

Overall performance overview: **what's changed?**

## Monthly Users

5,943

This Month

4,607

Last Month

7,887

Last Year

## Monthly Pageviews

13,498

This Month

14,607

Last Month

22,747

Last Year

## Avg. Session Duration

00:01:30

This Month

00:01:40

Last Month

00:01:27

Last Year

## Website Bounce Rate

57.28%

This Month

53.04%

Last Month

57.00%

Last Year

## Online Orders

21

This Month

9

Last Month

## Quote Requests

184

This Month

142

Last Month

## Conversion Rate

3.10%

This Month

3.28%

Last Month

## Notable Insights

- ✓ **Website Users** – 22% of total website users increased compared to the previous month.
- ✓ **Online Sales** – 133% online murder mystery game orders have increased compared to the previous month.
- ✓ **Online Quote Request** – 23% of total quote requests have increased through a website form fill.

## Top Ranking Keywords

	Channel	Ranking Page	Monthly Avg. Search Volume	Keyword Competition
1.	virtual murder mystery team building	1	110	39
2.	private murder mystery party	1	50	11,000
3.	murder mystery usa	1	40	96
4.	weekend murder mystery	1	4,400	6,790
5.	murder mystery team building	1	170	97
6.	mystery weekends near me	1	20	No data
7.	murder mystery virtual event	1	10	3,790
8.	virtual murder mystery event	1	10	7,560
9.	murder mystery team building events	1	20	874
10.	murder mystery weekend near me	1	140	4,290
11.	virtual murder mystery party	2	1,300	14,900
12.	virtual murder mystery	2	1,300	67,600
13.	murder mystery weekends	1	480	16,500

## Notable Insights

- ✓ Total **11 keywords** started ranking on 1st page of Google search results in December month.
- ✓ Our main keyword "**Virtual Murder Mystery**" started ranking to the 2nd page (12th Position) of Google search results. We will get that keyword on 1st page of search results in the coming months.
- ✓ In January 2021, we can **expect a few more keywords** to be on 1st page of search results.

## Where does users come from?

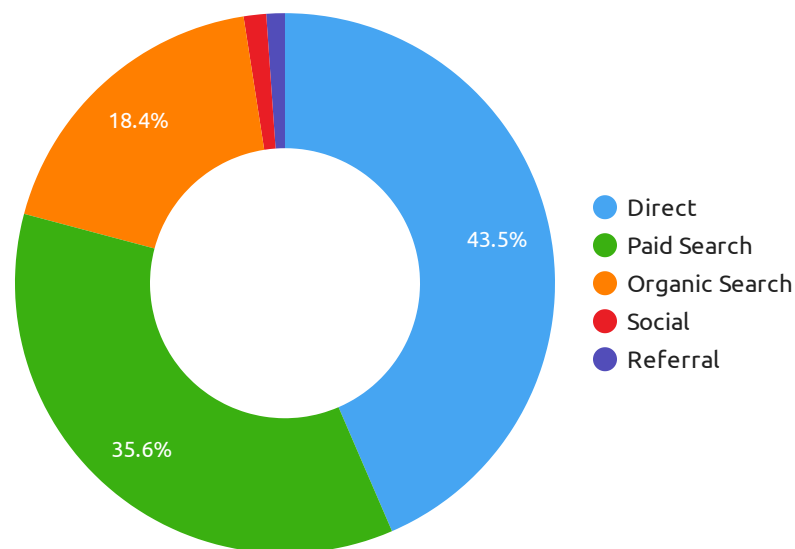
	Channel	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	Direct	2,586	80.86%	65.62%	01:18	2.63%	2
2.	Paid Search	2,117	85.26%	55.36%	01:27	5.15%	2.2
3.	Organic Search	1,094	79.71%	42.32%	02:04	5.03%	3.1
4.	Social	80	92.5%	46.25%	01:30	6.25%	2.7
5.	Referral	66	68.18%	53.03%	02:12	3.03%	2.7
<b>Grand total</b>		<b>5,943</b>	<b>82.2%</b>	<b>57.28%</b>	<b>01:30</b>	<b>4.02%</b>	<b>2.3</b>

## Notable Insights

✓ **Paid Search Users** – 56% of paid search users increased compared to the previous month, which means we got clicks at the lowest price.

✓ **Bounce Rate** – 9.6% organic users bounce rate increased compared to the previous month, which means we have received quality users who visited multiple pages of our website.

✓ **Conversion Rate** – 45% conversion rate increased from Organic website users compared to the previous month.



## Users by Region

	Region	Users ▾	Avg. Time on Page	Goal Conversion Rate
1.	California	610	00:01:22	5.95%
2.	New York	360	00:00:58	4.29%
3.	Texas	308	00:01:03	4.62%
4.	Virginia	266	00:01:42	3.91%
5.	Illinois	246	00:01:02	5.28%
6.	Pennsylvania	197	00:01:28	3.49%
7.	New Jersey	194	00:01:13	5.3%
8.	(not set)	184	00:01:32	3.59%
9.	Florida	182	00:00:32	4.57%
10.	Georgia	144	00:00:48	6.63%

## Users by Browser

	Browser	Users ▾	Avg. Time on Page	Goal Conversion Rate
1.	Chrome	2,713	00:01:08	4.48%
2.	Safari	1,757	00:01:15	2.97%
3.	Edge	150	00:01:23	4.79%
4.	Firefox	101	00:01:43	6.35%
5.	Internet Explorer	81	00:01:14	4.65%
6.	Samsung Internet	66	00:00:41	8.33%
7.	Safari (in-app)	43	00:00:50	4.65%
8.	'Mozilla	36	No data	0%
9.	Android Webview	19	00:00:23	5.26%

## Users by Device

	Device Category	Users ▾	Avg. Time on Page	Goal Conversion Rate
1.	desktop	2,650	00:01:13	5.09%
2.	mobile	2,263	00:01:07	2.83%
3.	tablet	91	00:01:20	2.98%

## Users by Age

	Age	Users ▾	Avg. Time on Page	Goal Conversion Rate
1.	25-34	485	00:01:02	6.67%
2.	35-44	327	00:00:55	5.61%
3.	45-54	239	00:00:44	4.69%
4.	18-24	232	00:01:29	4.9%
5.	55-64	192	00:00:54	3.17%
6.	65+	116	00:01:19	6.47%

## Notable Insights

✓ **Region Users** - From California, **Users have increased by 5%**, Avg. user's time on the website increased by 17% and the **conversion rate increased by 54%** compared to the previous month. I will increase the California bid for the coming month.

✓ Our mobile device user's performance is poor but compared to last month, the Mobile user's **conversion rate has increased by 8%**. We will check different mobile devices and browsers to check our website's responsive issues.

## Which pages users are most visiting?

	Page	Sessions ▾	% Δ	Avg. Session Duration	Δ
1.	/private-events	1.9K	66.5% ↑	00:01:39	-00:00:25 ↓
2.	/	1.4K	-11.8% ↓	00:01:20	-00:00:29 ↓
3.	/zoom-murder-mystery	818	-4.9% ↓	00:01:36	00:00:14 ↑
4.	/csi-team-building	410	17.1% ↑	00:01:03	-00:00:03 ↓
5.	/weekends	391	-5.8% ↓	00:02:19	00:00:21 ↑
6.	/virtual-event-demo	304	19.2% ↑	00:01:19	-00:00:01 ↓
7.	/xmas	115	-	00:00:30	-
8.	/products/zoom-murder-mystery	94	-53.5% ↓	00:00:54	-00:00:11 ↓
9.	/about-us	93	19.2% ↑	00:02:46	00:00:44 ↑
10.	/murder_mystery_videos.htm	28	-54.8% ↓	00:00:11	-00:00:43 ↓
11.	/online-quote-request	27	285.7% ↑	00:00:14	-00:13:32 ↓
12.	/dinners	22	-35.3% ↓	00:02:58	00:02:29 ↑
13.	/weekend-events/graylyn-estate-winston-salem-nc	18	80.0% ↑	00:00:10	00:00:08 ↑
14.	/contact	18	-47.1% ↓	00:00:46	-00:01:04 ↓
15.	/los-angeles	18	-14.3% ↓	00:01:09	00:00:39 ↑
<b>Grand total</b>		<b>5.9K</b>	<b>4.9% ↑</b>	<b>00:01:30</b>	<b>-00:00:09 ↓</b>

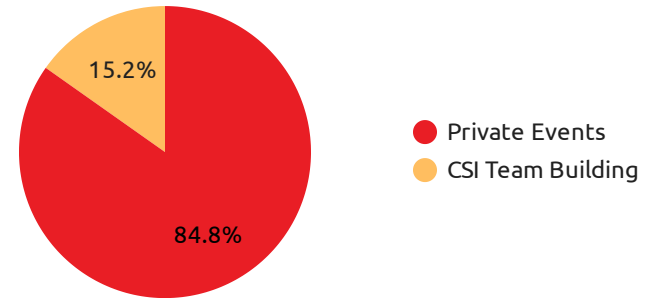
## Notable Insights

✓ Our 4 most important pages of view have increased compared to the previous month.

- Private Events – **66.5% increase** compared to the previous month.
- CSI Team Building – **17.1% increase** compared to the previous month.
- Virtual Event Demo – **19% increase** compared to the previous month.
- Online Quote Request - **285.7% increase** compared to the previous month.

## How many user requested for quote?

	Channel	Unique Views	Request Quote	Conversion Rate (%)
1.	Private Events	316	156	49.37%
2.	CSI Team Building	956	28	2.93%
<b>Grand total</b>		<b>1.3K</b>	<b>184</b>	<b>26.15%</b>



## User Interactions with button by Page

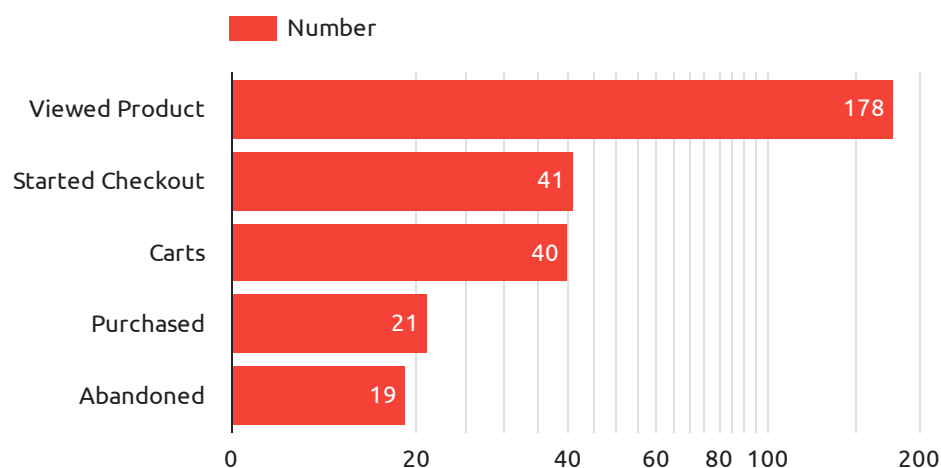
	Channel	Clicks	Unique Views	Interaction Rate
1.	What to Expect (Events)	426	3,165	13.46%
2.	Online Quote Request	299	3,142	9.52%
3.	Buy the game	232	2,379	9.75%
4.	Easy Setup Guide	227	1,290	17.6%
5.	Weekends	116	253	45.85%
6.	\$49.95 - Order Here	102	1,314	7.76%
7.	Dinners	94	255	36.86%
8.	★★★★★ Reviews	91	3,087	2.95%

## Notable Insights

- ✓ 23% of online quote requests have increased compared to the previous month.
- ✓ Total 426 users click on the button named "What to Expect" from the private event page and check details on that page. If we see our "What to Expect" page, It doesn't have a Call to Action and any other details about how to request for quote. I am working with Liz to make this page more engaging for users.

## How many user requested for quote?

	Stage of Purchase Funnel	Number ▾
1.	Viewed Product	178
2.	Started Checkout	41
3.	Carts	40
4.	Purchased	21
5.	Abandoned	19



The industry average for abandoned cart rate is around 70%.

## Notable Insights

- ✓ From a total of 40 cart users, only **21 have purchased** our Zoom Game product.
- ✓ In November cart to conversion rate was - 31% only and in **December it has increased by 53%**.

As we have integrated the Cart Abandoned plugin to the website, We will decrease the cart abandoned issue in the coming month.

## Ads Campaign Overview: what's changed?

### Ads Clicks

1,973

This Month

1,536

Last Month

### Interaction Rate

7.34%

This Month

6.11%

Last Month

### Avg. Cost Per Click

\$0.77

This Month

\$0.92

Last Month

### Ads Spent

\$1,509.84

This Month

\$1,420.15

Last Month

### Conversions

95

This Month

65

Last Month

### Conversion Rate

4.82%

This Month

4.23%

Last Month

## Google Ads Search Terms

	Search term	Impressions	Clicks ▾	Avg. CPC	Conversions	Conv. rate	Cost
1.	virtual murder mystery	805	117	\$0.87	10	8.55%	\$101.56
2.	virtual murder mystery party	887	79	\$1.05	10	12.66%	\$82.61
3.	murder mystery game	1.7K	74	\$0.62	1	1.35%	\$46.04
4.	virtual murdering mystery games	528	60	\$0.73	2	3.33%	\$43.57
5.	virtual murdering mystery party	347	47	\$1.04	2	4.26%	\$48.84
6.	murder mystery zoom party	305	44	\$0.64	2	4.55%	\$28
7.	zoom murder mystery party	407	43	\$0.67	3	6.98%	\$28.88
8.	virtual mystery party	166	34	\$0.74	0	0%	\$25.16
9.	murder mystery party	465	31	\$0.76	2	6.45%	\$23.64
10.	online murdering mystery games	166	28	\$0.58	0	0%	\$16.27

## Notable Insights

✓ **Search Term** – We have the **highest conversion rate of 12.66%** from the search term “virtual murder mystery party” and the average CPC of that keyword is \$1.05.

✓ **Interaction Rate** – Continues the second month our user **interaction rate has increased by 17%**. Last it was double than the previous month.

✓ **Cost Per Clicks** – Last month we have **decreased by 16% of the cost per click**. This means we got users to click on less cost and have a 22% improvement in users from paid search.



## What We Did Logo

- ✓ **Content Review** – Did content review and required changes to update on the website.
- ✓ **Submit Pages to Google** - Submit sitemap and all main pages to Google search engine for index and crawl.
- ✓ **Keywords** – Did keywords ranking analysis and keep monitoring the progress of keywords that rank on the 1st page of Google search results.
- ✓ **Webpage Optimization Report** – Prepare Button interaction report to optimize webpages.
- ✓ **SEO Activities** – Did off-page SEO activities (Link Building) to improve website organic presence to search engine.
- ✓ **Adwords Campaign Optimization** - Google Ads Campaign Optimization (Negative Keywords, New Search Terms, Adcopies, URL, etc...)
- ✓ **Monitoring & Ongoing Optimization** - URL Errors, Crawl Errors, Robots Failure, Optimize Index Status, Disavow Links, Server Connectivity Errors, Soft 404 Errors.