

# SEO Report March 2015

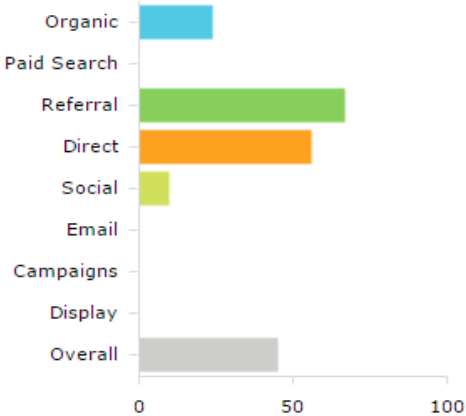
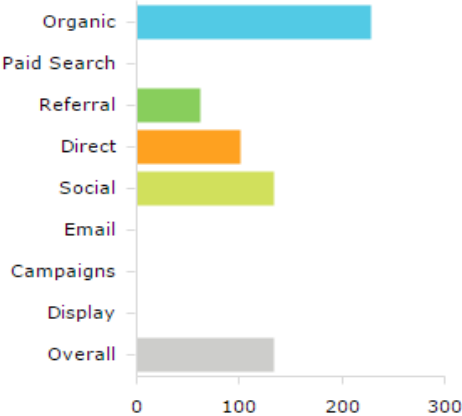
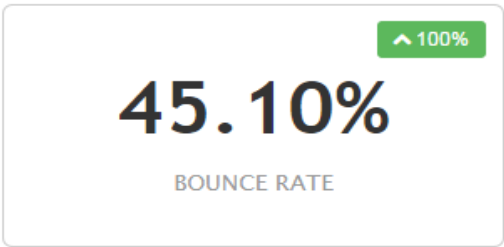
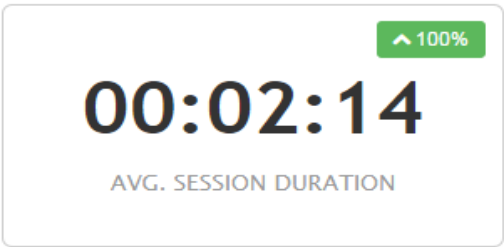
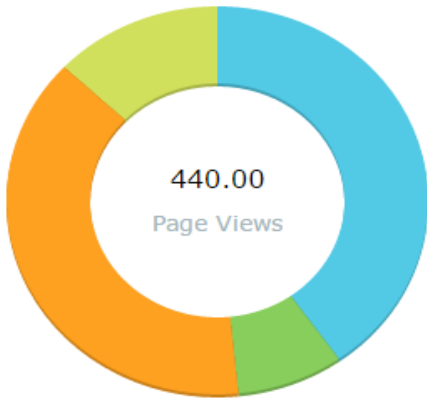
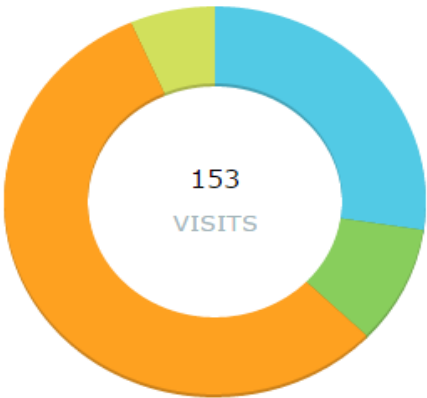
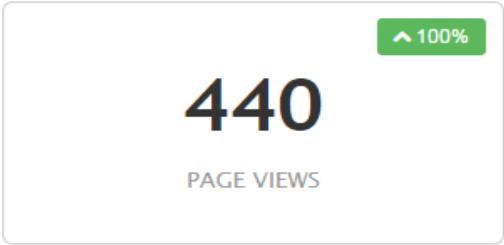
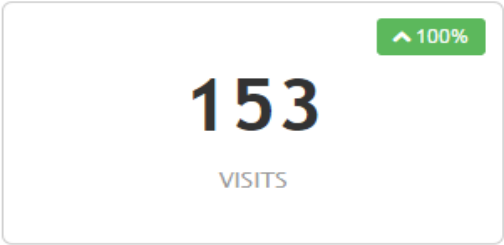
# MJ's Photography



# MJ's Photography – Visits and Page Views

Visitors and Page Views are good metrics to use when evaluating the improvement and progress made for a campaign. We want to see these numbers continue to improve month after month as we add new sources of traffic to your marketing plan.

Overview ⓘ

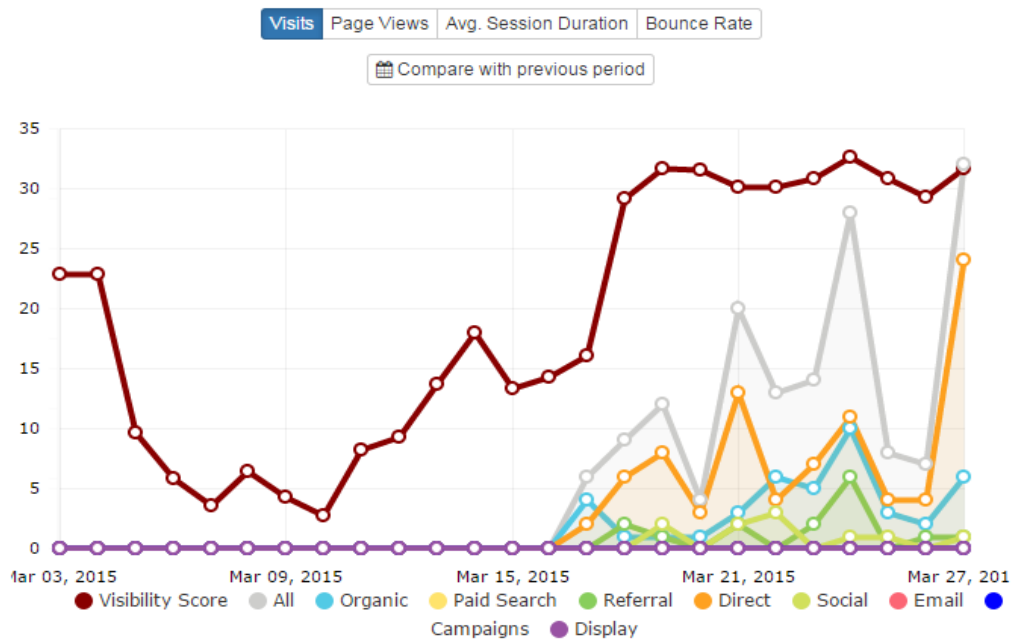


● Organic ● Paid Search ● Referral ● Direct ● Social ● Email ● Campaigns ● Display

# Website Visitor Information

The visits evolution displays how the traffic changes on your website and where this traffic is coming from. You can see that your traffic from organic, referral, social and direct have all increased since we began your campaign at the beginning of March.

Visits evolution 




























Default Channel Grouping	Source	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		153 % of Total: 100.00% (153)	60.78% Avg for View: 60.78% (0.00%)	93 % of Total: 100.00% (93)	45.10% Avg for View: 45.10% (0.00%)	2.88 Avg for View: 2.88 (0.00%)	00:02:14 Avg for View: 00:02:14 (0.00%)
1. Direct	(direct)	86 (56.21%)	54.65%	47 (50.54%)	55.81%	1.98	00:01:41
2. Organic Search	google	40 (26.14%)	57.50%	23 (24.73%)	22.50%	4.25	00:03:54
3. Referral	buttons-for-website.com	8 (5.23%)	100.00%	8 (8.60%)	100.00%	1.00	00:00:00
4. Social	m.facebook.com	8 (5.23%)	100.00%	8 (8.60%)	12.50%	4.62	00:01:23
5. Referral	zenfolio.com	4 (2.61%)	0.00%	0 (0.00%)	25.00%	2.75	00:02:07
6. Organic Search	bing	2 (1.31%)	100.00%	2 (2.15%)	50.00%	3.50	00:02:05
7. Referral	orbridemag.com	2 (1.31%)	100.00%	2 (2.15%)	0.00%	8.00	00:03:30
8. Social	facebook.com	2 (1.31%)	100.00%	2 (2.15%)	0.00%	10.00	00:05:32
9. Referral	brownbook.net	1 (0.65%)	100.00%	1 (1.08%)	100.00%	1.00	00:00:00

# Visitor Page Path

Visitor page path shows us what pages your visitors entered your website and how they found your site. Any page path marked with only “/” is your home page. The source/medium that states (direct)/ (none) shows that someone typed in your website domain to get directly to your website without using any search engines or other referring sites.

These are good metrics to use to know what pages are being found by the search engines and which pages are generating the most amount of traffic.

Page path level 1		Source / Medium	Pageviews	Pageviews
			440 % of Total: 100.00% (440)	440 % of Total: 100.00% (440)
1.	/	(direct) / (none)	81	18.41%
2.	/	google / organic	64	14.55%
3.	/p1067302974	(direct) / (none)	24	5.45%
4.	/p548204814	google / organic	20	4.55%
5.	/investment	google / organic	15	3.41%
6.	/	m.facebook.com / referral	13	2.95%
7.	/spring	google / organic	13	2.95%
8.	/p249842756	google / organic	10	2.27%
9.	/popcorn	(direct) / (none)	9	2.05%
10.	/	buttons-for-website.com / referral	8	1.82%
11.	/p249842756	(direct) / (none)	8	1.82%
12.	/about.html	google / organic	7	1.59%
13.	/clients.html	google / organic	7	1.59%
14.	/investment	(direct) / (none)	7	1.59%
15.	/	orbridemag.com / referral	6	1.36%
16.	/p583602259	google / organic	6	1.36%
17.	/blog	m.facebook.com / referral	5	1.14%
18.	/p129306922	(direct) / (none)	5	1.14%
19.	/p129306922	google / organic	5	1.14%
20.	/p243106195	google / organic	5	1.14%
21.	/p249842756	m.facebook.com / referral	5	1.14%
22.	/p555448937	(direct) / (none)	5	1.14%
23.	/	zenfolio.com / referral	4	0.91%
24.	/cinnamon	(direct) / (none)	4	0.91%
25.	/clients.html	(direct) / (none)	4	0.91%

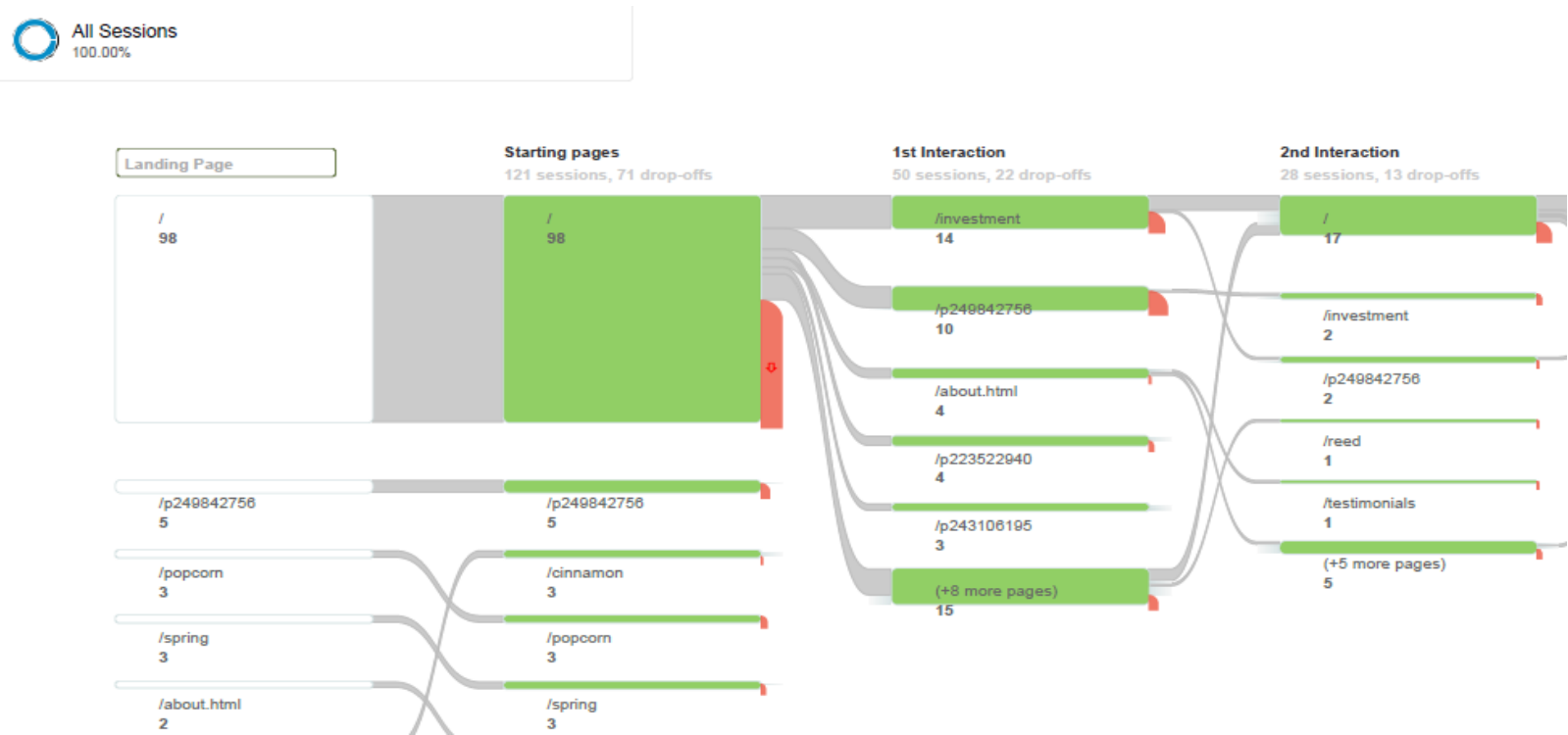
26.	/p223522940	(direct) / (none)	4	 0.91%
27.	/p243106195	m.facebook.com / referral	4	 0.91%
28.	/reed	(direct) / (none)	4	 0.91%
29.	/	bing / organic	3	 0.68%
30.	/	facebook.com / referral	3	 0.68%
31.	/about.html	(direct) / (none)	3	 0.68%
32.	/blog	facebook.com / referral	3	 0.68%
33.	/blog	google / organic	3	 0.68%
34.	/blog/	facebook.com / referral	3	 0.68%
35.	/cinnamon?password=	zenfolio.com / referral	3	 0.68%
36.	/investment	m.facebook.com / referral	3	 0.68%
37.	/p129306922	m.facebook.com / referral	3	 0.68%
38.	/p223522940	bing / organic	3	 0.68%
39.	/p249842756	facebook.com / referral	3	 0.68%
40.	/p322531223	google / organic	3	 0.68%
41.	/testimonials	google / organic	3	 0.68%
42.	/blog	orbridemag.com / referral	2	 0.45%
43.	/blog/	orbridemag.com / referral	2	 0.45%
44.	/contact.html	google / organic	2	 0.45%
45.	/investment	orbridemag.com / referral	2	 0.45%
46.	/p1010198548	(direct) / (none)	2	 0.45%
47.	/p1010198548	google / organic	2	 0.45%
48.	/p192053038	google / organic	2	 0.45%
49.	/p223522940	google / organic	2	 0.45%
50.	/p223522940	m.facebook.com / referral	2	 0.45%

# Visitor Behavior

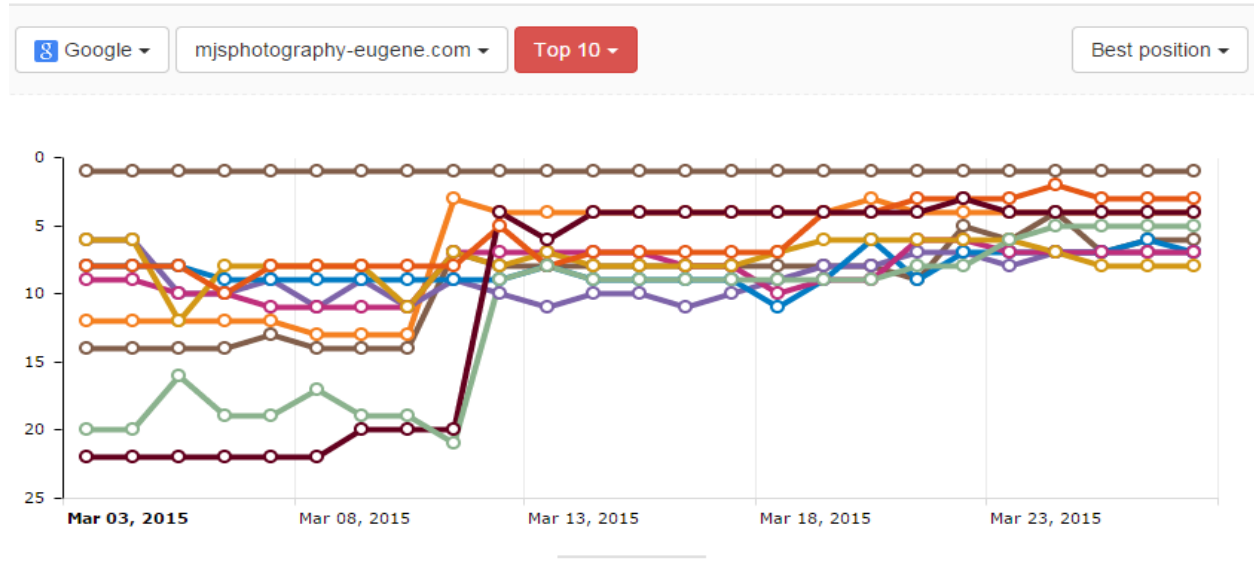
This graph shows your visitors behavior and how they move through your website.






































We can see that over half of the visitors to your home page do not take any action after that and leave your website. Then more drop off after each continuous action, you are losing over half of your visitors without getting any of their information to continue to market to them.

\*Please see the bottom of the report and how we plan to get your business back in front of these lost customers with Facebook and Email marketing.



# Keyword Rankings



Keyword 	Position 	Competition	Searches
<input checked="" type="checkbox"/> mjs photography 	1 	Low	40
<input checked="" type="checkbox"/> senior photographer eugene or  	3 	—	0
<input checked="" type="checkbox"/> best maternity photographer eugene or 	4 	—	0
<input checked="" type="checkbox"/> maternity pictures eugene or 	4 	—	0
<input checked="" type="checkbox"/> maternity photography eugene or 	5 	Medium	10
<input checked="" type="checkbox"/> best senior photographer eugene or 	6 	—	0
<input checked="" type="checkbox"/> mj photography 	7  	Low	480
<input checked="" type="checkbox"/> wedding photographers eugene oregon 	7 	Medium	20
<input checked="" type="checkbox"/> photographer eugene or 	7 	High	10
<input checked="" type="checkbox"/> photographers eugene or 	8 	High	10
<input checked="" type="checkbox"/> best boudoir photographer eugene or 	8 	—	0
<input checked="" type="checkbox"/> maternity photographer eugene or 	9  	—	0
<input checked="" type="checkbox"/> senior pictures eugene or 	9  	—	0
<input checked="" type="checkbox"/> best wedding photographer eugene or 	10 	—	0
<input checked="" type="checkbox"/> eugene photography 	10  	Low	110

# Social Signals

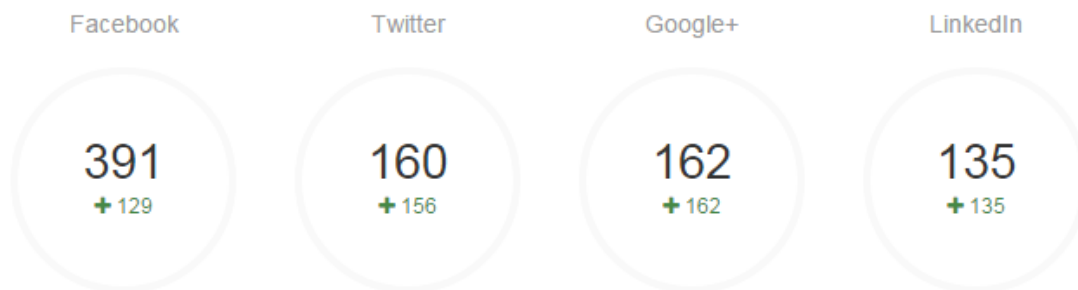
We have shared your website and pages across the top four social websites, increasing engagement and activity for your brand across each social platform.

Google is giving more weight to the social signals of your website in its SEO ranking factors.

By having your site shared with these social platforms you are showing Google that your site is relevant and people are engaged with your website's content.

## MJ's Photography shares

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# Directory Listings

Directory listings have a huge impact on your business; they will send highly qualified visitors to your site and also increase your brand exposure across large 3rd party sites such as Yelp, Merchant Circle and YP.com.

Google also loves these huge authority sites and passes some of that authority on to your website through listings. This improves your rankings in Google's search results by showing that your site has more authority than your competitors.

The following are new directory listings that have been claimed for your business:

1. <http://www.yelp.com/biz/mjs-photography-eugene>
2. <http://www.manta.com/c/mb5ngtx/mj-s-photography>
3. [http://www.hotfrog.com/Companies/MJs-Photography\\_32133739](http://www.hotfrog.com/Companies/MJs-Photography_32133739)
4. <http://www.merchantcircle.com/business/MJs.Photography.Eugene.OR.541-914-7462>
5. <https://foursquare.com/v/mjs-photography/55095155498ed22c6ac7bb57>
6. <http://www.showmelocal.com/profile.aspx?bid=18601299>
7. <http://citysquares.com/b/mj-s-photography-21855571>
8. <http://tupalo.com/en/eugene-oregon/mjs-photography>
9. [http://ebusinesspages.com/MJs-Photography\\_dh90v.co](http://ebusinesspages.com/MJs-Photography_dh90v.co)
10. <http://www.2findlocal.com/b/11394411/mjs-photography-eugene-or>
11. <http://www.tuugo.us/Companies/mj-s-photography/0310006184405>
12. <http://www.brownbook.net/business/39078942/mjs-photography>
13. <http://www.fyple.com/company/mjs-photography-q1mqzva/>
14. <http://www.myhuckleberry.com/business-listing.aspx?id=25569939>
15. [http://www.trivok.com/company/mj-s-photography\\_14076200.html](http://www.trivok.com/company/mj-s-photography_14076200.html)
16. [http://www.wherezit.com/listing\\_show.php?lid=1052012](http://www.wherezit.com/listing_show.php?lid=1052012)

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**The Top 30 Local Directories Receive 150 Million Visitors Each Month**



# Reviews

Reviews are the first factor customers look at when making a buying decision. To have a great online reputation helps you stand out from your competition and win clients for your business.

## 1. Two 5 Star reviews left on Google +

★★★★★ Michelle's knowledge and expertise in photography and weddings were very much appreciated. Her team was very professional and helpful through the whole process. I am very pleased with the way the pictures and whole experience turned out. I ... [More](#)

★★★★★ I had a great experience with MJ's Photography on a couple of different shoots. We spent some time on the University of Oregon campus and took multiple candid photos. We've also done posed, formal pictures as well. The best part of the experience is that Michelle makes everyone feel very comfortable with the whole session. Michelle is very flexible, open to explore the natural surroundings during a session, and absolutely willing to do what makes her clients satisfied with her services and their photo session. I highly recommend MJ's Photography!

## 2. Two 5 star reviews on Yelp

★★★★★ 3/26/2015

🌟 First to Review

I can't even begin to tell you how thankful I am for you and your husband! You've been through our entire story and taken the most stunning pictures thru it all! Thank you for capturing it all! You truly are an artist love you both!

★★★★★ 3/18/2015

Michelle, you out did yourself!!!! These are by far the best and most beautiful photos we have ever taken! We can't even decide which ones we like best, they are all so good. (and I am the least photogenic person yet) I know the girls would each want a disc. Please let me know what the cost is. We'll keep in touch and decide which ones we would like printed. Thank you for being so generous with us and most of all we want to tell you how much we enjoyed our time with you and your husband!

## 3. A 5 Star review left on MerchantCircle.com



**Amazing Rehearsal & Wedding Photography!**

5.0 ★★★★★

MJ's Photography took pictures at my daughters rehearsal dinner and wedding. We hired Michelle to do something special for our guest book and as a back up photographer during the wedding and reception to get an extra perspective. Some of my favorite shots were those of Michelle's! Her willingness to work with you and her ease of communication helped us to make sure we didn't miss any important pictures with the family and friends. I was impressed with her ability to get the groups lined up while keeping it all fun and feeling natural. I have and will continue to refer others to MJ's Photography. Thanks for the memories Michelle!

4. A 5 Star review left on Manta.com

This was my daughter's wedding and this was by far the best photographer(s) I've ever seen. Not only are the photos great, but you never even noticed that they were taking the pictures. I would highly recommend these people to photograph your event.

[show less](#)

March 18, 2015 • [Report this](#)

5. A 5 Star review left on ShowMeLocal.com

## MJ's Photography

★★★★★ 5 out of 5 based on 1 [user reviews](#) | [write a review](#)

☎ (541)914-7462

✉ [contact](#) 📱 [sms contact info](#) 👤 [tell a friend](#) 🔗 [1 connection](#) ➡ [follow](#)

🕒 **OPEN**

Today: 10:00 am-10:00 pm [business hours](#)

“Michelle Jackson took what was once a long time passion, and in 2008 turned it into a successful business. Services include but are not limited to: Wedding photography (destination weddings [read more](#))”

6. A 5 Star review left on MyHuckleberry.com



Rate this Review



(0)



(0)

Thank you Michelle and Michael for your incredible photography... you have captured not just the moment, but the soul and emotion of this very special day!

7. A 5 Star review left on EBusinessPages.com

### 1 Review for MJ's Photography

**I would gladly recommend Michelle to any friend or family member.**

Michelle's knowledge and expertise in photography and weddings were very much appreciated. Her team was very professional and helpful through the whole process. I am very pleased with the way the pictures and whole experience turned out. I would gladly recommend Michelle to any friend or family member.

Reviewed by **Jill** on **3/27/2015 4:45:45 AM**

# SEO Strategy Plan for April 2015

## 1. Claim the following directory listings:

- Foursquare
- Superpages
- Infogroup
- Localeze
- Weddingbee.com
- Momentville.com
- Marthastewartweddings.com
- Insiderpages.com
- Thumbtack.com
- Local.com
- TheBump.com
- TheKnot.com

## 2. Reviews:

- Leave 15 more 5 star reviews to continue to improve your online reputation.

## 3. Grow Your Email List:

- Create an email opt-in funnel to grow your email marketing list.
- Email marketing is one of the most effective ways to increase your sales and grow your brand awareness with your target audience.
- To get started we will need to discuss what offer you would like to give in exchange for people to sign up to your email list. We can cover this in our report review call.

## 4. Facebook Advertising:

- With only \$5 a day you can remarket to people that have visited your site but did not take any action.
- Remarketing on Facebook gets your business back in front of the visitors that were lost on your website so you have another chance to turn them into a loyal customer.
- Getting started is easy, we will install a Facebook pixel on your site and create an ad campaign. The next time your visitors login to Facebook they will start seeing your business and offer over and over again.