



Website Review

November 14, 2016

Overview

Since August 2016, traffic to www.hausmanllc.com website has been decreasing despite posting more SEO rich content, blog posts, and news items.

Impacting Factors

Website activity is affected by:

- Search engine traffic (SEO) and keywords
- Seasonality (measure same period for year over year comparison)
- Bounce rate ([40% or below](#) is ideal)
- Social media traffic ([key driver](#) for new visitors)
- Referral traffic (third party sources)
- Website fitness (regular maintenance and updates)
- Google algorithm updates ([several were implemented](#) in Sept 2016)

Year Over Year Comparison

Overall site visits from the period “July 31 - Nov 3” 2015 vs 2016 are showing nearly equal sessions however the comparative data is not totally accurate because same time last year, “Design on the Haus” blog was on a separate platform.

New visitors increased by 10% but on the flipside your returning visitors dropped 10%.

Internationally, UK (+71%), Germany (+180%) and Italy (+37%) visitors have increased and the bounce rate for all three have dropped significantly. This is good news and aligns with the company goal of expanding global awareness. Canadian visits have grown by 94% yet the bounce rate remains in the high 60s. On the flip side your visitors from France have increased 300% however so has their bounce rate (79%).

RECOMMENDATIONS

- Maintain healthy and consistent amount of blog posting utilizing long tail keyword phrases to signal search engine activity.
- Parse blog and news posts into bite-size pieces and share on social platforms as branded graphics and pull-quote soundbites that drive traffic back to website for full read. Pay attention to content on landing page and make sure it's aligned. Test different methods.
- Review keyword phrases in <h1> and <h2> areas of blog & new posts to optimize keyword tagging. The Yoast WP plugin can help with this.

Website Traffic Sources

Organic search traffic decreased by 13% over same period last year. Page views per session (-5%) and average time on website (-33%) also decreased. Keyword strategy needs to be revisited.

Direct traffic (someone typing in your website url and going directly to your page) decreased by 8%, yet new visitors increased by 10%. Time spent on website went down by 33% with visitors averaging less than 2 pages per session.

Social traffic increased significantly (1,440%) bringing with it an increase in new visitors however bounce rate increased to 83% with average time on website at 27 seconds compared to 1:18 last year and 1.3 pages viewed per session, a decrease of 43% from prior period of 2.4 pages. This could be due to page speed load time.

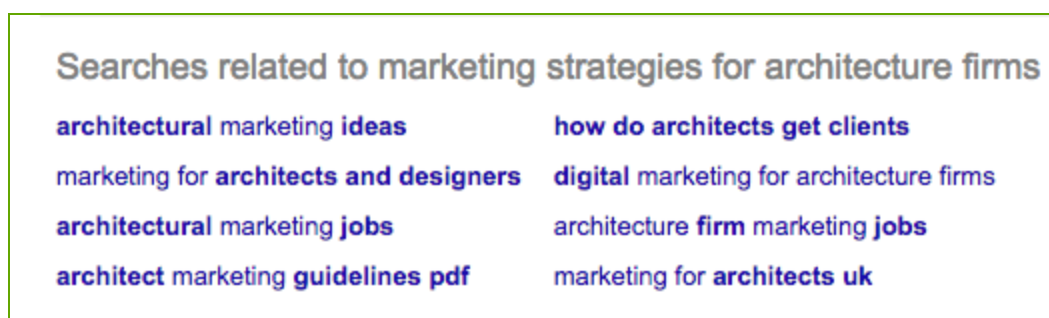
Referral traffic from third party sources increased slightly and since cleaning up the spam bots, the bounce rate dropped to 60% from 91%. Unfortunately, new spam bots have emerged and need to be resolved.

Email is beginning to drive traffic but significant data is not available at this time.

RECOMMENDATIONS

- Focus on keyword phrases and user intent (see chart below)
- Utilize WP Yoast SEO plugin for optimizing keyword tagging
- Add call to action links to emails and social media posts
- When mentioning and linking to third party websites, share on their social platform or send them a link to the post mention

The bottom of Search Results page provides insight into search terms. Use this info.



Bounce Rate

Your website bounce rate is averaging 63% vs. 57% same period last year; an ideal rate is 40% or less. The main cause of bounces (visits with a single engagement hit) is a measure of visit quality. It's quite possible site entrance (landing) pages aren't relevant to your visitors.

Bounce rate from mobile is higher than desktop - issues with the responsive formatting for mobile view and page speed may be affecting search positioning. Google's [mobile friendly test](#) failed.

RECOMMENDATIONS

- Set social media icons on top of page to open in a new window
- Set all external links to open in a new window
- Provide relevant content on your entrance landing pages to confirm they align with the link driving traffic
- Speed up page load time using Google Page Speed plugin
- Deactivate SUMO ME pop-up and change to floating header
- JetPack SEO may help with the mobile issue
- Talk to your web developer about mobile fixes listed [here](#)

PageSpeed Insights

http://www.hausmanllc.com/ ANALYZE

Mobile Desktop

61 / 100 Speed

Should Fix:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
 - ▶ [Show how to fix](#)
- Leverage browser caching
 - ▶ [Show how to fix](#)

Consider Fixing:

- Enable compression
 - ▶ [Show how to fix](#)
- Reduce server response time
 - ▶ [Show how to fix](#)
- Optimize images
 - ▶ [Show how to fix](#)
- Minify JavaScript
 - ▶ [Show how to fix](#)

4 Passed Rules

- ▶ [Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS](#) resources for this page.

97 / 100 User Experience

Consider Fixing:

- Size tap targets appropriately
 - ▶ [Show how to fix](#)

4 Passed Rules

Referral Traffic

Much like filtering your internal IP addresses, you want your data to reflect your marketing audience. You do this by eliminating non-marketing visitors (non-human spam bots) from Google Analytics. Currently these visitors represent more than 1% of your traffic and need to be eliminated by setting up filters.

RECOMMENDATIONS

- Review the sources of referral traffic and identify which are spam bots
- Create filters to remove spam bots from GA reporting
- Check referral traffic regularly

<input type="checkbox"/>	Source [?]	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		132 % of Total: 25.43% (519)	50.00% Avg for View: 79.00% (-36.71%)	66 % of Total: 16.10% (410)	55.30% Avg for View: 54.14% (2.14%)	2.21 Avg for View: 2.33 (-5.04%)	00:02:37 Avg for View: 00:01:34 (65.94%)
<input type="checkbox"/>	1. m.facebook.com	15 (11.36%)	80.00%	12 (18.18%)	93.33%	1.13	00:00:07
<input type="checkbox"/>	2. linkedin.com	13 (9.85%)	38.46%	5 (7.58%)	69.23%	1.77	00:00:38
<input type="checkbox"/>	3. l.facebook.com	12 (9.09%)	83.33%	10 (15.15%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	4. analytics_test	11 (8.33%)	0.00%	0 (0.00%)	36.36%	7.82	00:14:24
<input type="checkbox"/>	5. lnkd.in	10 (7.58%)	80.00%	8 (12.12%)	80.00%	1.20	00:00:13
<input type="checkbox"/>	6. 31417977-1.site-speed-check.online	8 (6.06%)	100.00%	8 (12.12%)	0.00%	3.00	00:00:00
<input type="checkbox"/>	7. begalka.xyz	7 (5.30%)	0.00%	0 (0.00%)	14.29%	2.14	00:08:25
<input type="checkbox"/>	8. bezlimitko.xyz	7 (5.30%)	0.00%	0 (0.00%)	0.00%	2.29	00:04:26
<input type="checkbox"/>	9. alert.scansafe.net	6 (4.55%)	100.00%	6 (9.09%)	50.00%	2.00	00:00:16
<input type="checkbox"/>	10. facebook.com	6 (4.55%)	66.67%	4 (6.06%)	83.33%	1.83	00:00:17
<input type="checkbox"/>	11. t.co	6 (4.55%)	66.67%	4 (6.06%)	66.67%	1.33	00:00:15
<input type="checkbox"/>	12. arendovalka.xyz	5 (3.79%)	0.00%	0 (0.00%)	0.00%	2.40	00:07:28
<input type="checkbox"/>	13. optout-hcbh.net	5 (3.79%)	0.00%	0 (0.00%)	80.00%	1.20	00:00:01
<input type="checkbox"/>	14. advokateg.xyz	3 (2.27%)	0.00%	0 (0.00%)	0.00%	2.00	00:02:12
<input type="checkbox"/>	15. alfabot.xyz	3 (2.27%)	33.33%	1 (1.52%)	0.00%	2.67	00:09:12
<input type="checkbox"/>	16. images.google.fr	3 (2.27%)	100.00%	3 (4.55%)	66.67%	1.67	00:00:04
<input type="checkbox"/>	17. com.linkedin.android	2 (1.52%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	18. kerio.bigmountainmail.com	2 (1.52%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:37
<input type="checkbox"/>	19. secret.google.com	2 (1.52%)	0.00%	0 (0.00%)	0.00%	2.00	00:01:42
<input type="checkbox"/>	20. 45.79.64.15	1 (0.76%)	100.00%	1 (1.52%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	21. en.m.wikipedia.org	1 (0.76%)	100.00%	1 (1.52%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	22. feinknopf.com	1 (0.76%)	100.00%	1 (1.52%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	23. flipboard.com	1 (0.76%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	24. mtprawwsbswtp1-1.nyc.gov	1 (0.76%)	100.00%	1 (1.52%)	0.00%	4.00	00:02:42
<input type="checkbox"/>	25. urlopener.com	1 (0.76%)	100.00%	1 (1.52%)	100.00%	1.00	00:00:00

Website Fitness

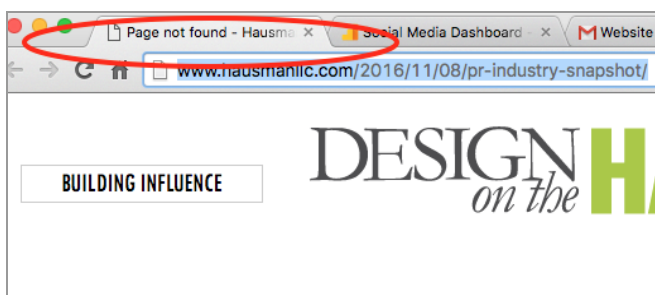
Ongoing maintenance is important to the overall “health and well-being” of your website.

The following actions have been performed during this review:

- Updated Wordpress theme
- Cleared out comments
- Re-authenticated Google Search Console
- Fixed 404 response code pages
- Added Sharify social sharing buttons to appear after each blog post
- Set up google search console
- Changed the permalink settings for ease of SEO
- Deactivated SUMO ME (may be adding to bounce issue)

Use Wordpress tools (Yoast SEO) for naming pages. For example, the link on this page goes to a page titled “page not found” however it does land on correct page.

<http://www.hausmanllc.com/2016/11/08/pr-industry-snapshot/>



RECOMMENDATIONS

- Add W3 Cache plugin to help speed up page load
- Activate JetPack within the WP dashboard (use a Hausmanllc.com address to create a free account)
- Utilize tools for SEO readability
- Sign up for BING webmaster tools - submit a XML sitemap
- Create new filters to remove spam bots from GA reporting

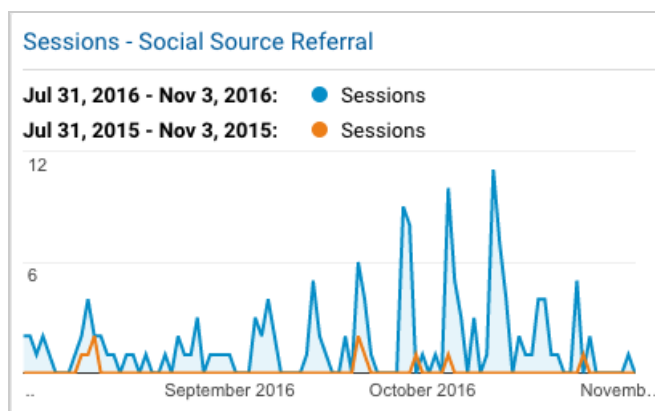
Social Media Traffic

COMPETITOR SOCIAL MEDIA COMPARISON

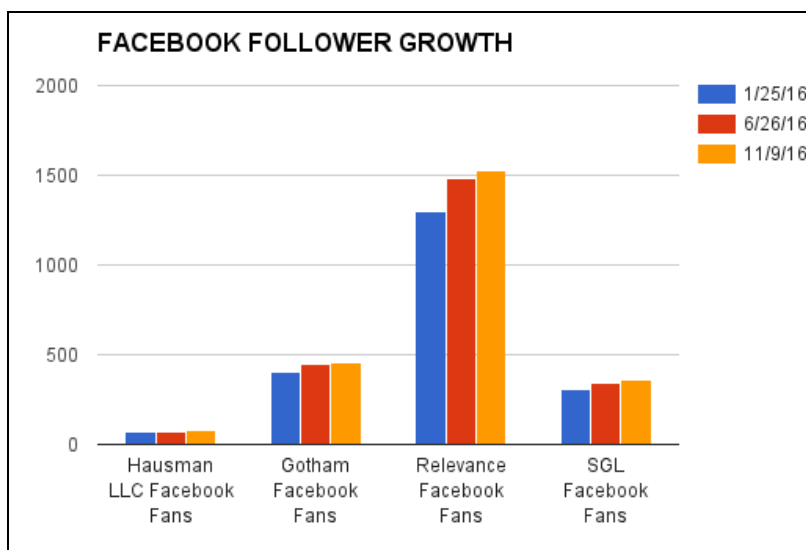
January 25, 2016 - November 9, 2016

WEBSITE	HAUSMAN LLC				Gotham PR				Relevance NY				Susan Grant Lewin			
	1/25/16	6/26/16	11/9/16	% Change	1/25/16	6/26/16	11/9/16	% Change	1/25/16	6/26/16	11/9/16	Change	1/25/16	6/26/16	11/9/16	% Change
FACEBOOK																
Number of Facebook Fans	69	74	77	4.05%	402	449	454	1.11%	1297	1480	1528	3.14%	308	339	356	5.01%
TWITTER																
Number of Twitter Followers	900	1014	1035	2.07%	1202	1260	1307	3.73%	853	929	1013	8.29%	430	451	474	5.10%
Number of People They Follow on Twitter	1024	930	729	-21.61%	1972	2051	2066	0.73%	728	764	786	2.80%	740	682	368	-46.04%
Number of Tweets	1565	1826	2190	19.93%	3199	3341	3486	4.34%	2769	3375	3944	14.43%	944	1051	1218	15.89%
Public Lists	0	4	4	0.00%		1	1	0.00%		4	4	0.00%		2	2	0.00%
PINTEREST																
Number of Pinterest Pins	354	415	415	0.00%	4000	4397	4807	9.32%	901	1,415	2,637	46.34%				
Number of Pinterest Followers	72	78	81	3.85%	1100	1232	1322	7.31%	219	240	274	12.41%				
Likes			2				971				484					
Numer of Boards	-	25	25	0.00%	-	109	113	3.67%	-	25	28	10.71%				
Number of following on Pinterest	-	72	72	0.00%	-	95	96	1.05%	-	299	299	0.00%				
INSTAGRAM																
Number of Instagram Posts	37	37	79	113.51%	-	27	485	1696.30%	337	467	641	27.15%	144	243	247	1.65%
Number of Instagram Followers	33	33	73	121.21%	-	45	470	944.44%	336	475	608	21.88%	279	375	470	25.33%
Number following on Instagram	88	88	197	123.86%	-	38	947	2392.11%	-	340	339	-0.29%	-	314	361	14.97%
Date of Last Post	39 weeks ago	today			5 days	4 days			1 day	today				yesterday		
LINKEDIN																
Number of LinkedIn Followers	37	68	74	8.82%	182	197	212	7.61%	230	288	316	8.86%	38	41	47	14.63%

Social media activity is a source of increased web traffic however it is also resulting in a high bounce rate. This could mean there is **a disconnect between what the post / headline says and what visitors find when they get on the website.**



Facebook



Your FB page has very low engagement. The good news is the FB posts are driving traffic to the website but unfortunately it is bouncing at a high rate. The posts are repetitive and do not have a clear call to action. Less than 100 followers doesn't allow use of FB's enhanced features.


Although Facebook may not be a significant lead generation tool for professional services as it is more suited for B2C, it can be an effective way to present your company to young professionals in a fun way. Showing how interesting and inspiring your workplace can be will paint a clear picture for the potential employees that will surely check you out. Examples of postings might include:

- Video tour of the office
- Interviews of team members (one at a time)
- Special events like birthdays or new company milestones
- Photos of office pets
- Updates on news and events
- Occasional job postings available at your firm

RECOMMENDATIONS

- Revisit FB strategy and consider using it as a recruiting platform
- Review audiences on each social platform and confirm that the content being shared is relevant and useful to that audience.
- Try not to repeat same post on FB multiple times; change up the image, text
- Tag company pages in your posts
- Grow page likes beyond 100
- Share video or Live stream - FB feed gives priority to this type of content
- Consider utilizing FB custom audience feature (uploading your email list to target posts)
- Parse content posted on social into small bite sized chunks with clear call to action to read more on the website. For example:

PR: An Industry Snapshot



To best serve our clients in the architecture and engineering fields, we keep on top of the evolving state of the PR industry. The 2016 Global Communications Report, a comprehensive survey of senior public relations executives by the USC Annenberg Center for Public Relations, predicts the worldwide PR agency business will grow from its current estimated size of \$14 billion to \$19.3 billion over the next five years. To accommodate this growth, agency leaders anticipate their headcount will increase over the same period by about 26%.

Industry leaders, both in agencies and in-house, believe future growth will be driven by content creation and social media, as well as more traditional activities such as brand reputation, followed by measurement and evaluation. Earned media still ranks relatively high for both corporate and agency leaders. Paid media ranked last of 18 possible growth drivers.

"Overall, we are sensing a continued optimism about the direction the industry is headed, which is good news for people entering the field," said Fred Cook, Director of the USC Center for Public Relations. "But questions remain about the industry's ability to attract the right talent, adapt to new technologies, and increase the level of investment required to capitalize on these opportunities."

Both agency and corporate executives strongly agree that the ability to attract and retain the right talent is their greatest challenge, and the majority of both groups believe the PR industry is not good at sourcing talent from outside its ranks, citing salary levels as the major obstacle.

Traditional expertise still tops the list of skills communications departments and PR firms view as key to success over the next five years. Written communications is the skill ranked most important by client and agency respondents. When asked what personal traits they felt were critical for the future, industry leaders ranked traditional values of teamwork and hard work near the top—but they also believe their teams are already strong in these areas. They say more horsepower is needed in curiosity, creativity, and critical thinking.

When asked about diversity, only 45% of agency heads and 44% of corporate executives believe their ranks are as diverse as their clients' customers or stakeholders. Both groups cite lack of access to diverse talent at senior and entry levels as the primary challenge.

"It's clear that finding the right talent is by far the most critical factor in the PR industry's future growth," said Cook. "The more complicated question is what skills should this talent possess. Industry leaders still value traditional communications skills but are searching for more strategy, creativity and diversity."

In a follow-up post, we'll take a more detailed look at what's in store for public relations pros.

Hausman LLC
Published by Tami Hausman [?] · November 9 at 11:47am · 🌐

(1) Hausman LLC

The USC Annenberg Center for Public Relations predicts the worldwide PR agency business will grow from its current estimated size of \$14 billion to \$19.3 billion over the next five years. Learn what this mean is this week's blog post.

<http://www.hausmanllc.com/2016/11/08/pr-industry-snapshot/>



PR: An Industry Snapshot - Hausman Communications

The 2016 Global Communications Report, a comprehensive survey of senior public relations executives by the USC Annenberg Center for Public Relations, predicts the worldwide PR agency business will grow from its current estimated size of \$14...

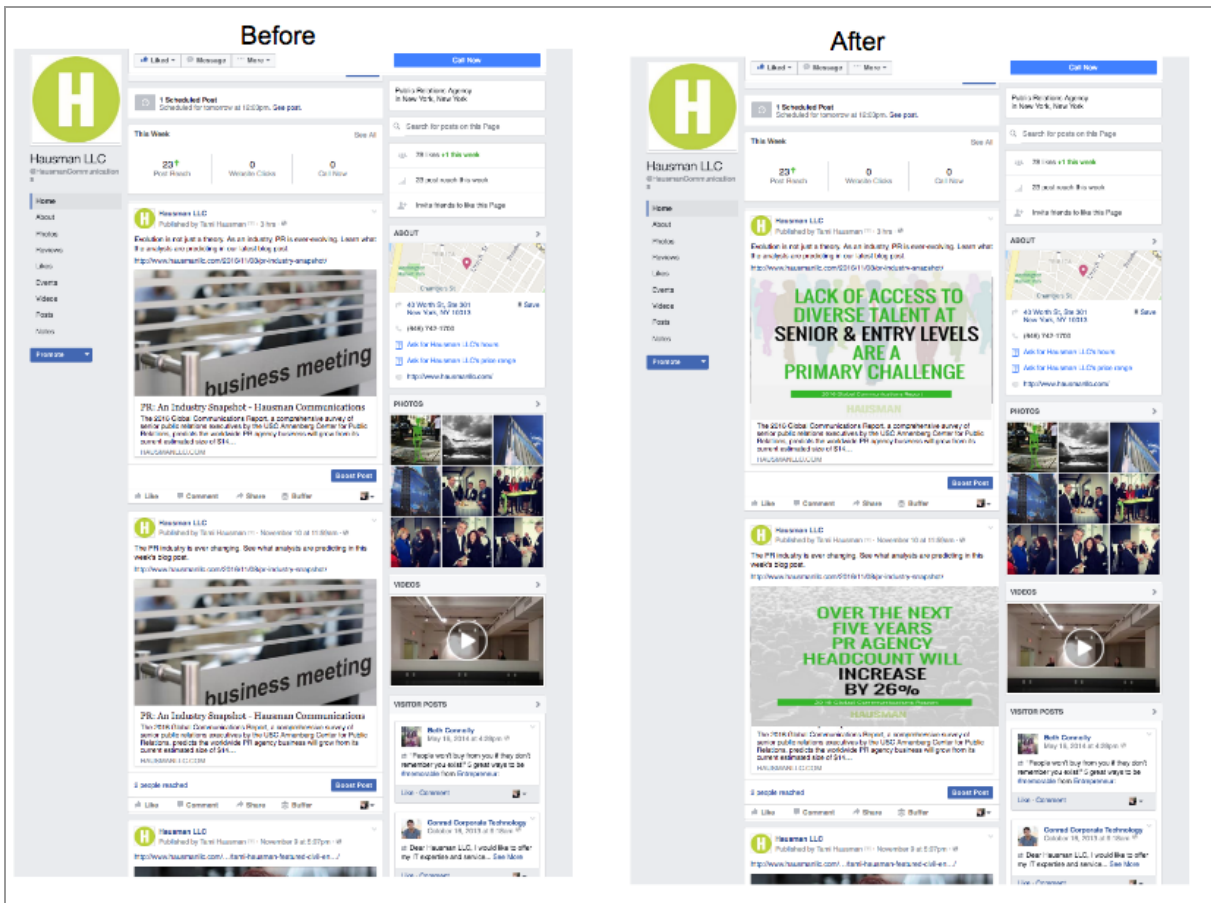
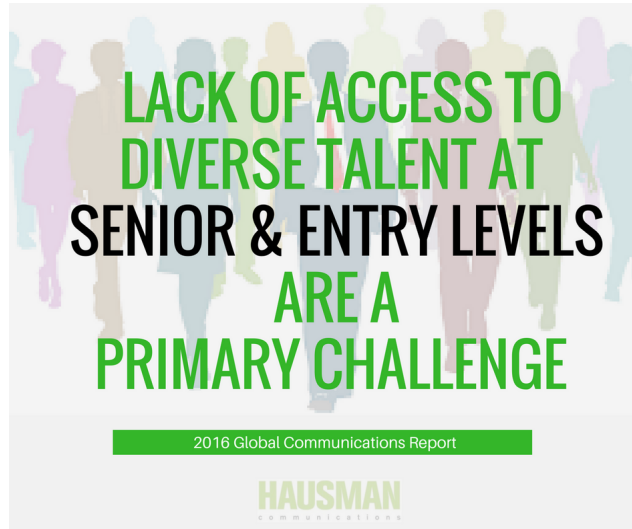
HAUSMANLLC.COM

7 people reached

Boost Post

Recommendation

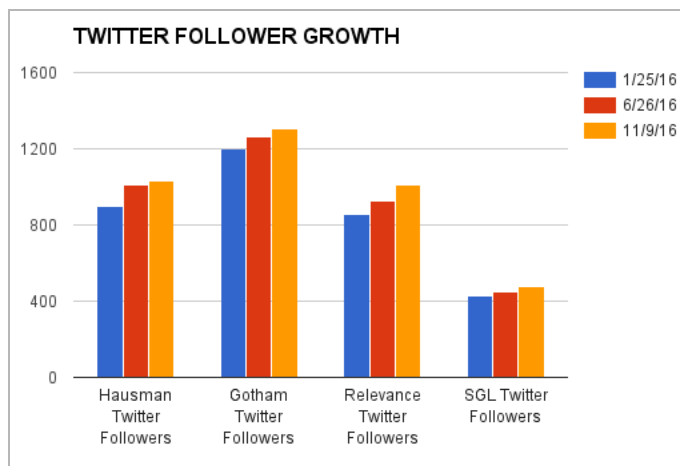
CREATE SOCIAL SHARING GRAPHICS INSTEAD OF STRAIGHT TEXT POST



Twitter

Twitter is a terrific way to connect with other leaders in your industry. Continue to use Twitter for compiling pipelines of influencers, bloggers, thought leaders, and potential partners through the LIST feature.

Like all of social media, Twitter is highly reciprocal. You need to make sure that you are sharing other's content (by retweeting other people's tweets and blog posts, for example), and not just sharing your own. Good practice is to share four content pieces from someone else to every one of your own.



RECOMMENDATIONS

- Use Buffer App to repost your most popular content.
- Continue to build lists and use them to engage with your audience
- Make sure the content you post aligns with what your audience wants
- Share content from your key alliances and clients
- Use [Crowdfire app](#) to streamline followers

It's okay to repeat content on Twitter as long as you're mixing it with a variety of content (such as the social graphics from the Global Communications Report).

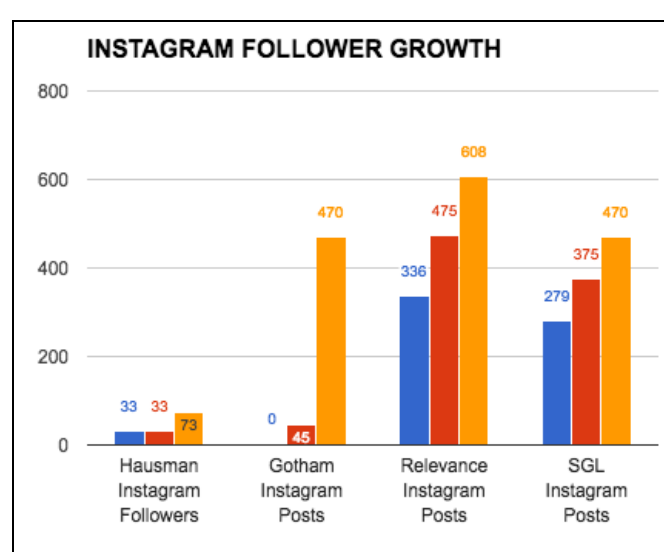
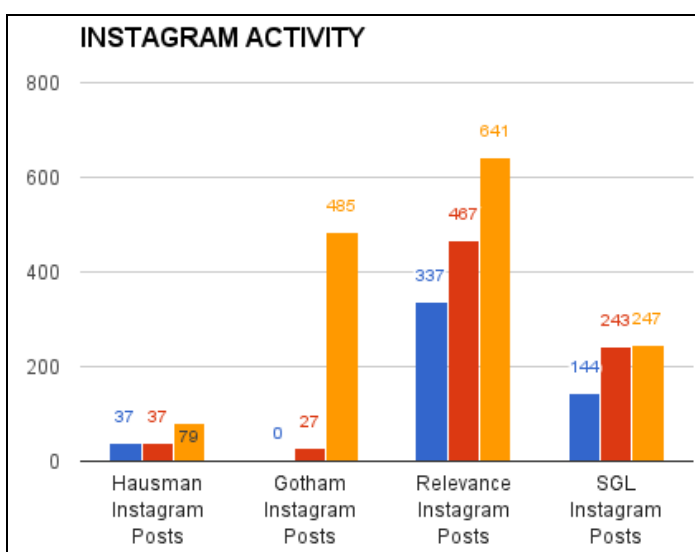
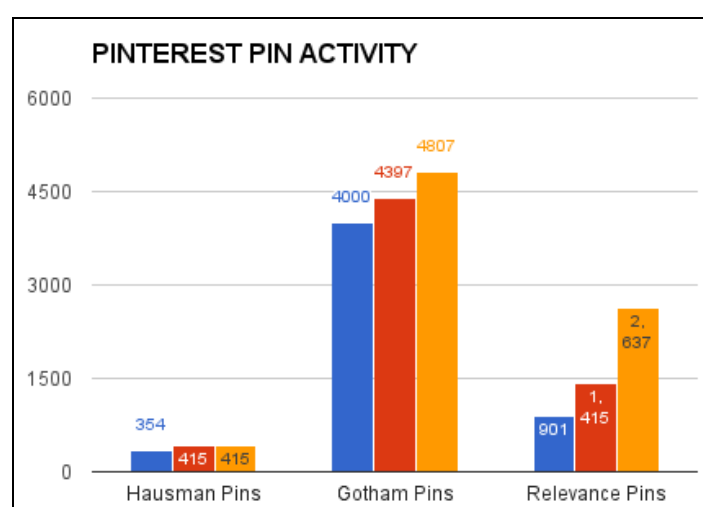
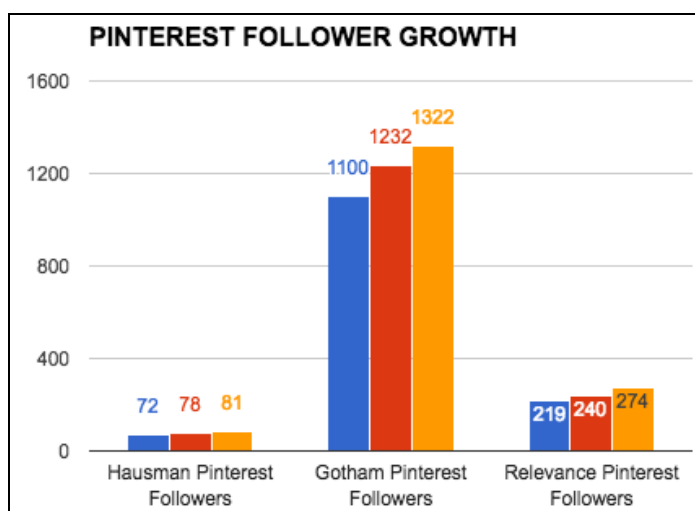
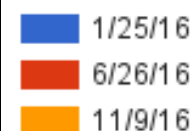


Instagram and Pinterest

The highly visual nature of your client's work is ideal for these platforms. And your competitors, particularly Gotham PR, are showing that there is an audience.

RECOMMENDATIONS

- Consider shifting SM strategy to concentrate more on building a following on Instagram and Pinterest.



LinkedIn

There is still a huge potential for building your alliances and prospecting for business on LinkedIn.

RECOMMENDATIONS

- Revisit your LinkedIn strategy to accelerate followers
- Share third party content with commentary
- Target a specific audience and measure your results
- Grow page following beyond 100 by year end

Summary.

The two main factors affecting the drop in your website activity appear to be changes in the Google Algorithm and relevance of content (to the audience) posted on social media platforms.

One thing that is constant is change and the internet constantly evolves as do the platforms and rules of the game. Bottom line is to be very clear about who your target audience is for each of the platforms and tailor the content you post specific to the needs of that audience/platform. Measure and test. Repeat what works.

NEXT STEPS - IMMEDIATE ISSUES

- Redirect social media icons on top right corner of home page to open in a new window.
- Set all external links to open in new windows.
- Speed up page load time using Google Page Speed plugins such as [JetPack](#).
- Deactivate SUMO ME pop-up and change to [different plugin](#).
- Talk to your web developer about fixing mobile issues listed [here](#).
- Review the sources of referral traffic and identify which are spam bots. Create [filters to remove spam bots](#) from GA reporting.
- Sign up for [BING webmaster tools](#) - submit an [XML sitemap](#).

-
- Add [W3 Cache plugin](#) to help speed up page load.
 - Activate [JetPack](#) within the WP dashboard (always use a Hausmanllc.com address when registering accounts).
 - Review keyword phrases in <h1> and <h2> areas of blog & new posts to optimize keyword tagging. The Yoast WP plugin can help with this.
 - Utilize tools such as [Yoast SEO](#) for SEO readability and optimizing content for keyword tagging
 - Assign ALT attributes where they are missing to help SEO.

NEXT STEPS - PRIMARY ISSUES

- Consider ramping up SM strategy to concentrate more on building a following on Instagram and Pinterest.
- Create branded social sharing graphics and pull-quotes from blog posts instead of straight text posts.
- Review audiences and strategies on each social platform to confirm that the content being shared is relevant and useful to that audience/platform.
- Refrain from repeating same posts multiple times in a row; change the image, text, etc. Repeat content with high engagement.
- Use [Buffer App](#) to repost your most popular content on Twitter.
- Continue to build Twitter lists and use them to engage with your target audience.
- Make sure the content you post aligns with what your audience wants, to minimize bounce rates.
- Share content from your key alliances and clients using 80/20 rule.
- Parse blog and news posts into bite-size pieces and share on social platforms as branded graphics and pull-quote soundbites that drive traffic back to website for full read. Pay attention to content on landing page and make sure it's aligned. Test different methods.
- Focus on keyword phrases and user intent - pay attention to the Google suggestions at the bottom of the Search Results page.

- Provide relevant content on your entrance landing pages that align with the link driving the traffic.
- Revisit FB strategy and consider using it as a recruiting platform
- Utilize [Crowdfire](#) to edit and qualify Twitter followers/following.
- Grow FB page likes beyond 100 by year end.

NEXT STEPS - SECONDARY ISSUES

- Tag company pages in your posts using “@” and “#”.
- Check referral traffic regularly and set spam bot filters accordingly.
- Maintain healthy and consistent amount of blog posting using long tail keyword strategies to signal search engine activity.
- When mentioning and hyperlinking to third party websites, also share on their social platform (via mention) and alert them with a link to the post mention.
- Grow LinkedIn company page following beyond 100 by year end.
- Share video or Live stream on FB feed;
- Once you pass 100 likes, consider utilizing FB [custom audience feature](#) (uploading your email list to target posts).
- Revisit your LinkedIn strategy and align content to target audience. Engage with others on the platform via comments and shares.
- Increase sharing of third party content on all platforms with insightful commentary.
- Target specific audiences and measure your results. Test, Test, Test.
- Rinse and Repeat.

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