

Pemco Action Dashboard – Organic Search Traffic

<http://www.pemco.com/>

Goals: Visits (22,000/month), Value (\$225,000/month)

Status: ☹️

Metric Owner: Rod Brooks (Pemco)

Data Owner: Alex Kine (Marianis LLC)

<p style="text-align: center;">Pemco.com Organic Search Traffic</p> <p style="text-align: center;">Month-Yr</p>	<p>Key Trends & Insights:</p> <ul style="list-style-type: none"> • Visits and Value (implied) from Google Organic Search increased sharply, year-over-year: <ul style="list-style-type: none"> • Visits jumped 5,995 to 13,067, an 85% increase. • Value grew only \$15,724 to \$57,854, a 37% increase. • A 244% step in the number of Unique Google Keywords suggests rapid growth in future Visits. Value will lag due to a shift toward less-valuable keywords. • Pemco reduced its reliance on brand recognition to acquire online traffic, shifting emphasis to competitive, category keywords. • Insurance Industry search trends in Washington State were down for life and auto/car. Home and renters insurance queries were flat for the last 12 months. • The <i>Pemco Brand Ambassador</i> campaign generates negligible online traffic.
<p>Impact on Pemco from Red/Yellow Status:</p> <ol style="list-style-type: none"> 1. Lost sales approximately \$1.7 Million/month or \$20 Million/year 2. Lower margins due to shift to higher cost, offline channels 3. Lower market share, relevance and competitiveness 	<p>Actions Pemco Should Take to Improve Organic Search Results:</p> <ol style="list-style-type: none"> 1. Optimize Pemco.com for organic search, thus boosting the number, relevance and value of Unique Google Keywords. 2. Optimize Pemco.com for Bing, where it is especially weak. 3. Expand use of Paid Search 25-fold for higher value, competitive, category keywords. Continue until Search Engine Optimization drives more Value.