

Mail Forwarding site

Geo: CIS

Promotion:

March-November 2020

Basic goals:

- Increase the amount of organic traffic to the site.
- Traffic had to be targeted
- The main purpose of User Registration

TRAFFIC = 75,000+

Monthly traffic from organic search was increased from 25,000 to 75,000+

Leads = 2,000

Monthly leads from organic search increased from 600 to 2,000

TOP-3 = 2,770 SEARCH QUERIES

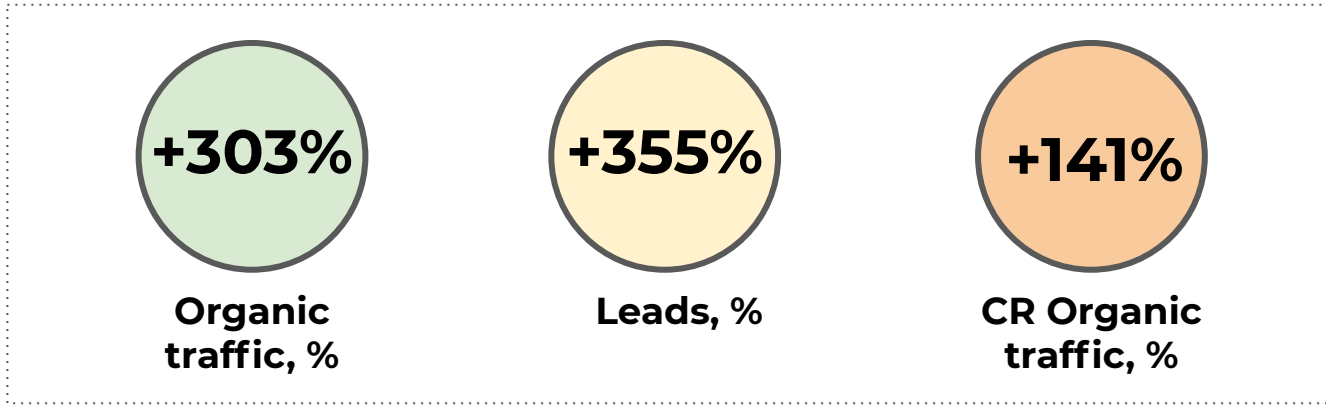
The total amount of search queries were increased from 1,347 to 2,770

TOP-10 = 3,917 SEARCH QUERIES

The total amount of search queries were increased from 1,855 to 3,317

Performance metrics

Date: 2020-03-01 - 2020-11-30



75,050

Organic Traffic

1,997

Leads from organic search

2,270

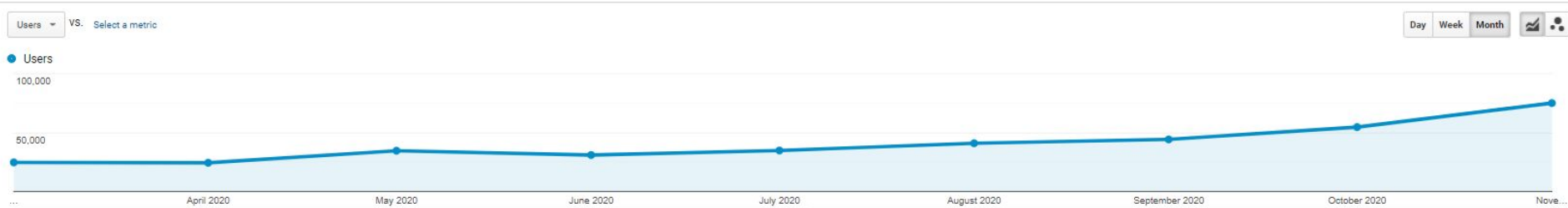
TOP - 3 Search Queries

3,917

TOP - 10 Search Queries

Traffic and Leads by month

Date: 2020-03-01 - 2020-11-30



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension: Month of the year Sort Type: Default

Advanced Filter ON edit

Default Channel Grouping	Month of the year	Acquisition			Behavior			Conversions Goal 1: Registration		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Registration (Goal 1 Conversion Rate)	Registration (Goal 1 Completions)	Registration (Goal 1 Value)
		351,319 <small>% of Total: 47.67% (736,951)</small>	341,991 <small>% of Total: 46.77% (731,289)</small>	519,092 <small>% of Total: 36.27% (1,431,359)</small>	66.28% <small>Avg for View: 57.85% (14.57%)</small>	2.08 <small>Avg for View: 2.40 (-13.16%)</small>	00:02:11 <small>Avg for View: 00:02:49 (-22.65%)</small>	2.07% <small>Avg for View: 2.35% (-12.01%)</small>	10,754 <small>% of Total: 31.91% (33,701)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Organic Search	11	75,050 (20.58%)	71,208 (20.82%)	100,873 (19.43%)	66.83%	2.10	00:02:08	1.98%	1,997 (18.57%)	\$0.00 (0.00%)
2. Organic Search	10	54,681 (14.99%)	50,921 (14.89%)	70,916 (13.66%)	68.80%	1.96	00:01:52	2.55%	1,809 (16.82%)	\$0.00 (0.00%)
3. Organic Search	09	44,247 (12.13%)	41,603 (12.16%)	61,163 (11.78%)	66.03%	2.08	00:02:13	2.46%	1,502 (13.97%)	\$0.00 (0.00%)
4. Organic Search	08	41,012 (11.24%)	38,507 (11.26%)	55,604 (10.71%)	67.46%	2.05	00:02:09	2.81%	1,560 (14.51%)	\$0.00 (0.00%)
5. Organic Search	07	34,826 (9.55%)	32,601 (9.53%)	53,049 (10.22%)	64.33%	2.12	00:02:17	2.25%	1,194 (11.10%)	\$0.00 (0.00%)
6. Organic Search	06	31,033 (8.51%)	29,271 (8.56%)	50,115 (9.65%)	64.51%	2.13	00:02:25	1.65%	828 (7.70%)	\$0.00 (0.00%)
7. Organic Search	05	34,664 (9.50%)	32,666 (9.55%)	51,335 (9.89%)	66.25%	2.10	00:02:17	1.45%	743 (6.91%)	\$0.00 (0.00%)
8. Organic Search	04	24,452 (6.70%)	22,666 (6.63%)	35,938 (6.92%)	66.10%	2.10	00:02:09	1.56%	559 (5.20%)	\$0.00 (0.00%)
9. Organic Search	03	24,765 (6.79%)	22,548 (6.59%)	40,099 (7.72%)	64.23%	2.16	00:02:21	1.40%	562 (5.23%)	\$0.00 (0.00%)

Traffic from search engines

Date: 2020-03-01 - 2020-11-30



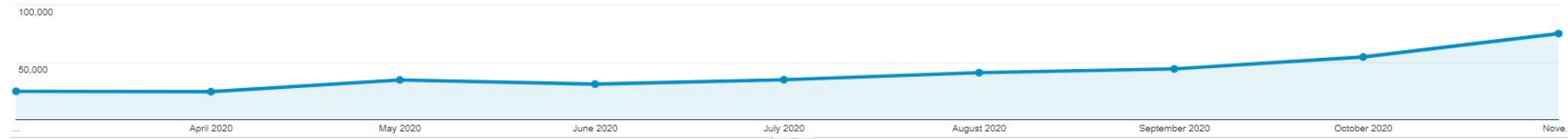
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Users VS. Select a metric

Day Week Month

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Advanced Filter ON edit

Source / Medium	Acquisition			Behavior			Conversions Goal 1: Registration		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Registration (Goal 1 Conversion Rate)	Registration (Goal 1 Completions)	Registration (Goal 1 Value)
	351,319 % of Total: 47.67% (736,951)	341,991 % of Total: 46.77% (731,289)	519,092 % of Total: 36.27% (1,431,359)	66.28% Avg for View: 57.86% (14.57%)	2.08 Avg for View: 2.40 (-13.16%)	00:02:11 Avg for View: 00:02:49 (-22.65%)	2.07% Avg for View: 2.35% (-12.01%)	10,754 % of Total: 31.91% (33,701)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	325,782 (92.39%)	316,778 (92.63%)	471,826 (90.89%)	67.27%	2.05	00:02:07	2.09%	9,881 (91.88%)	\$0.00 (0.00%)
2. yandex / organic	25,444 (7.22%)	23,879 (6.98%)	44,880 (8.65%)	56.34%	2.45	00:02:54	1.84%	827 (7.69%)	\$0.00 (0.00%)
3. duckduckgo / organic	570 (0.16%)	541 (0.16%)	1,048 (0.20%)	53.05%	2.74	00:03:55	2.00%	21 (0.20%)	\$0.00 (0.00%)
4. bing / organic	284 (0.08%)	276 (0.08%)	567 (0.11%)	66.49%	2.39	00:03:05	2.29%	13 (0.12%)	\$0.00 (0.00%)
5. yahoo / organic	231 (0.07%)	220 (0.06%)	389 (0.07%)	53.73%	3.06	00:03:42	1.80%	7 (0.07%)	\$0.00 (0.00%)
6. rambler / organic	191 (0.05%)	181 (0.05%)	249 (0.05%)	63.05%	2.93	00:03:29	1.61%	4 (0.04%)	\$0.00 (0.00%)
7. ecosia.org / organic	7 (0.00%)	6 (0.00%)	11 (0.00%)	45.45%	2.09	00:02:20	9.09%	1 (0.01%)	\$0.00 (0.00%)
8. ask / organic	2 (0.00%)	2 (0.00%)	4 (0.00%)	50.00%	1.50	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. go.mail.ru / organic	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. qwant.com / organic	4 (0.00%)	4 (0.00%)	4 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

“
**Case
is
finished**”



“
**Work
with
us** And your
revenue will
be **fortuned**”

