

## SEO Report – April 2009

### Monthly Google UK Ranking - Core Phrases

Keyword	Rank	Change
Red widgets	6	+1
Red widgets company	15	+3
Red company for widgets	16	+15
Blue widgets	6	+3
Blue widgets uk	4	+5
Green widget manufacturer	22	+2
Blue widget stockists	3	-2
Cheap green widgets	3	+2
Luxury red widgets	4	+70

### Monthly Google UK Ranking – Campaign Phrases

Keyword	Rank	Change
Blue widgets	6	+2
Blue widgets company	9	+10
Blue company for widgets	3	-1
Red widgets	15	-1
Red widgets uk	5	+4
Blue widget manufacturer	1	-
Red widget stockists	29	-4
Cheap Blue widgets	4	+1
Luxury Blue widgets	59	+141

### Monthly Website Stats

#### Inbound Links

4,643

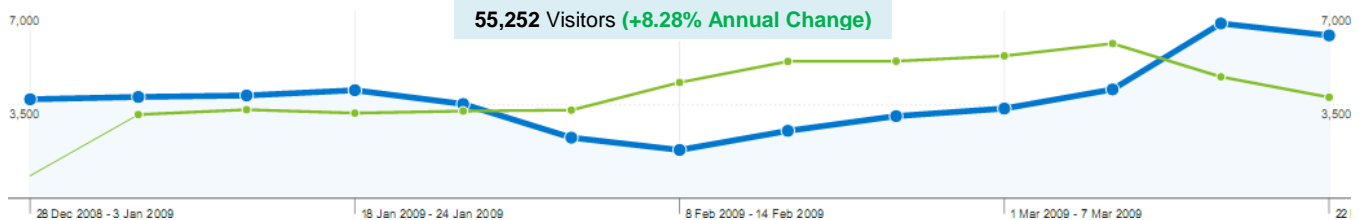
+793

#### Pages (Google)

1,447

+120

### Visitor Metrics - Last 90 Days (Green indicates last year. Blue indicates this year)



### Key Metrics for March

Stat	Value	Annual Change
Page views	261,329	+56.6%
Stockists page views	14,248	-
Brochure request page views	4,104	-
Bounce rate (lower is better)	19.27%	-29.3%
New Visitors	20,786	+18%
Returning visitors	7,203	+28.6%
Avg. Time on site	04:06	+8.7 %
Avg. Page views	9.34	+30.1%
Referring sites	515	-

### Last Month's Activity

Focus has been on ensuring that the key phrase "red widgets" improves, despite being the most competitive key phrase for the website. **The phrase "red widgets" now ranks at #15, its highest in recent times.** This is due to Google now recognising the widgets section (the same applies to other sections' success too) in its index, showing that the CMS is search engine friendly.

### This Month's Activity

Focus will be again be concentrated on *red widgets* and related keyphrases as this term is still the most in need of rising up the rankings.

It is likely that the descriptions within the widgets section will be analysed to see if they are as effective as possible.