

## SUMMARY & HIGHLIGHTS

To sum it up, rankings, sales and conversions are firing on all cylinders. We want to continue to note that dedicated social media marketing on Facebook, Twitter and Pinterest will enhance brand recognition and sales, however for the time being Google is certainly doing a good job of bringing new customers to the website.

Let's talk about mobile. Year-over-year mobile visits and sales have been increasing. As you can see from the below graphic while non-mobile visits and sales are up 50% and 125%, respectively, mobile visits and sales are up an astounding 240% and 373% respectively! As you can see, all mobile metrics have improved – sales dollars, number of sales, average value of sales and conversion rate. This is excellent news.



Has anything specific been discussed with Mobile Design about a mobile-friendly site? If not, we strongly recommend this based on current and future trends.

Mobile	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate
No					
Sep 1, 2012 - Sep 30, 2013	21,203	\$136,999.45	1,445	\$94.81	6.82%
Sep 1, 2012 - Sep 30, 2012	14,135	\$60,883.79	642	\$94.83	4.54%
<b>% Change</b>	<b>50.00%</b>	<b>125.02%</b>	<b>125.08%</b>	<b>-0.03%</b>	<b>50.05%</b>
Yes					
Sep 1, 2012 - Sep 30, 2013	9,722	\$33,043.17	337	\$98.05	3.47%
Sep 1, 2012 - Sep 30, 2012	2,860	\$6,992.96	79	\$88.52	2.76%
<b>% Change</b>	<b>239.93%</b>	<b>372.52%</b>	<b>326.58%</b>	<b>10.77%</b>	<b>25.49%</b>

So, what devices are sales coming from? As you can see below, Apple dominates. In fact, of the total of \$33,043 in mobile sales in September, \$30,435 or 92% came from iPads and iPhones.

Mobile Device Info	Visits ↓	Revenue	Transactions
Apple iPad 			
Sep 1, 2012 - Sep 30, 2013	4,428	\$24,239.82	253
Sep 1, 2011 - Sep 30, 2012	1,264	\$5,096.28	53
<b>% Change</b>	250.32%	375.64%	377.36%
Apple iPhone 			
Sep 1, 2012 - Sep 30, 2013	3,727	\$6,195.50	59
Sep 1, 2011 - Sep 30, 2012	1,147	\$1,492.77	20
<b>% Change</b>	224.93%	315.03%	195.00%

## ON-PAGE SUMMARY

<b>Focus Keywords:</b>	<b>steel widgets</b> <b>large widgets</b>	<b>reinforced widgets</b> <b>tough widgets</b>	<b>discount widgets</b> <b>kick scooter</b>
<b>Color-related keywords:</b>	<b>red widgets</b> <b>blue widgets</b>	<b>black widgets</b> <b>purple widgets</b>	<b>yellow widgets</b>

Below is the rankings report for the last two months. The numbers to the right reflect where wikiwidget.com appears in organic search engine rankings when the keyword is Googled. The ranking numbers highlighted in red are keywords that have declined in rank while those highlighted in green designate those that improved in rank.

In general, ranking metrics are extremely stable, fluctuating up and down one or two places at most. This is very encouraging and has allowed us to add new keywords to the mix this past month. As you can see from the bottom of the chart, based on our research we are adding and tracking the following new keywords:

- Aluminum widget
- Flexible widget
- Garage widgets
- Garage widget

- Premium widget
- Best steel widget
- Best steel widgets

Rankings for most of these keywords are in need for attentions, so this is what we will be focused on over coming months and with the new site once launched.

**SERP Comparison (Google Ranking):**

Search Term	9/1/2013	10/1/2012
steel widgets	2	2
best steel widgets	4	4
reinforced widgets	2	3
reinforced widget	2	2
quality steel widget	8	9
aluminum widget	2	2
micro widget	1	1,2,3,4
large widget	2	2
automated widget	2	2
automatic widget	2	2
blue widget	2	2
manual widget	1	1
flexible widgets	1	1,2,3,4,5,6
red widget	1	1
versatile widgets	1	1
c-clamp widgets	1	1,2,3
steel gray widgets	1	1,2
red widgets	1	1
best steel widget	4	3
lugnut widget	1	2
widgets for kids	1	1

Search Term	9/1/2013	10/1/2012
lugnut widget	1	2
widgets for kids	1	1
purple widgets	1	1,2
wikiwidget coupon	2	2,3
wikiwidget coupon 2012	2	1,2,3,4
wikiwidget coupon 2011	3	4
wikiwidget coupon code	2	2
mini widget parts	2	2,3
mini steel widget parts	1	1
micro widget	1	1
luggage widget	4	3
ball bearings widget	1	1
wiki widget	1	1
yellow widget	2	2
best widget parts	5	5
widget parts	9	8
aluminum lite widget	22	22
premium widget	53	32
premium widgets	146	120
garage widgets	95	13
metal widgets	76	12

Below is a chart showing growth in traffic per keyword versus last year. As expected, keywords, particularly our target keywords, continue to show great growth. Green highlighting indicates exceptional growth:

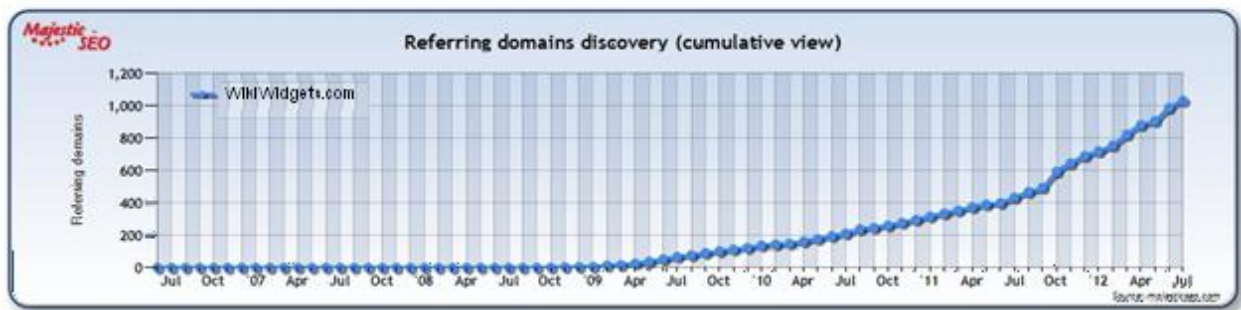
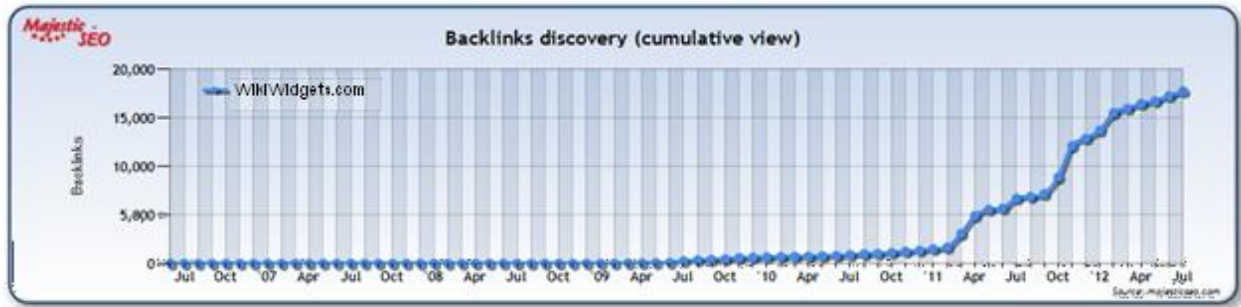
Top Organic Keywords	Sept 12	Sept 13	Change
(not provided)	0	3752	100.00%
steel widgets	748	2777	271.26%
reinforced widgets	817	1080	32.19%
reinforced widget	413	545	31.96%
gray widget	213	330	54.93%
quality widget	191	248	29.84%
large-sized widget	120	616	413.33%
blue widget	122	219	79.51%
mini widget	156	179	14.74%
wiki widgets	104	64	-38.46%
wikiwidget.com	110	93	-15.45%
wikiwidget	97	88	-9.28%
micro widget	102	94	-7.84%
yellow widget	44	116	163.64%
streamlined widget	46	57	23.91%
widgets coupon	4	132	3200.00%
widgets for kids	3	82	2633.33%
ball bearing widget	0	226	100.00%
wikiwidget coupon	31	18	-41.94%
ball bearing widget	19	120	531.58%
reinforced steel widget	25	8	-68.00%
kids widget	65	103	58.46%
red widget	70	67	-4.29%
lugnut widget	No data found	5	100.00%
large widget	2	20	900.00%
micro widget parts	5	166	3220.00%
steel-based widget	2	6	200.00%
c-clamp widget	3	9	200.00%
steel gray widgets	No data found	28	100.00%
wikiwidget coupon 2013	5	12	140.00%
wikiwidget coupon code	3	70	2233.33%
c-clamp widgets	No data found	5	100.00%
automated widget	No data found	84	100.00%
manual widget	No data found	21	100.00%
automatic widget	32	86	168.75%
suitcase widgets	1	3	200.00%
quality widgets	10	9	-10.00%
steel widget	2	6	200.00%
widget	No data found	1	100.00%
widgets	No data found	No data found	-
quality widgets for adults	No data found	No data found	-
best steel widgets	No data found	71	100.00%

## OFF-PAGE SUMMARY

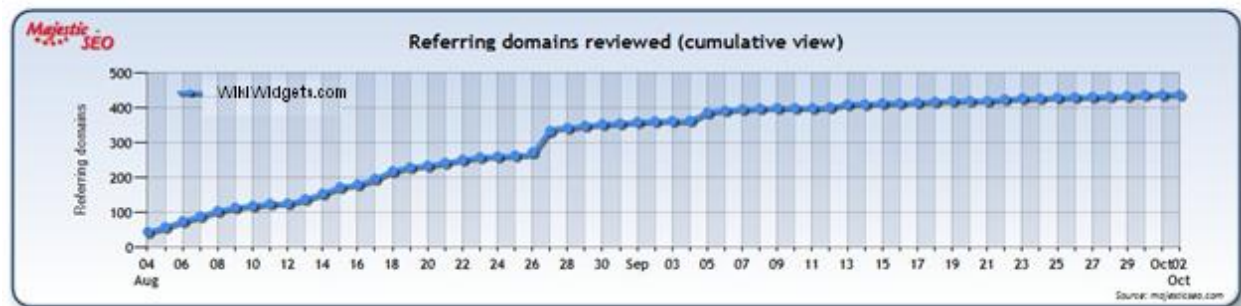
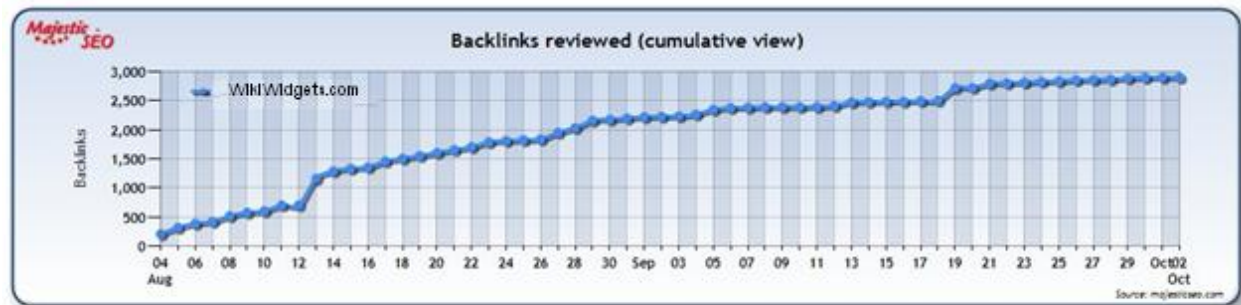
### Back link Building:

We continue our back-linking efforts as usual. We noticed that, relative to last month, the number of

backlinks detected were less for wikiwidgets.com and all competitors than the previous period. This could be due in part to adjustments with the link tracking software and search engine crawling issues. Here is a snapshot of historic backlink growth and referring domains late 2006 to present:



Here is a snapshot of fresh, or newly detected, backlinks during September:



The chart below demonstrates where WikiWidgets stands relative to its competition. The number of backlinks affects where WikiWidget ranks relative to the competition, the keywords driving links, and the quality of the linking domain.



Fresh Domain Backlinks	Aug-13	Sept-13	% Change
WikiWidgets	3,400	8,240	142.35%
WidgetMania	10,291	9,988	-2.94%
Forever Widgets	6,526	6,666	2.15%
Widgetize Me	23,290	25,024	7.45%

## CAMPAIGNS & CONVERSIONS

In comparison with last September, the overall conversion rate is quite a bit higher (up 38% to 6.7%). This means that you are getting not only significantly more traffic, but more sales per visitor.

As you can see below, goal completions have more than doubled since last year (150%). In comparison, the goals value (\$169,580 vs. \$57,480) has more than tripled since last year.



For the month of September, a healthy 47.5% of all conversion sales began with organic search (an increase of about 5.5% from last September). And as you can see, sales from *First Interaction is Organic Search* have more than tripled since last year (215%) from \$50,700 to just shy of \$160,000. Improvement here should lessen dependence upon referrals and paid advertising for sales. Finally, sales from social media sources lag sorely, accounting for 2 transactions and \$105.00.

	Conversions	Conversion Value
First interaction is Paid Advertising	<b>108.72%</b> 933 vs 447	<b>125.77%</b> \$88,148.54 vs \$39,043.42
First interaction is Direct	<b>174.47%</b> 645 vs 235	<b>188.75%</b> \$61,713.00 vs \$21,372.48
First interaction is Organic Search	<b>181.14%</b> 1,684 vs 599	<b>215.17%</b> \$159,907.09 vs \$50,736.02
First Interaction Social	<b>100.00%</b> 2 vs 0	<b>100.00%</b> \$104.99 vs \$0.00

Here are the conversion rates for the top converting organic keywords relative to September 2011:

Top Converting Organic Keywords	Transactions			
	Sept 12	Sept 13	Sept 12	Sept 13
(not provided)	No data found	6.72	No data found	272
steel widgets	3.86	5.70	33	101
reinforced widgets	4.41	7.13	37	78
reinforced widget	2.91	5.70	12	32
gray widget	5.16	6.06	12	20
quality widget	1.67	3.41	2	21
large-sized widget	8.18	10.75	9	10
blue widget	5.15	3.41	5	3
mini widget	1.57	6.45	3	16
wiki widgets	9.09	5.17	4	6
wikiwidget.com	6.14	7.26	7	13
wikiwidget	12.00	0.00	3	0
micro widget	9.68	11.11	3	2
yellow widget	4.44	3.95	2	3
streamlined widget	4.62	5.17	3	3
widgets coupon	4.81	6.25	5	4
widgets for kids	0.00	5.81	0	5
ball bearing widget	0.00	3.66	0	3
wikiwidget coupon	0.00	3.54	0	8
ball bearing widget	7.69	20.00	1	1
reinforced steel widget	0.00	0.00	0	0
kids widget	4.10	5.02	5	12
red widget	0.00	2.13	0	2
lugnut widget	0.00	0.00	0	0
large widget	4.62	1.94	3	2
micro widget parts	0.00	0.00	0	0
steel-based widget	0.00	0.00	0	0
c-clamp widget	0.00	0.00	0	0

In comparison with September 2012, all but 4 keywords have higher conversion rates. This is powerful and indicates that visitors to your site are finding what they expect to find and making purchases at a greater rate than ever before.

**Referrals:**

Compared to this time last year, referral visits are up 76% (3,201 visits vs. 1,814). Revenue has jumped 154% to \$13,780. While on the surface this seems positive, given the growth of referral sources such as Twitter and Pinterest we believe that this could be much higher.

## INTELLIGENCE EVENTS

As you can see from the Intelligence Events below, most all are positive “surprises”, as in Google is saying, “wow, this is better or worse than what we expected based on past trends”. Here is summary of daily intelligence events for September.

	Metric	Segment	Period	Date	Change	Importance
1.	Visits	Country / Territory: United States, Region: Michigan	Daily	Sep 20, 2012	263%	High
2.	Bounce Rate	Landing Page: / reinforced-widgets	Daily	Sep 2, 2012	>500%	Low
3.	Revenue	Exit Page: / reinforced-widgets	Daily	Sep 25, 2012	>500%	High
4.	Bounce Rate	Keyword: steel-widgets	Daily	Sep 4, 2012	>500%	Low
5.	Visits	Landing Page: / wikiwidgets.com	Daily	Sep 26, 2012	238%	High
6.	Visits	Source: (direct)	Daily	Sep 27, 2012	53%	High
7.	Avg. Visit Duration	Source: (direct)	Daily	Sep 17, 2012	97%	High
8.	Bounce Rate	Exit Page: / steel-widgets	Daily	Sep 2, 2012	>500%	Low
9.	Bounce Rate	Country / Territory: United States, Region: Illinois	Daily	Sep 3, 2012	>500%	Low
10.	Visits	Exit Page: / steel-widgets	Daily	Sep 26, 2012	219%	High

The bounce rate for reinforced widgets (meaning people that land on that page and leave) remains stubbornly high, reflecting that people are engaging on this page and leaving.

As a result of the Michigan Widgetopia 2013 convention, visits from Michigan soared to unusually high numbers in late September:



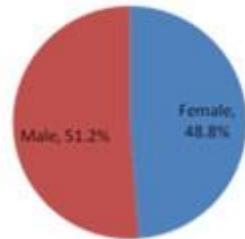


## CLOSING COMMENTS

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- Is there discussion of rolling out a version of the new site that is optimized for tablets and smartphones? We strongly recommend this given mobile usage trends and sales growth.
- The average age of your audience is 25-34 year old women. This demographic is highly active on Facebook, Twitter and increasingly Pinterest, as demonstrated by the graphic below. Combined September referrals from Twitter and Pinterest were only 26 visits. Furthermore, first interaction sales from social media accounted for only \$105.00 in September. We strongly believe that your social media needs a dedicated person actively updating, promoting, engaging and following users multiple times daily.

**Facebook Users by Gender**



**Facebook Users by Age**

