



MR. Scott Henderson, CEO of Samuels Hats

Client Website: <http://www.samuelshats.com>

Client budget: Low (Assigned 20 Hours Per Week)

About Client Website:

Samuel's Hats has been in business since 1988 and since then has become the store with the largest hat collection and a great reputation in New York for its unique and high fashion designs. We specialize in hats by the most famous and well known designers from America and Europe who using the finest materials create hats like pieces of art for the delight of the ladies who appreciate a fine hat.

Our collection has thousands of hand made hats to choose from. Many of them are one of a kind from casuals to the very dressy. If you are a lady who loves a unique and beautiful hat this is a store you have to visit.

Samuel's Hats offers a variety of handmade designer hats manufactured and sold in the USA, such brands are FM Hat Co., Whittall and Shon, Arturo Rios, among others. We are proud to service our domestic customers in addition to providing local jobs.

Challenge:

Challenge: Samuel's Hats organic traffic was average. Being an E-commerce company, Organic traffic can help users to land on the right web page and place the order.

Solutions:

To increase the organic traffic we need to work on the keywords part. We need to increase the brand awareness through Social Media channels such as Facebook, LinkedIn, Twitter, Pinterest and etc.

Project Execution:

Project Started on 1- Jan 2015

Organic Traffic 1513 Visitors Jan Month 2016:

Acquisition Overview

Jan 1, 2016 - Jan 31, 2016

Email Export Shortcut

All Users
100.00% Sessions

+ Add Segment

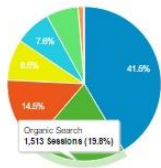
Primary Dimension: Conversion:

Top Channels

eCommerce

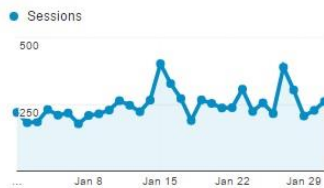
Edit Channel Grouping

Top Channels

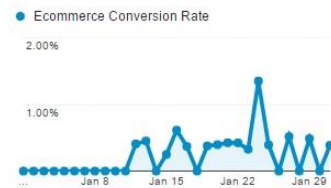


- Paid Search
- Organic Search
- Direct
- Display
- Email
- Referral
- Social
- (Other)

Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	7,626	63.47%	4,840	41.04%	5.42	00:04:34	0.25%	19	\$4,994.31
1 ■ Paid Search	3,162			41.71%			0.25%		
2 ■ Organic Search	1,513			29.74%			0.26%		
3 ■ Direct	1,103			42.52%			0.27%		
4 ■ Display	657			55.40%			0.00%		
5 ■ Email	578			29.41%			0.52%		
6 ■ Referral	513			61.60%			0.19%		
7 ■ Social	87			42.53%			0.00%		
8 ■ (Other)	13			38.46%			0.00%		

Revenue Generated: \$842.36 (Jan 2016)

Keyword	Acquisition			Behavior			Conversions		Revenue
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	
	1,513 <small>% of Total: 19.84% (7,826)</small>	64.31% <small>Avg for View: 63.47% (1.33%)</small>	973 <small>% of Total: 20.10% (4,840)</small>	29.74% <small>Avg for View: 41.04% (-27.54%)</small>	7.65 <small>Avg for View: 5.42 (41.13%)</small>	00:06:27 <small>Avg for View: 00:04:34 (41.12%)</small>	0.26% <small>Avg for View: 0.25% (8.11%)</small>	4 <small>% of Total: 21.05% (19)</small>	\$842.36 <small>% of Total: 18.87% (\$4,994.31)</small>
1. (not provided)	1,287 (85.06%)	65.42%	842 (86.54%)	29.76%	7.70	00:06:28	0.23%	3 (75.00%)	\$531.18 (63.06%)
2. samuel hats	16 (1.06%)	25.00%	4 (0.41%)	6.25%	10.88	00:09:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. samuel's hats	15 (0.99%)	40.00%	6 (0.62%)	26.67%	14.40	00:10:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. samuels hats	14 (0.93%)	64.29%	9 (0.92%)	14.29%	11.57	00:10:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. samuelshats.com	12 (0.79%)	16.67%	2 (0.21%)	8.33%	8.08	00:09:40	8.33%	1 (25.00%)	\$311.18 (36.94%)
6. samuels hats catalog	6 (0.40%)	16.67%	1 (0.10%)	50.00%	9.00	00:11:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. samuel hat boxes	4 (0.26%)	25.00%	1 (0.10%)	50.00%	3.75	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. samuels hats church hats	4 (0.26%)	50.00%	2 (0.21%)	0.00%	11.25	00:06:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. samuels hats winter	4 (0.26%)	0.00%	0 (0.00%)	50.00%	3.50	00:10:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. (not set)	3 (0.20%)	100.00%	3 (0.31%)	66.67%	1.67	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Post 3Months of SEO campaign:

Organic Traffic 2643 Visitors March Month 2016

Revenue Generated: \$2434.30 (March 2016)

Keyword	Acquisition			Behavior			Conversions eCommerce			Revenue
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions		
	2,643 <small>% of Total: 34.51% (7,659)</small>	66.63% <small>Avg for View: 84.38% (3,50%)</small>	1,761 <small>% of Total: 35.72% (4,930)</small>	33.11% <small>Avg for View: 38.03% (-8.11%)</small>	8.29 <small>Avg for View: 6.97 (18.95%)</small>	00:05:55 <small>Avg for View: 00:05:03 (17.16%)</small>	0.42% <small>Avg for View: 0.50% (-16.13%)</small>	11 <small>% of Total: 28.95% (38)</small>	\$2,434.30 <small>% of Total: 23.72% (\$10,262.94)</small>	
1. (not provided)	2,317 (87.67%)	66.98%	1,552 (88.13%)	33.62%	8.14	00:05:57	0.43%	10 (90.91%)	\$2,225.09 (91.41%)	
2. samuels hats	26 (0.98%)	42.31%	11 (0.62%)	7.69%	19.42	00:12:11	3.85%	1 (9.09%)	\$209.21 (8.59%)	
3. samuel's hats	16 (0.61%)	12.50%	2 (0.11%)	25.00%	16.25	00:08:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. samuel hats	14 (0.53%)	50.00%	7 (0.40%)	0.00%	18.64	00:09:58	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. kentucky derby hats for women	13 (0.49%)	100.00%	13 (0.74%)	46.15%	4.77	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. kentucky derby hats	12 (0.45%)	58.33%	7 (0.40%)	50.00%	3.75	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. derby hats for women	7 (0.26%)	71.43%	5 (0.28%)	28.57%	4.86	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. samuels hats church hats	6 (0.23%)	33.33%	2 (0.11%)	0.00%	19.83	00:10:39	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. samuelshats	6 (0.23%)	16.67%	1 (0.08%)	0.00%	24.33	00:27:36	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. samuelshats.com	6 (0.23%)	0.00%	0 (0.00%)	16.67%	4.83	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)	

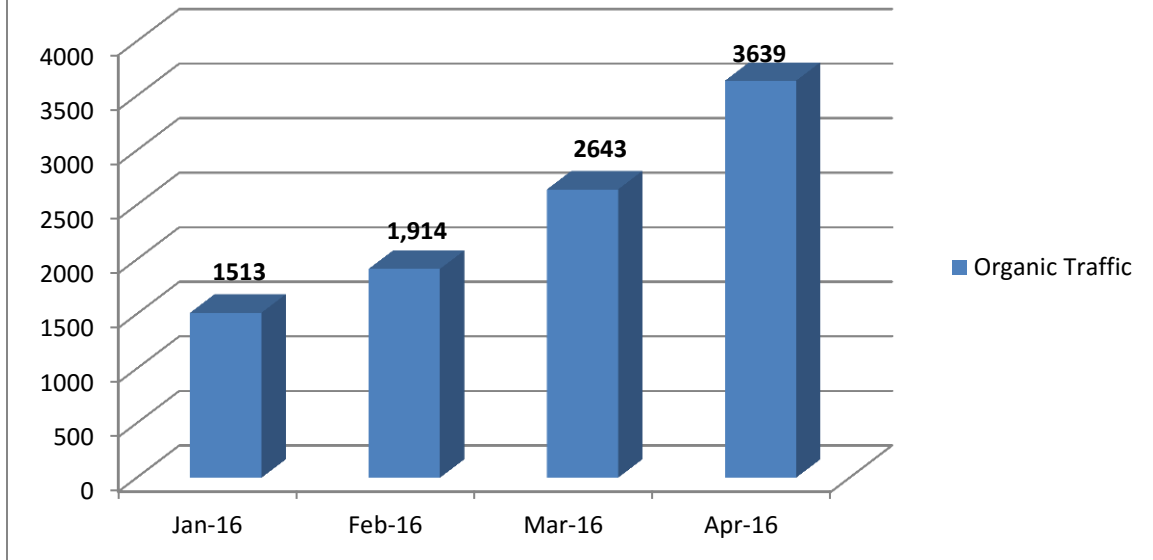
Post 4Months of SEO campaign:

Organic Traffic 3639 Visitors April Month 2016

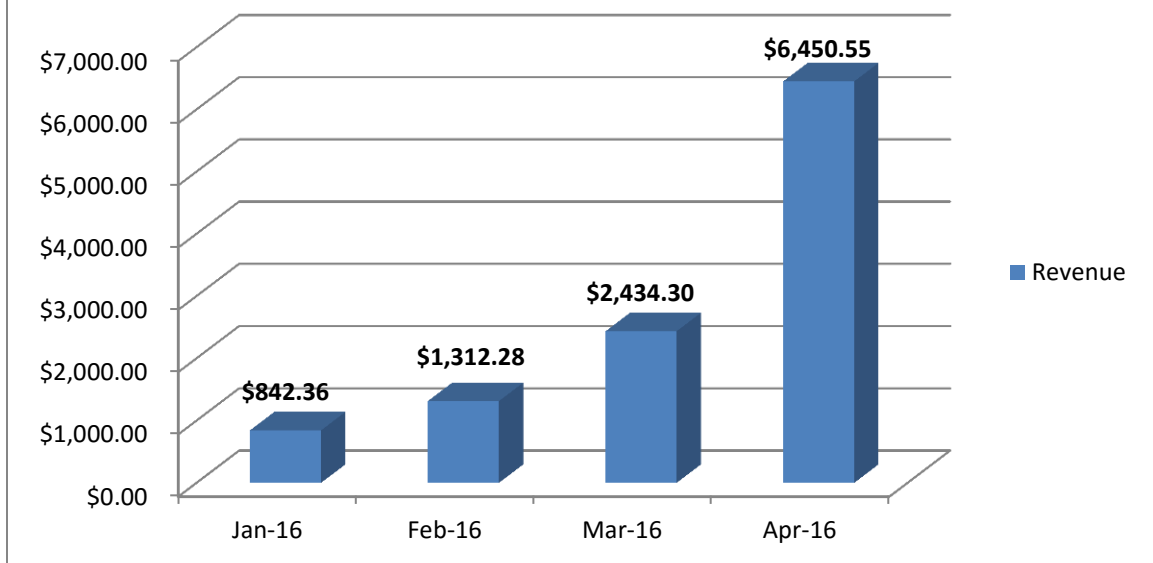
Revenue Generated: \$6,450.55 (April 2016)

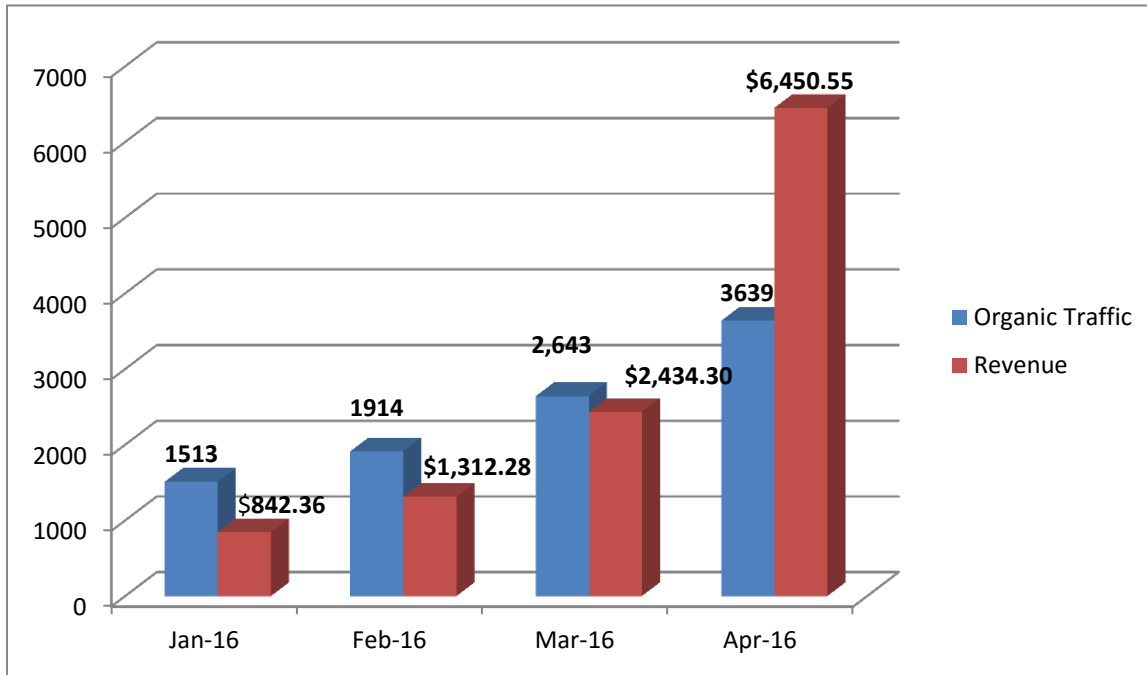
Landing Page	Acquisition			Behavior			Conversions eCommerce			Revenue
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions		
	3,639 <small>% of Total: 38.10% (9,552)</small>	70.90% <small>Avg for View: 86.47% (6,67%)</small>	2,580 <small>% of Total: 40.64% (8,349)</small>	40.86% <small>Avg for View: 36.93% (10.64%)</small>	7.08 <small>Avg for View: 6.41 (10.55%)</small>	00:05:11 <small>Avg for View: 00:04:36 (12.47%)</small>	0.69% <small>Avg for View: 0.57% (21.52%)</small>	25 <small>% of Total: 46.30% (54)</small>	\$6,450.55 <small>% of Total: 50.15% (\$12,863.35)</small>	
1. /	1,301 (35.75%)	70.02%	911 (35.31%)	22.67%	9.99	00:07:02	1.00%	13 (52.00%)	\$3,706.50 (57.46%)	
2. /kentucky-derby-hats-women	867 (23.83%)	86.51%	750 (29.07%)	52.94%	4.59	00:03:01	0.23%	2 (8.00%)	\$255.85 (3.97%)	
3. /kentucky-derby-hats-women/derby-hats	135 (3.71%)	85.93%	116 (4.50%)	81.48%	1.91	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. /designer-hats/giovannio-hats	117 (3.22%)	78.63%	92 (3.57%)	22.22%	9.39	00:06:39	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. /church-hats-womens	61 (1.68%)	78.69%	48 (1.86%)	47.54%	6.33	00:04:40	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. /accessories/round-hat-boxes	45 (1.24%)	77.78%	35 (1.36%)	57.78%	2.58	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. /kentucky-derby-hats-women/derby-fascinators	44 (1.21%)	86.36%	38 (1.47%)	50.00%	2.48	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. /womens-hats	43 (1.18%)	55.81%	24 (0.93%)	18.60%	11.00	00:08:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. /tea-party-hats/	36 (0.99%)	83.33%	30 (1.16%)	47.22%	4.42	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. /hat-box-5-22-x-8-1-2.html	31 (0.85%)	87.10%	27 (1.05%)	48.39%	2.74	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Organic Traffic Chart



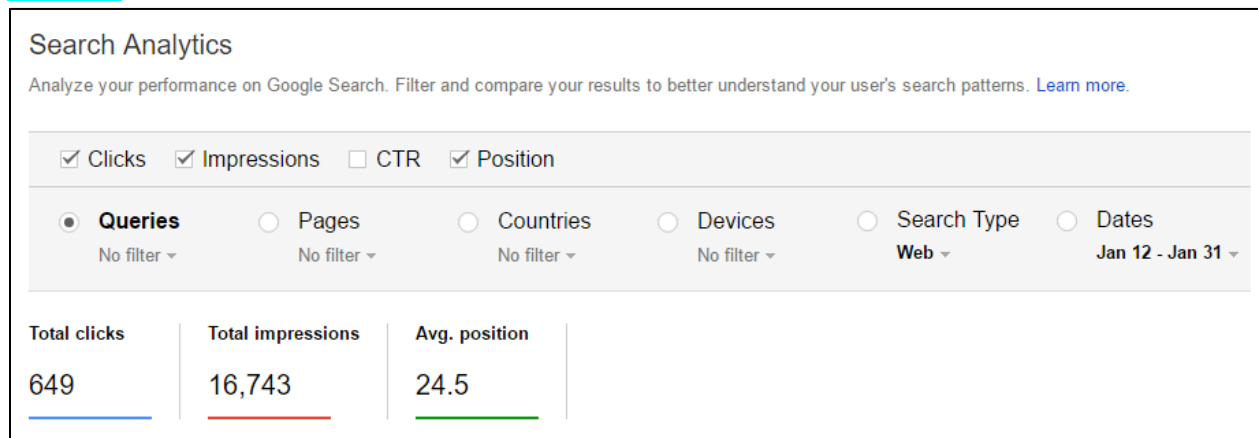
Revenue





Google Webmaster Data for 3 Months:

Jan 2016:



Feb 2016

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type **Dates**
No filter ▾ No filter ▾ No filter ▾ No filter ▾ Web ▾ Feb 1 - Feb 29 ▾

Total clicks	Total impressions	Avg. position
<u>1,131</u>	<u>27,498</u>	<u>24.3</u>

March 2016

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type **Dates**
No filter ▾ No filter ▾ No filter ▾ No filter ▾ Web ▾ Mar 1 - Mar 31 ▾

Total clicks	Total impressions	Avg. position
<u>1,528</u>	<u>35,243</u>	<u>19.8</u>

April 2016

Search Analytics

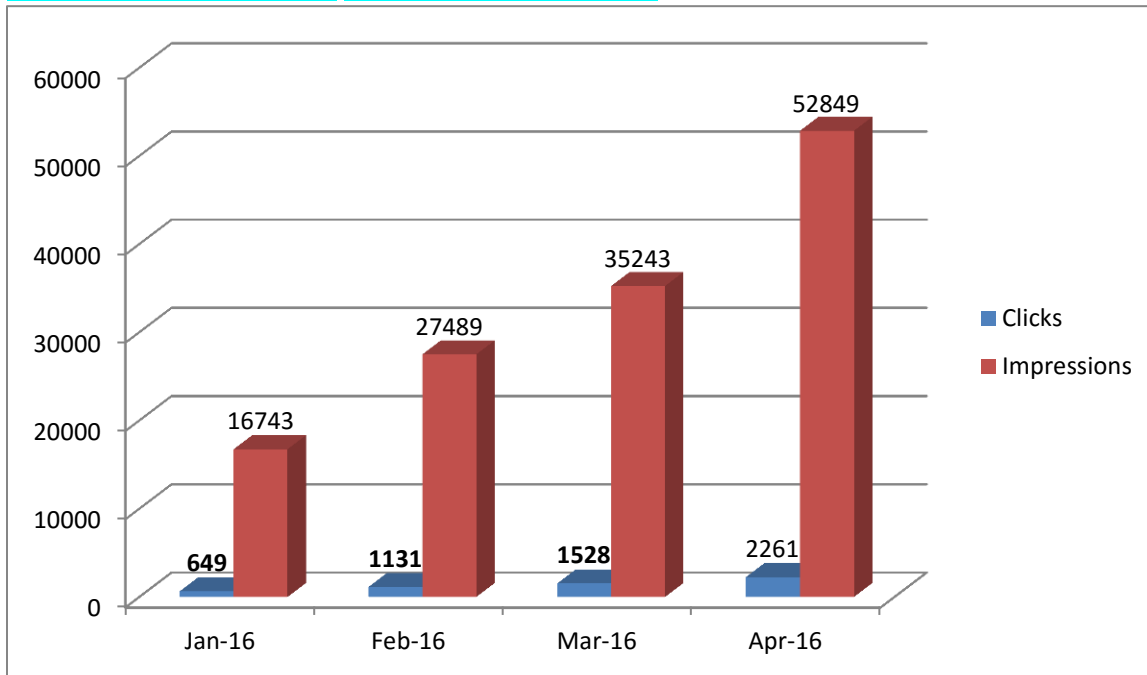
Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

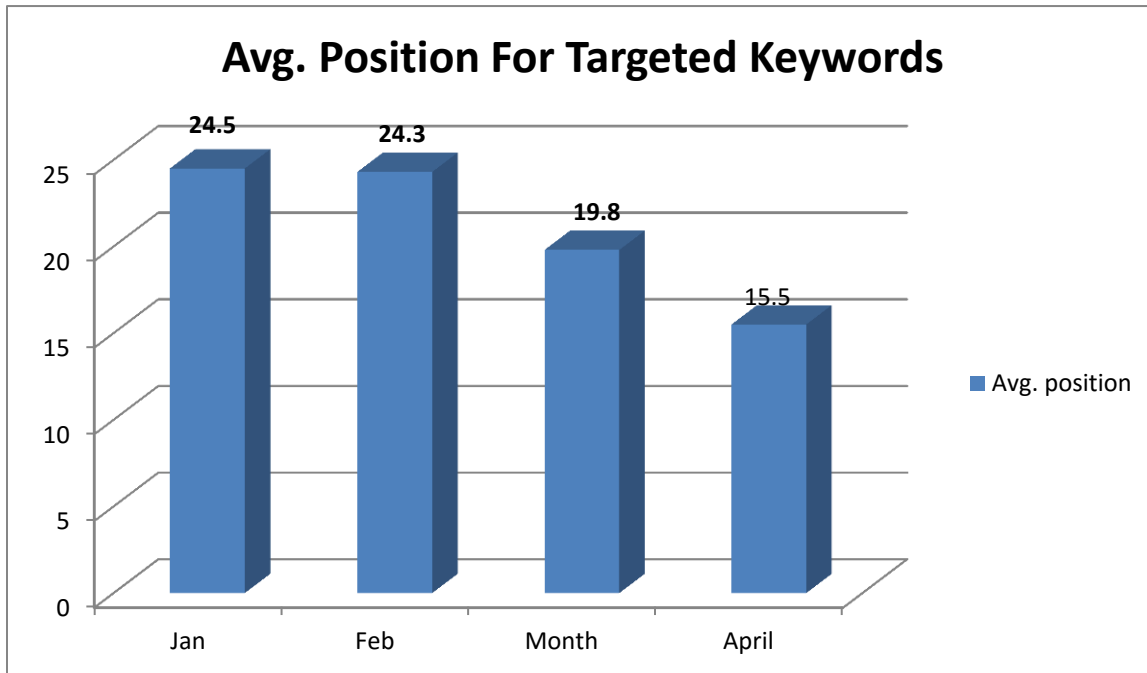
Queries Pages Countries Devices Search Type Dates
No filter ▾ No filter ▾ No filter ▾ No filter ▾ Web ▾ Apr 1 - Apr 30 ▾

Total clicks	Total impressions	Avg. position
<u>2,261</u>	<u>52,849</u>	<u>15.5</u>

3 Months Data comparison of Clicks and Impressions:



Avg. Position For Targeted Keywords



Results:

Organic Traffic Increase 200% in 3 Months

Sales Increased 600%