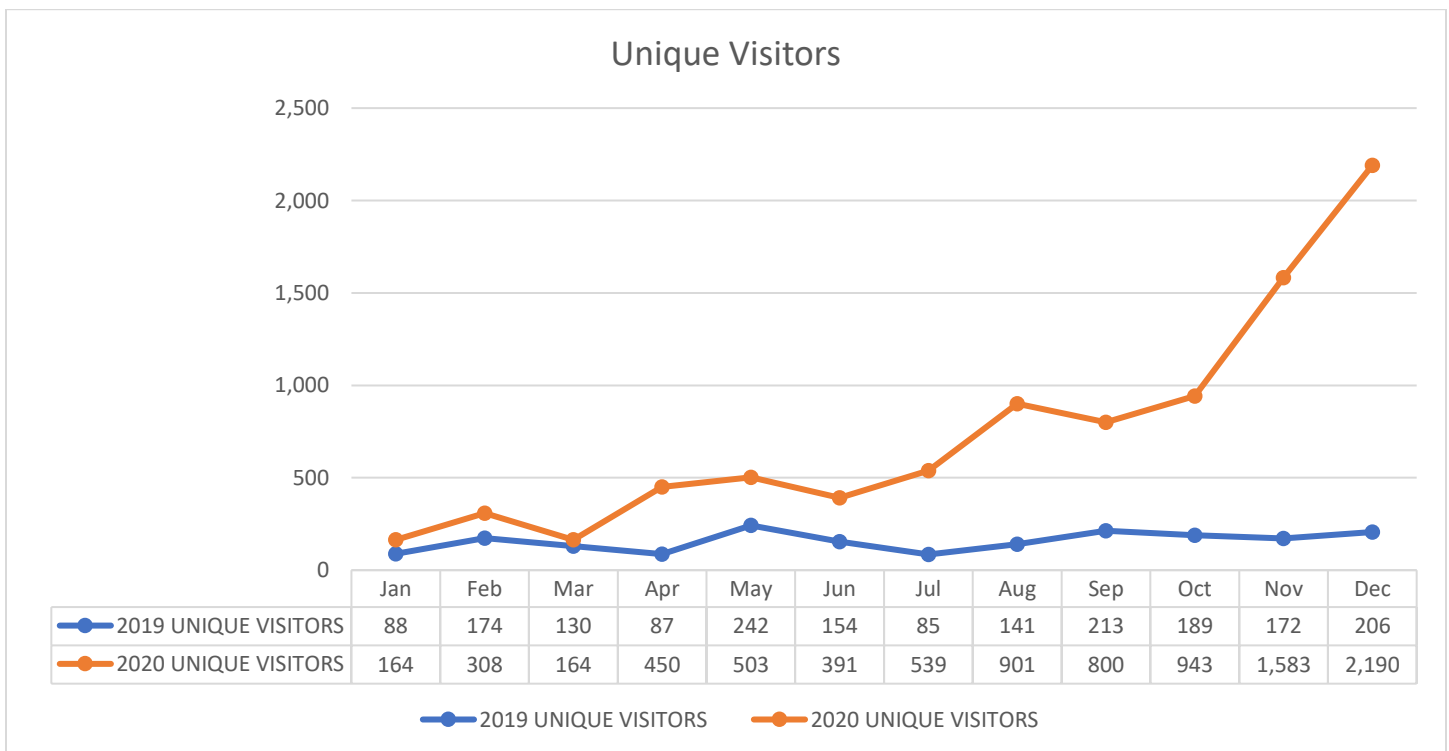
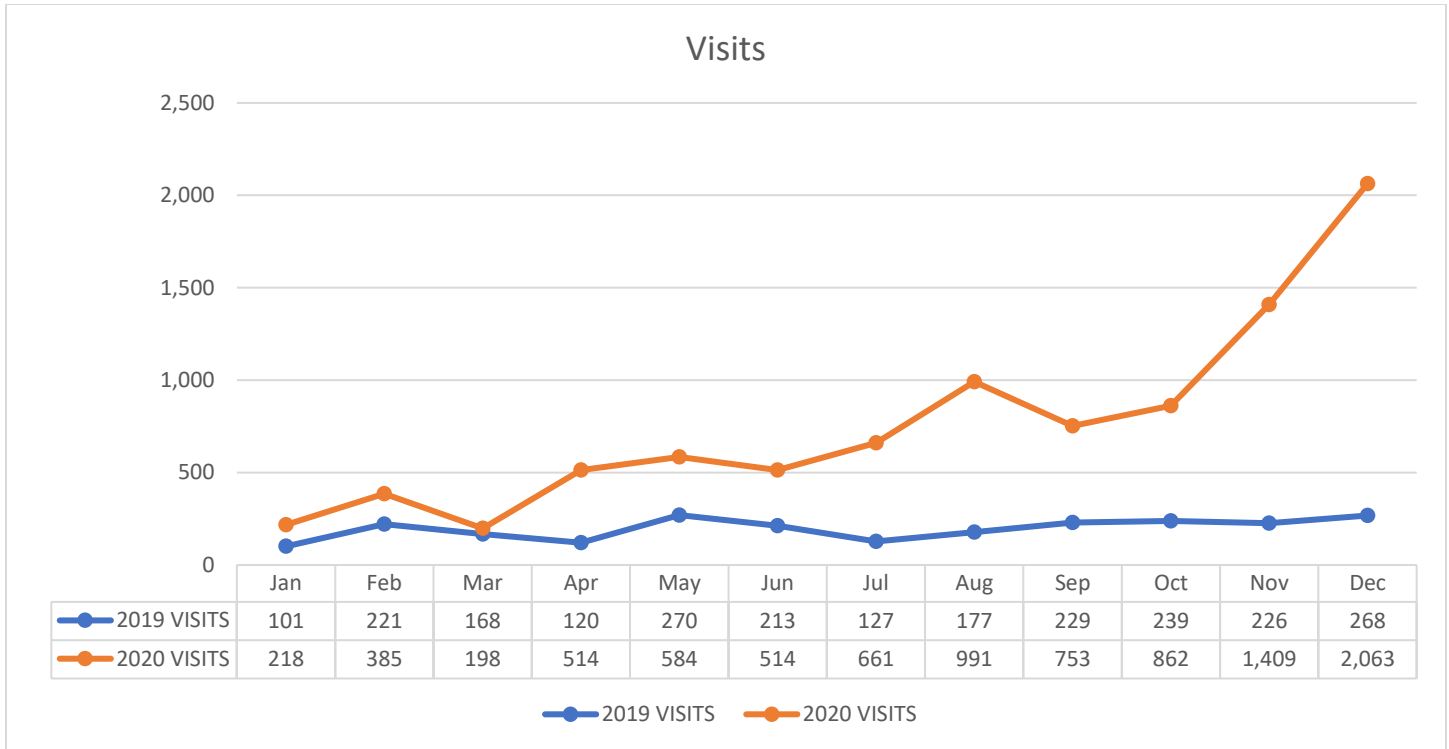


# BINNIE'S SKATE SHAPENING & EQUIPMENT REPAIR

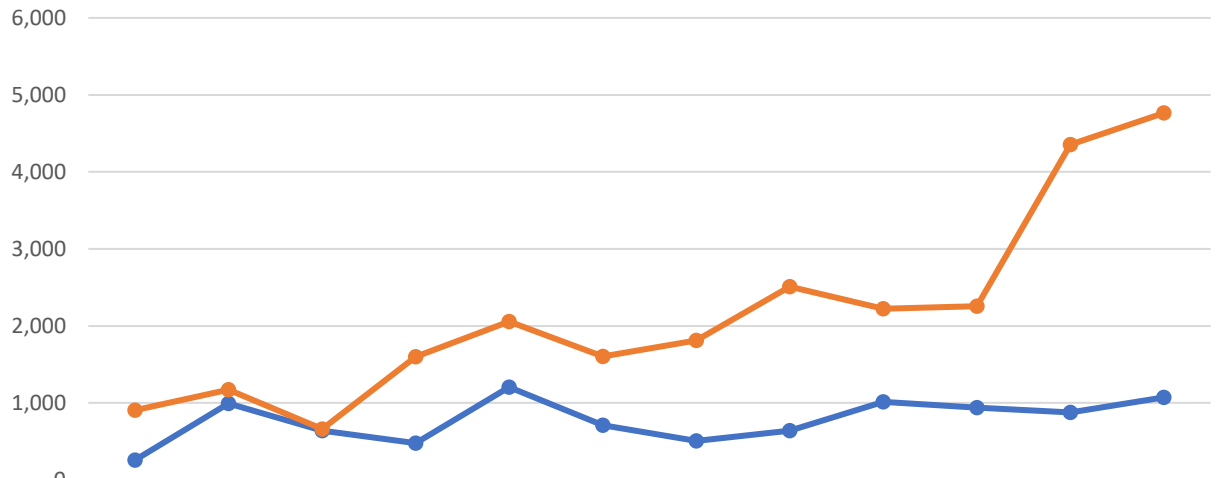
2020 ANALYTICS REVIEW

## GENERAL WEBSITE TRAFFIC

In general, website traffic is up over 2019, and significantly trending upwards through Q3 and Q4. Proportionally to visits (aka sessions), unique visitors and pageviews are also up, in some cases doubling that of 2019 traffic. As fits with global search patterns, mobile is outpacing desktop, but both are up from 2019 and again, nearly doubling last years totals. Your top traffic source is still direct traffic – people who type in your URL directly or visit from a browser bookmark – and is common for direct service sites. Google search is not far behind though and up 3,024 views from last year. The increase in traffic from Google is significant and falls in line with ongoing efforts to bolster your SEO through better content and keyword depth as well as enhanced product offerings.



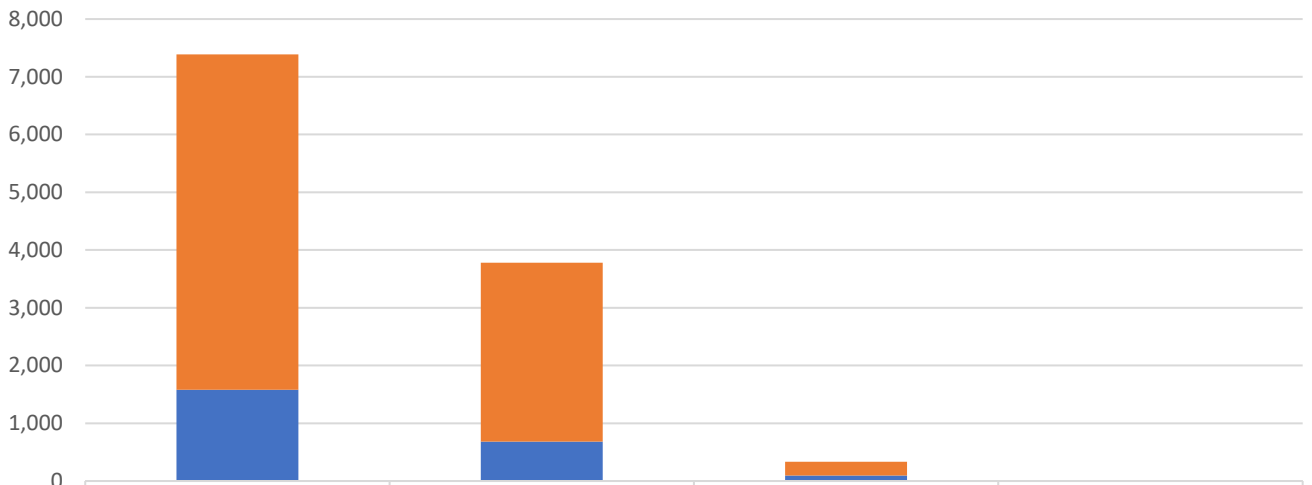
### Pageviews



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019 PAGEVIEWS	259	994	640	476	1,205	712	508	638	1,016	938	875	1,072
2020 PAGEVIEWS	908	1,171	662	1,599	2,055	1,602	1,813	2,509	2,225	2,258	4,356	4,765

2019 PAGEVIEWS 2020 PAGEVIEWS

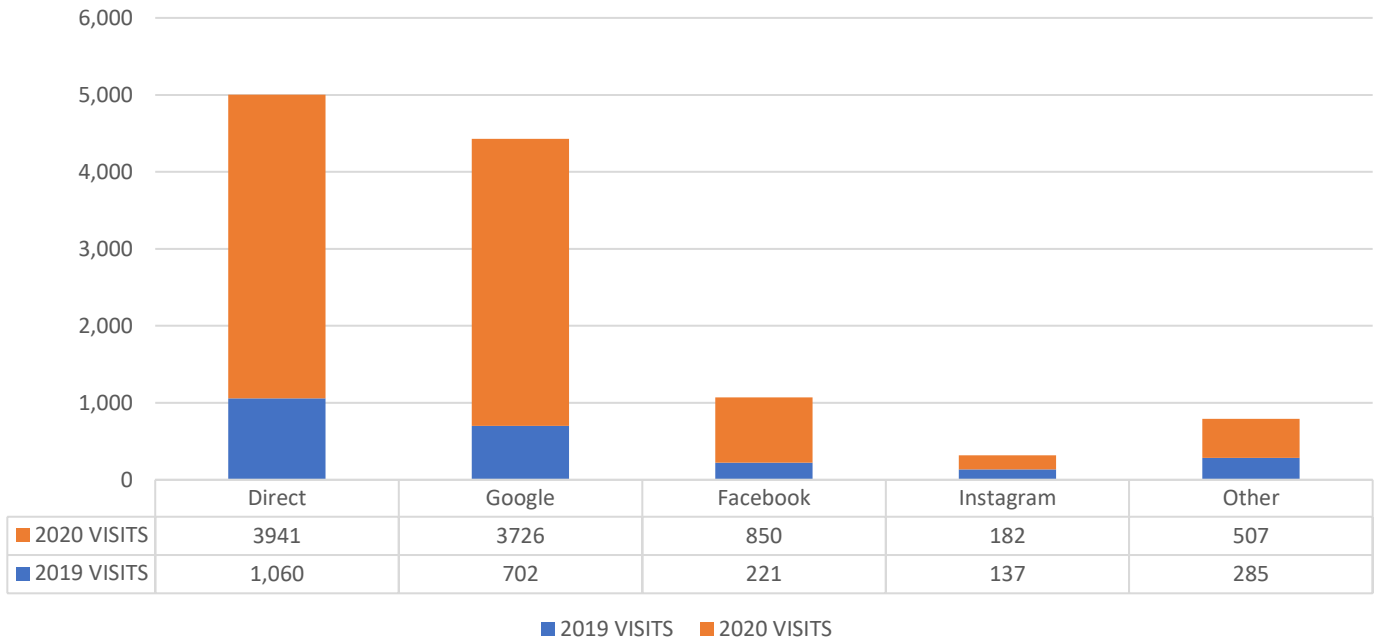
### Visits by Source



	Mobile	Desktop	Tablet	Other
2020 VISITS	5808	3103	238	4
2019 VISITS	1,582	680	97	0

2019 VISITS 2020 VISITS

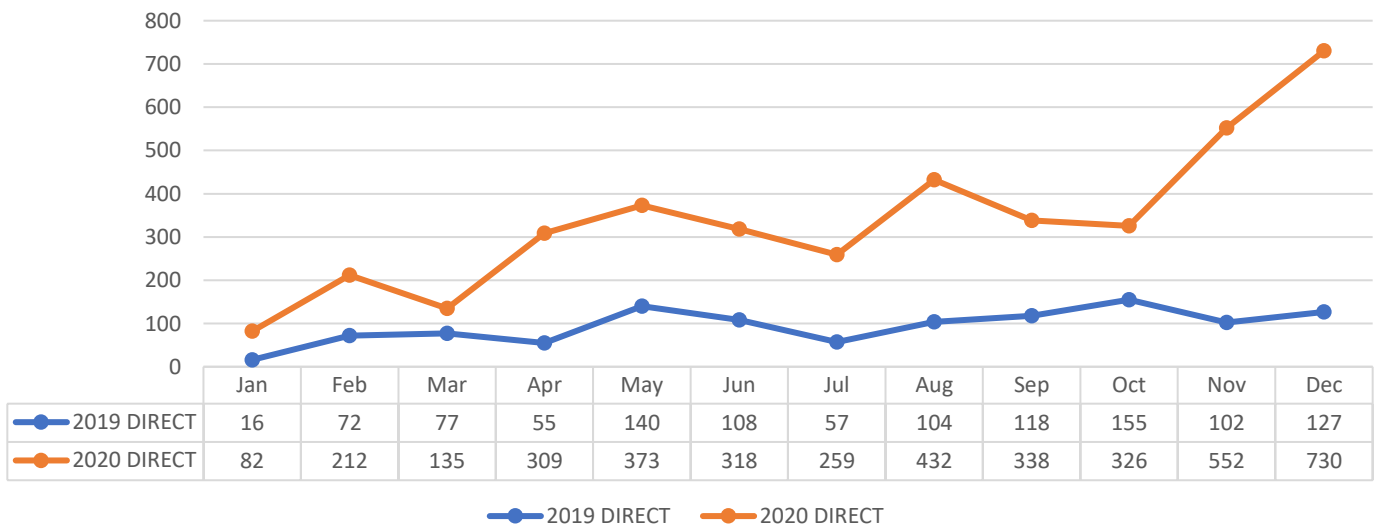
### Visits by Device



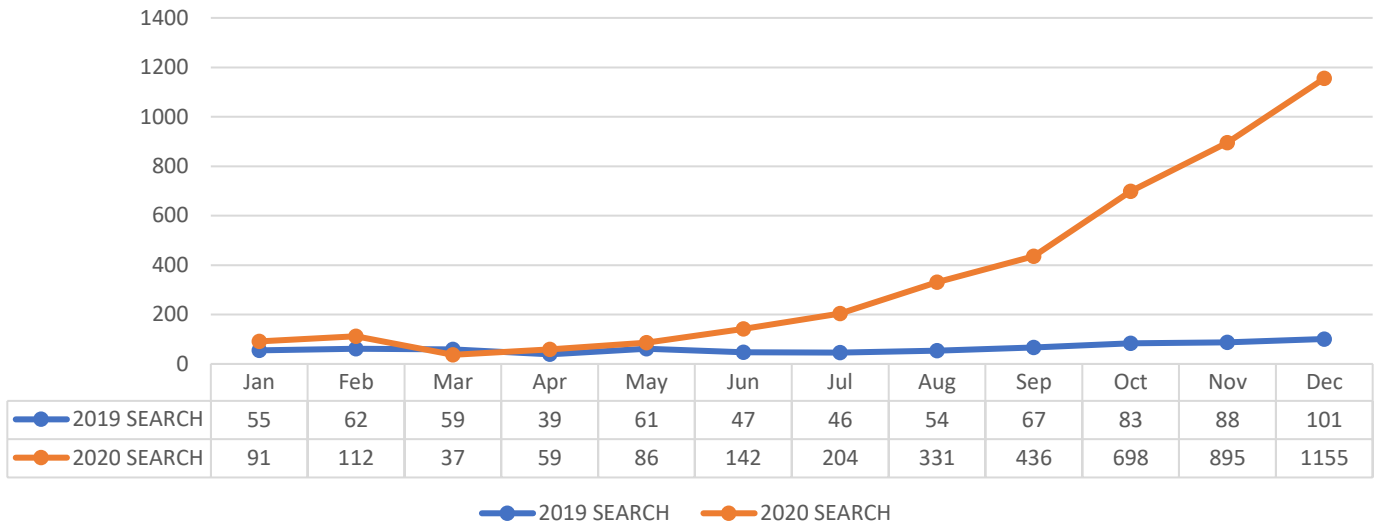
### VISITS PER TRAFFIC SOURCE

Falling in line with the general visit stats, direct traffic visits and search traffic visits are trending up. Direct is a bit more erratic, but search is showing a beautiful steady trend upwards. This shows what is being done on the site to enhance search quality is working. Referral traffic – traffic that comes from another site to yours – can be a tricky and sometimes misleading metric. Often this is from backlinks on other people’s sites, blogs, or places like YouTube delivering people to you. Sometimes it is miss interpreted social links (particularly if a shortened URL is used), and sometimes it is from ads served on sites. Regardless, you typically want to see some sort of consistency or upward trending. Although not spectacular, there is definite upward trending, particularly in the last two months. I suspect much of the recent spike is due to increased ad spend. Social traffic is also significantly up and the pattern – a little spikey – is not uncommon. I would like to see a bit higher and consistent trending in the referral traffic, but this may require a more consistent ad spend on your part. I would also like to see less depth in the peaks & valleys of social visits and I think it is do able.

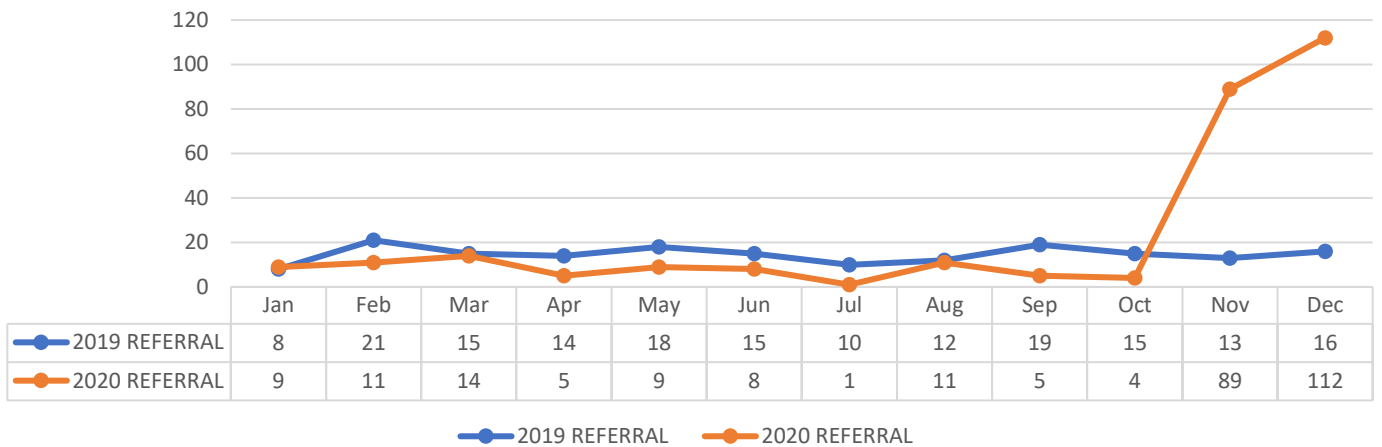
### Direct Visits



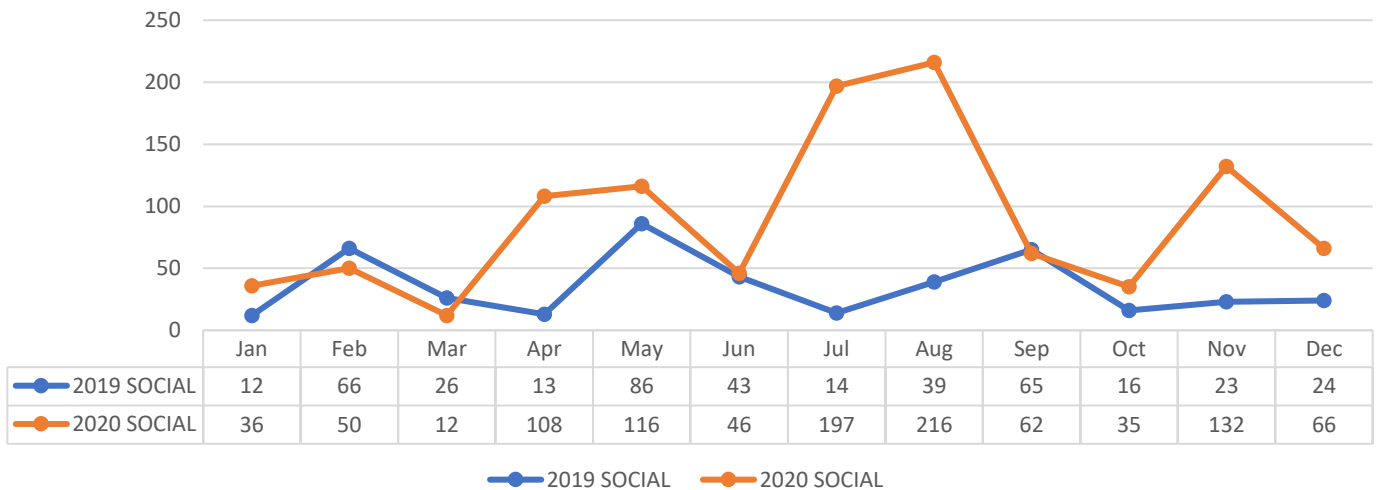
### Search Visits



### Referral Visits

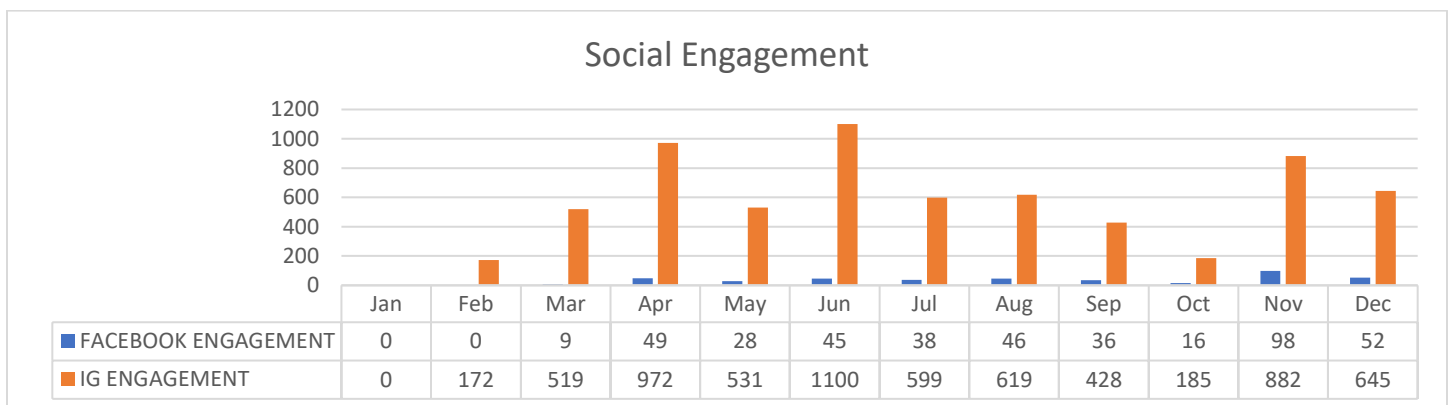
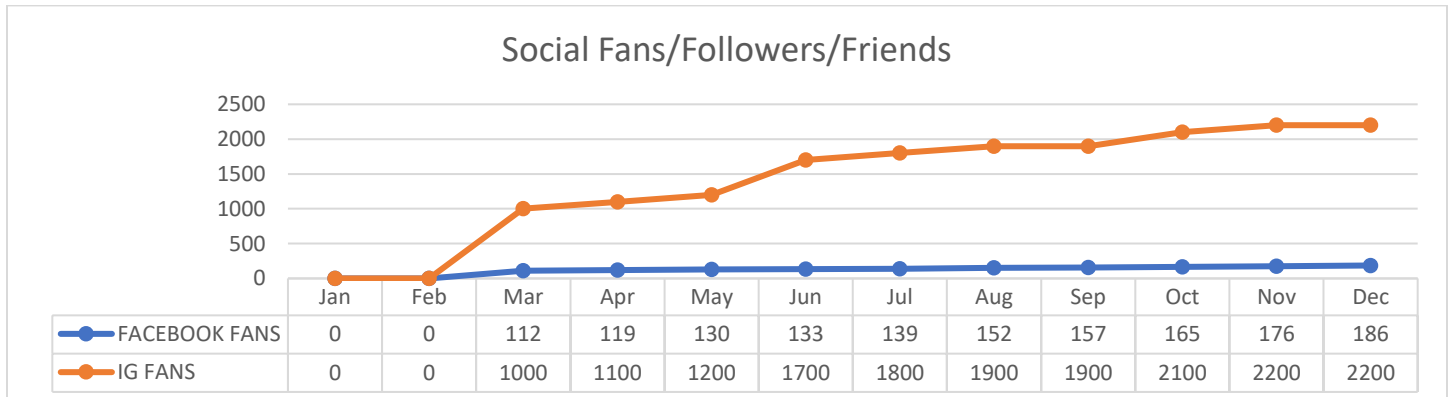
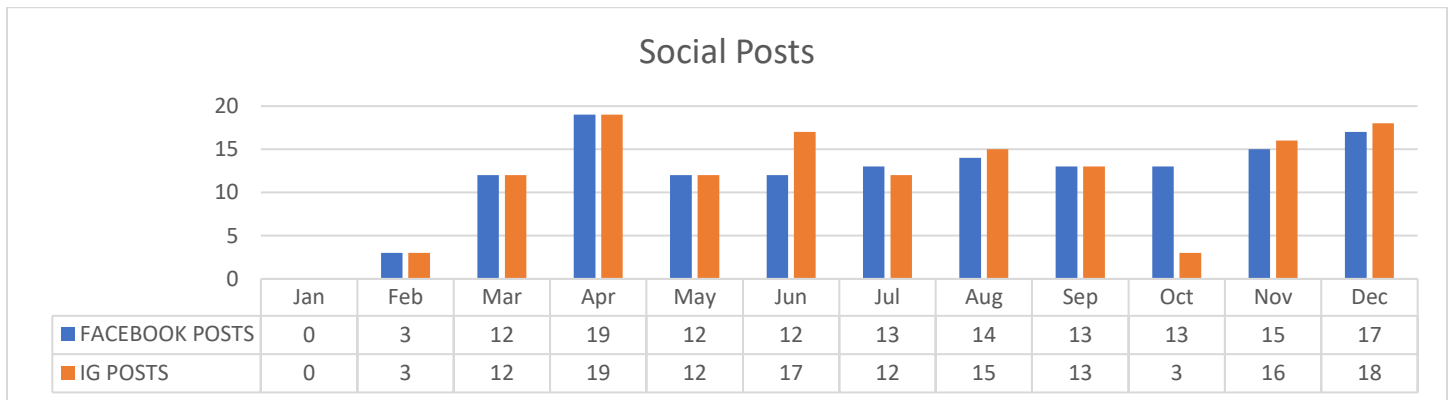


### Social Visits



## SOCIAL OVERVIEW

As stated in the previous section, your social is driving traffic and reasonably consistently. Data from before I integrated Hootsuite and MailChimp is not available, so I can't compare it to last year, but this year's trends show many positives and give definition to what drives the traffic. Also remember that social can drive direct traffic as people will scroll past an ad or post, then go to your website later as part of the selling funnel. I know fans and follows has always been a concern. The Facebook page is growing, but at a relatively slow rate. Research shows, however, that FB likes as follows has been on a steady decline over the last 5 years, so it is not expected to have a huge increase in traffic on that platform. The fast grower is definitely Instagram. Although you are still far from the coveted 10k mark, the growth has been steady. An initial effort to "buy" likes worked, but subsequent efforts backfired and on one my debit card was hacked. The best course is a steady follow/unfollow course of action and is proving to be slow but effective path. Engagement on posts on Instagram is great and I think you can correlate your successes on IG to the upward trending you can see for your website metrics. For the vast majority of your market positioning being on social, I think you're doing fantastic! I'd like to be more consistently around the 15-20 posts per month goal, where right now we're 10-15.



## EMAIL MARKETING

Email marketing is always about walking a fine line between over and under saturation. Early on, we were toying with the line of over saturation as there were less people signing up for the mailing list (either through the pop-up or via sale) and more people unsubscribing from the mailing list. The good news is that the emails now are holding pretty steady. For all emails, target open rate is 15-25% and you are continually in the higher range, with the Pro's Corner emails a little more consistent, but higher highs with the sales emails. A delivered click through rate – the rate of emails that were delivered and then clicked on any unique link – should be around 2.5%. Again, you Pro's Corner emails are performing well in this metric, however your sales emails are a little below standard with some exceptions. In campaigns where there are 3 or more deployments, your second performs better, but in 2 deployments, the first performs better. First and third weeks of the month seem to perform the best and will be targeted for future deployments for sales emails. Second and last week seem to perform better for Pro's Corner. I may look into building more of a hybrid sales/Pro's Corner email template to see if that will help bring the sales conversion up.

### SALES EMAILS

DATE	DELIVERED	TOTAL OPENS	UNIQUE OPENS	OPEN RATE	TOTAL CLICKS	UNIQUE CLICKS	OPENED CTR	DELIVERED CTR
4/1/2020	547	383	243	44.4%	19	15	6.2%	2.7%
4/23/2020	534	295	196	36.7%	24	27	13.8%	5.1%
5/14/2020	533	228	145	27.2%	30	23	15.9%	4.3%
6/3/2020	538	261	157	29.2%	17	14	8.9%	2.6%
6/18/2020	334	103	76	22.8%	5	3	3.9%	0.9%
6/26/2020	540	180	116	21.5%	20	12	10.3%	2.2%
7/3/2020	541	218	161	29.8%	2	2	1.2%	0.4%
7/27/2020	553	154	106	19.2%	7	7	6.6%	1.3%
8/4/2020	561	219	127	22.6%	23	21	16.5%	3.7%
8/21/2020	584	300	178	30.5%	23	20	11.2%	3.4%
9/2/2020	624	157	116	18.6%	5	5	4.3%	0.8%
9/16/2020	630	163	123	19.5%	7	7	5.7%	1.1%
9/18/2020	626	219	142	22.7%	17	12	8.5%	1.9%
9/23/2020	630	165	115	18.3%	10	10	8.7%	1.6%
9/27/2020	619	207	126	20.4%	20	14	11.1%	2.3%
11/26/2020	705	306	179	25.4%	33	20	11.2%	2.8%
12/4/2020	712	272	173	24.3%	13	10	5.8%	1.4%
12/16/2020	730	205	141	19.3%	26	22	15.6%	3.0%
12/26/2020	750	480	291	38.8%	6	5	1.7%	0.7%
12/29/2020	304	89	63	20.7%	6	4	6.3%	1.3%

### PRO'S CORNER EMAILS

DATE	DELIVERED	TOTAL OPENS	UNIQUE OPENS	OPEN RATE	TOTAL CLICKS	UNIQUE CLICKS	OPENED CTR	DELIVERED CTR
4/14/2020	538	406	215	40.0%	49	42	19.5%	7.8%
4/28/2020	531	425	224	42.2%	62	49	21.9%	9.2%
5/12/2020	533	253	155	29.1%	29	18	11.6%	3.4%
5/26/2020	540	230	142	26.3%	21	18	12.7%	3.3%
6/16/2020	539	160	120	22.3%	13	11	9.2%	2.0%
6/23/2020	541	349	130	24.0%	12	10	7.7%	1.8%
7/14/2020	541	253	142	26.2%	14	11	7.7%	2.0%
8/18/2020	584	190	122	20.9%	15	13	10.7%	2.2%
8/18/2020	581	187	134	23.1%	14	11	8.2%	1.9%

9/15/2020	632	227	144	22.8%	29	24	16.7%	3.8%
10/20/2020	656	237	167	25.5%	22	19	11.4%	2.9%
11/19/2020	701	297	177	25.2%	32	17	9.6%	2.4%
12/15/2020	727	313	174	23.9%	37	28	16.1%	3.9%

## PAID ADS

Paid ads include both social and Ad Roll digital ad packs. While details for December are not through yet, I can say that you are driving traffic from the ads, particularly social, but it can be better. Much like email, you want to target a CTR of 1-2.5% or more. You can see below that, for social, you're running a sub 2% on average. AdRoll does have some early data available and it is similar in metrics. Typically, a longer campaign that drips through to people will perform a little better more consistently, but a well thought out short run or "flash sale" can be beneficial. We just need to have it planned and timed out so it is not conflicting with any other campaigns that are currently running! I'll be actively analyzing the ads that performed well vs the ones that didn't and try to steer future campaigns towards that mark. Also, a lot of this is based on keyword or positional bidding. It is all automated, but there are things that can be manipulated, like audience segments for geotargeting, and a little bit with demographics (gender, age, likes) and when it comes to AdRoll, the system is still building your audience. With all this, the more you can spend and the frequency or consistency with which you run campaigns, the better your long-range goals will be met.

SOCIAL PAID ADS					
CAMPAIGN DATES	REACH	IMPRESSIONS	CLICKS	CTR	CPC
11/27/2020 - 11/30/2020	1522	2033	49	2.40%	\$0.41
8/13/2020 - 8/28/2020	9564	10734	180	1.70%	\$0.44
7/13/2020 - 7/17/2020	8758	10158	73	0.70%	\$0.67
05/18/2020 - 05/31/2020	10102	11731	167	1.14%	\$0.41
04/12/2020 - 04/25/2020	9908	11314	184	1.60%	\$0.35