MOZCON

2014

WELCOME!

Prove Your Value

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#MozCon

Your Biggest Challenges

#3 - Clients/customers misunderstand my work

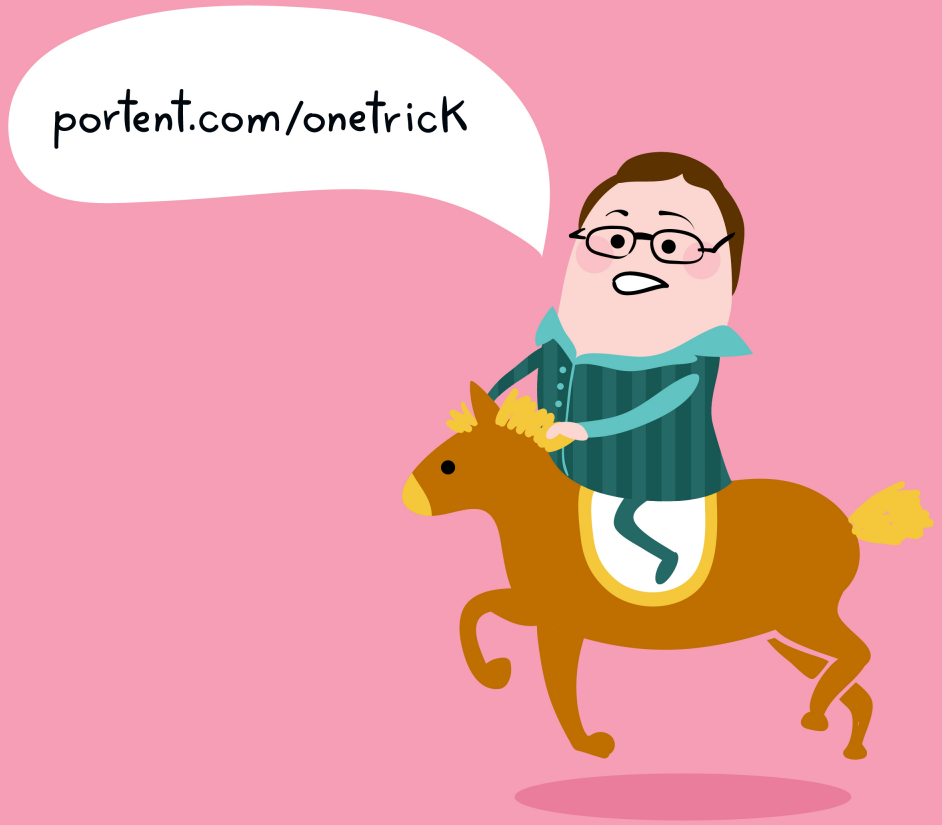
#5 - Politics and buy in

#8 - Measurement and analysis

#13 - Clients/customers are difficult

Source: http://moz.com/blog/2013-moz-blog-survey-results

Reporting on last-click attribution in 2014 is like buying a football team and only paying the players who score.


portent.com/onetrick

“The client doesn’t get it.”

Clients don’t always care about what you care about.

How do you define great work?

☐ ☑ ☐ ☐

Goals vs Aspirations

SMART goals!

Increase total sales to $17.5 million

Increase customer satisfaction rating

Brand (organization) as the (brand statement) and communicate the economic and social value of (organization) to stakeholders.

Evaluate the effectiveness of current communications tools in order to ensure profitability and growth.

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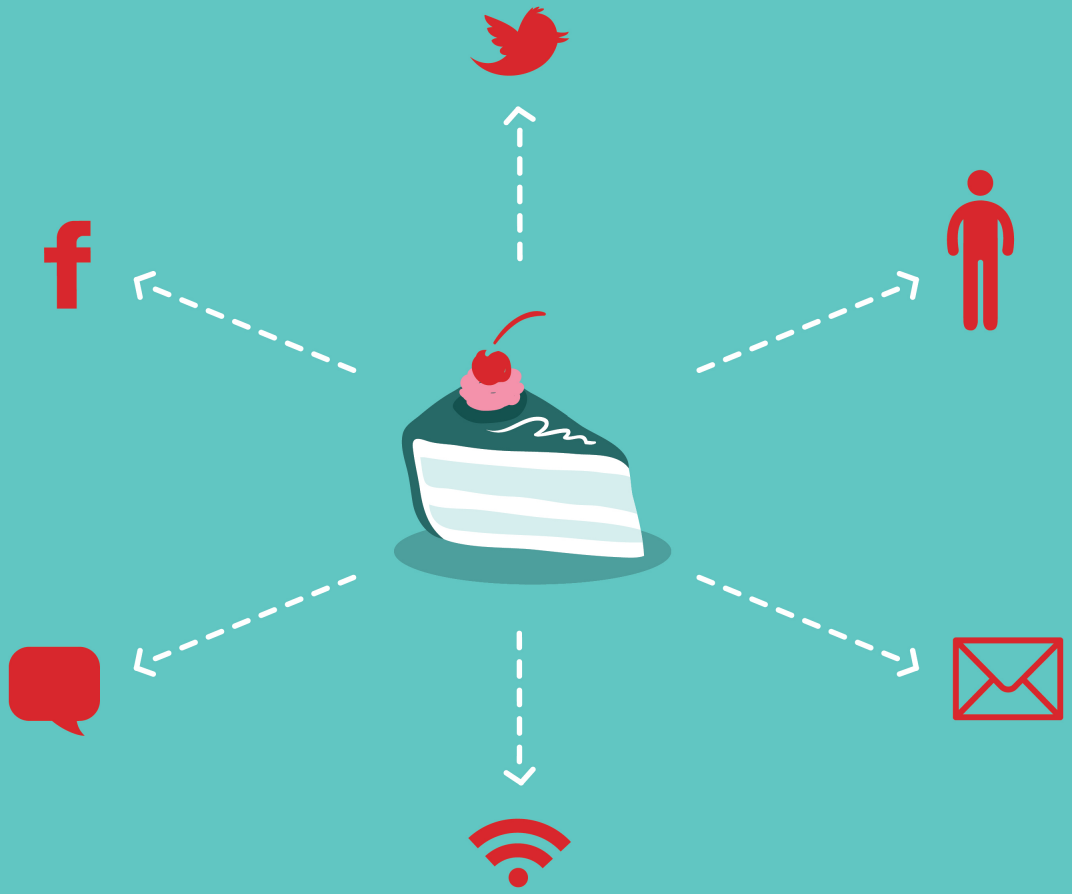

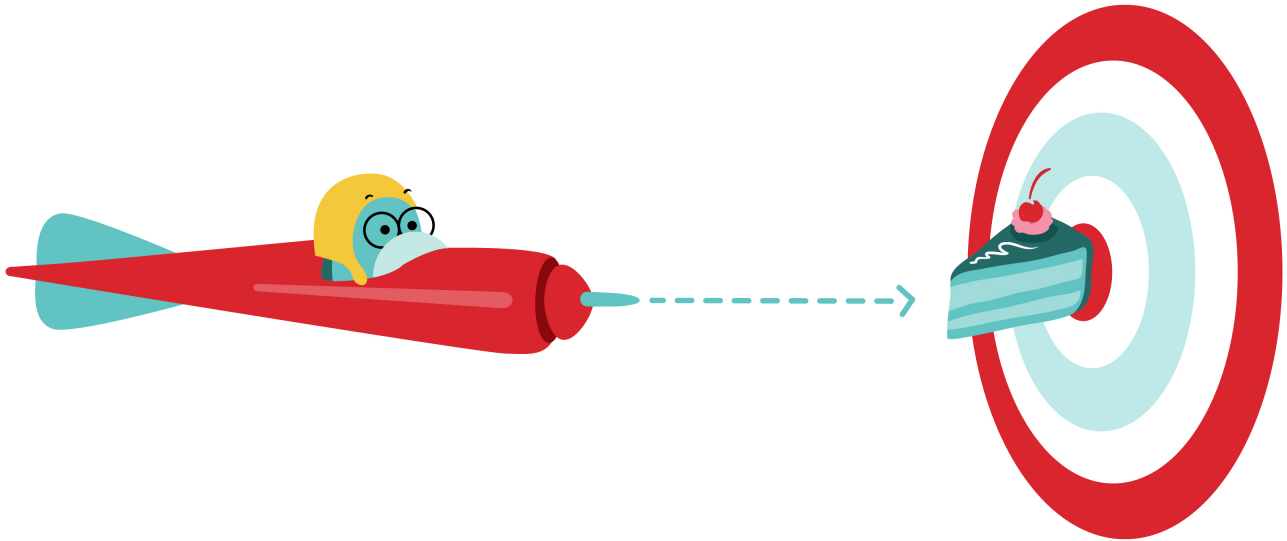

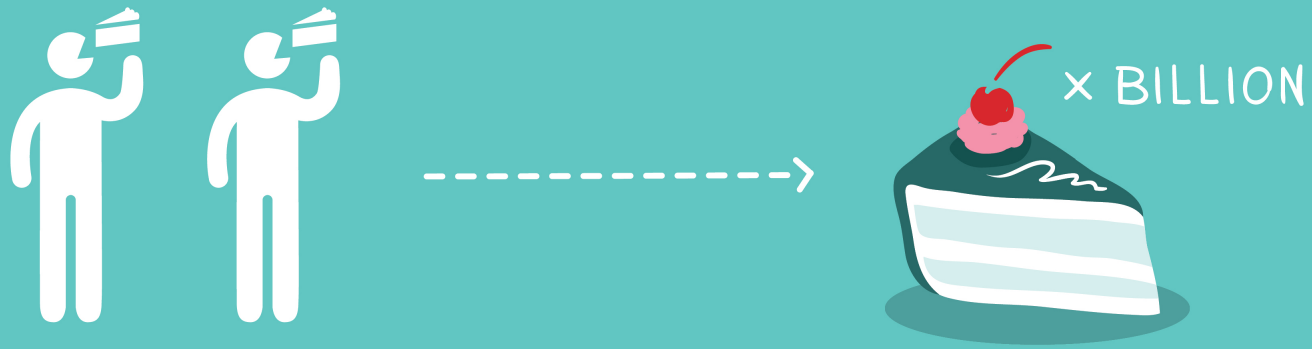
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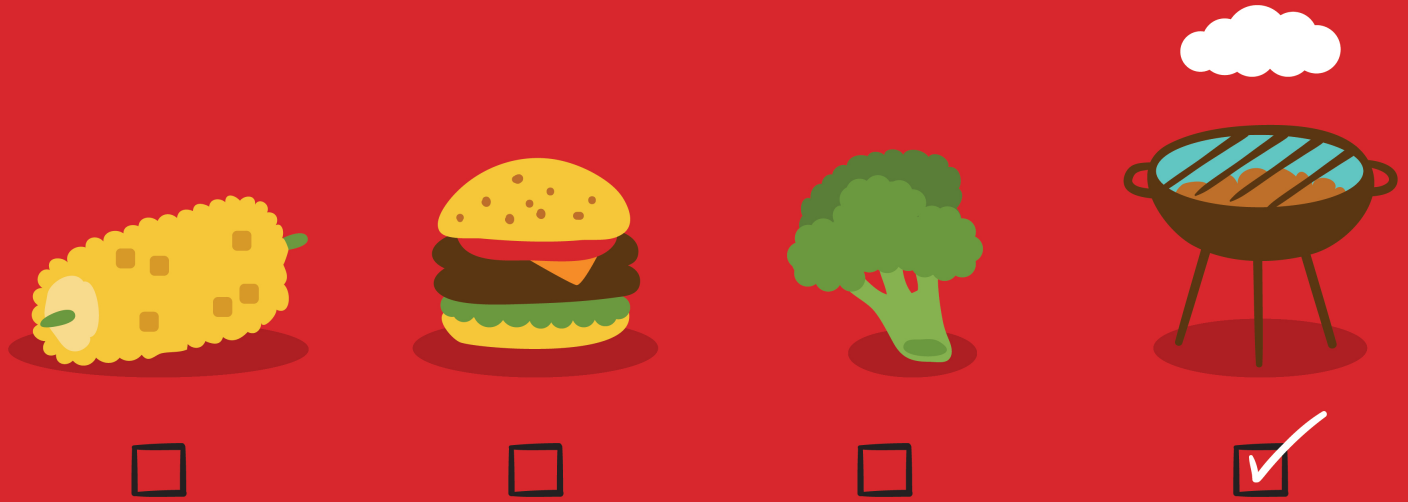
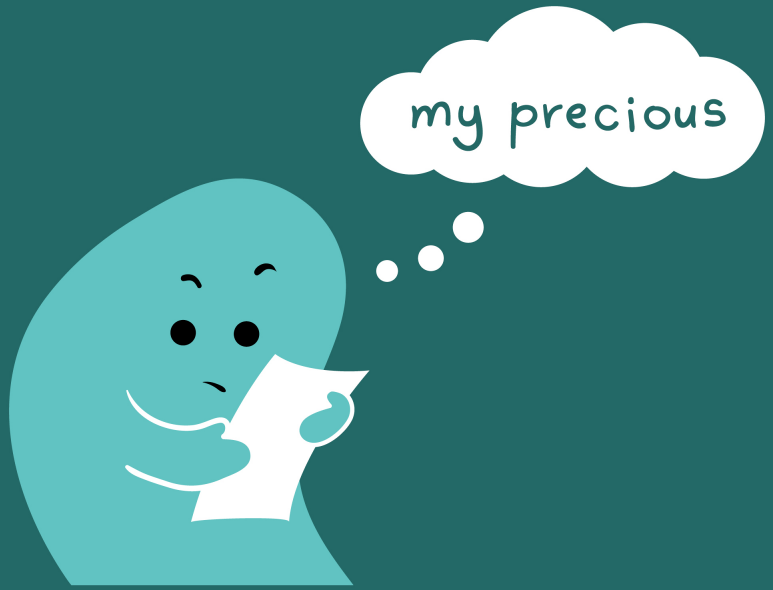
You can measure (almost) everything.

~~Conversions.~~

It’s a two way conversation.




my precious

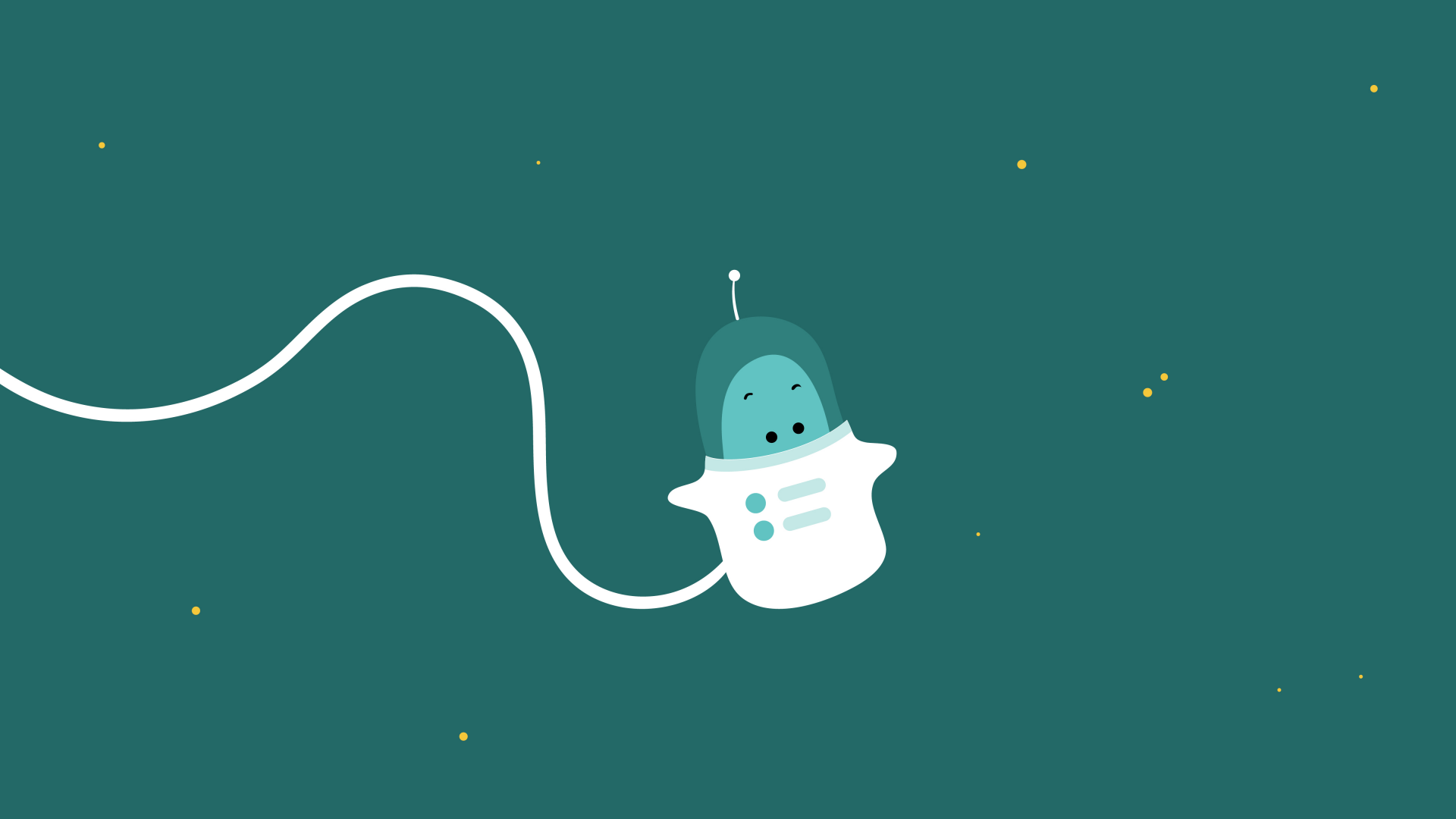
Be honest.

How can you easily show progress?

Can anyone read and understand your report?

Do your metrics refer back to your goals?

Goal	KPIs	Tactics	Metrics	Report
Increase gross sales to $17.5 million.	1. Gross sales. 2. Average sale size. 3. Average time to close sale.	1. Use lead tracking to determine percentage of lead sources per industry and their source. 2. Use lead scoring to identify high close rate/fast closing leads and their source.	1. Lead form fills (using the multi-attribution model).	1. Number of leads. 2. Attribute leads to channels. 3. Attribute high value leads to channels.



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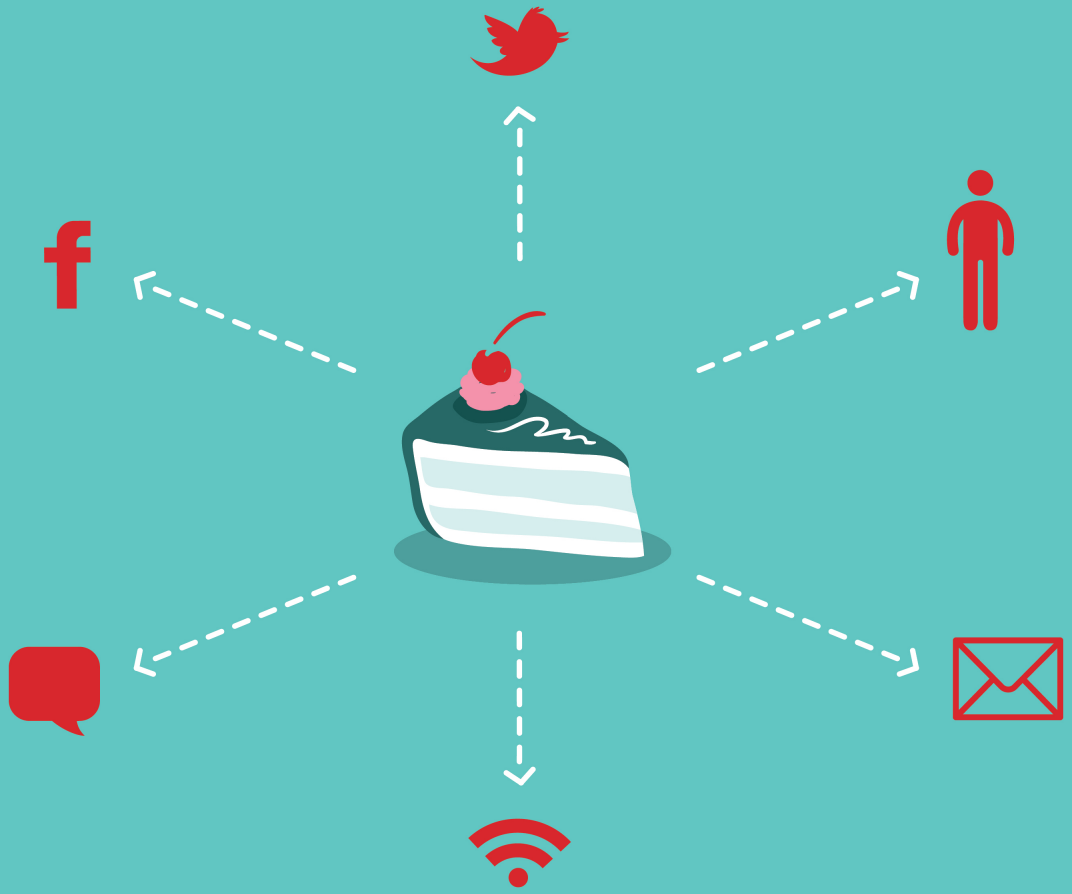


EVERY
THING

Every report is custom.

Reporting shouldn’t be a chore.

October 2008

Goals for this month:

1. Improve Google Maps (Local Business Center) listing

Complete. The GLBS listing is now active on Google. There does seem to be a duplicate listing, which we'll be clearing up in November.

2. Upgrade the CMS and provide a site map listing to Google Webmaster Central

Complete.

3. Start local directory submission/update work

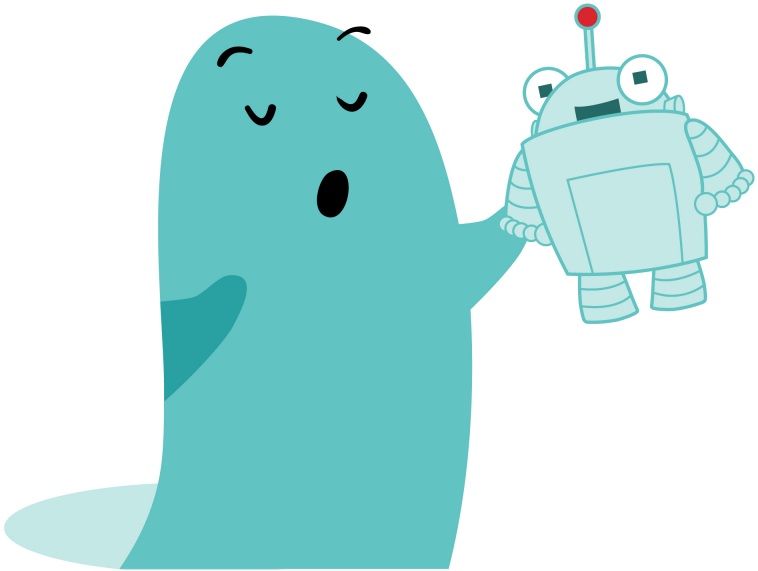
Started. We'll continue to build on this work in November.

4. Pull together list of changes required for title/meta/content on the website

Our recommendations are listed below, by page. Please note that the meta description is not actually used by the search engines to rank websites –it's designed to entice the searcher to click on your result.

May 2014

Channel	May 2014 Visitors	Change Apr 2014	Change May 2013
Organic Search		8%	24%
Paid (AdWords)		2%	18%
Referral		22%	22%
Social		60%	39%
Direct		12%	20%
Email		650%	n/a
Total		5%	19%
Leads		11%	28%



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THANK YOU!

SESSION Q&A

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