



anchorwave  
internet solutions

# Internet Marketing Report

Prepared for Horticulture Unlimited

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## Google Analytics: Summary

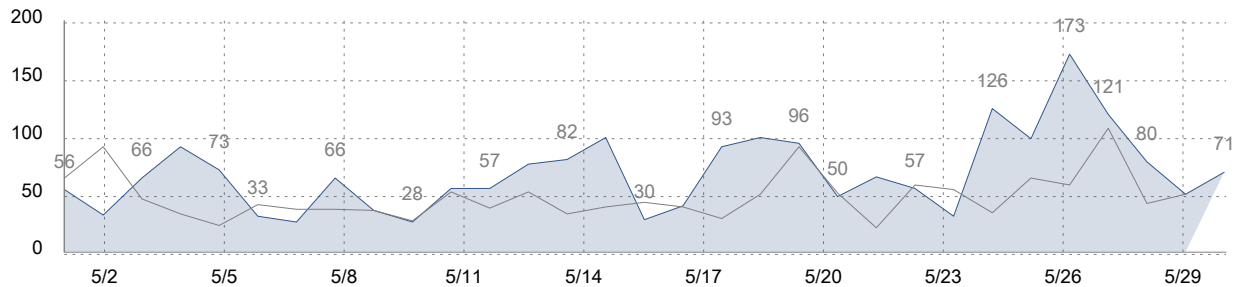
# Overall Website Visitors

5/1/2015 - 5/31/2015

compared to 4/1/2015 - 4/30/2015

Advanced Segments: All Sessions

The following data shows the total number of visitors to your website last month, compared to the previous month or previous year, if that data is available. It also shows other metrics, such as Bounce Rate, Time on Site and Pages per Visit.



All Sessions:

**2,182**

Previous: 1,500 **45.47%**

All Sessions:

**1:25**

Previous: 1:17 **10.28%**

All Sessions: Page Views

**7,472**

Previous: 5,961 **25.35%**

All Sessions:

**43.08%**

Previous: 15.87% **171.51%**

All Sessions:

**3.42**

Previous: 3.97 **-13.83%**

Site Referrals

**732**

Previous: 438 **67.12%**

All Sessions: Bounces

**940**

Previous: 238 **294.96%**

Search Referrals

**578**

Previous: 674 **-14.24%**

# Google Analytics: Overview

## Direct Visits

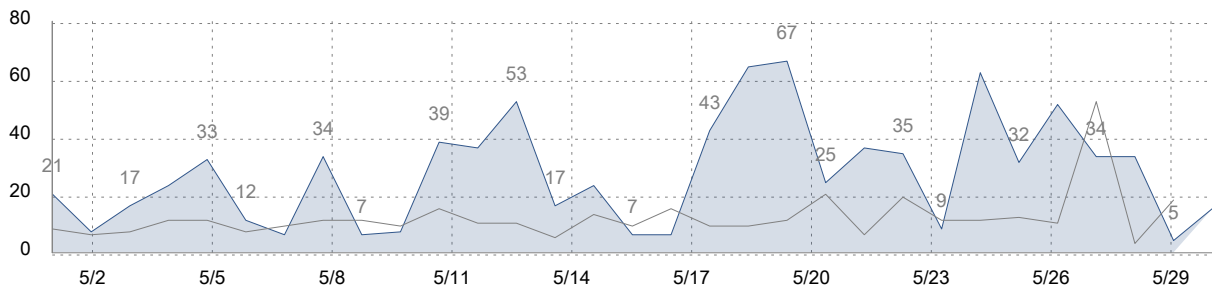
5/1/2015 - 5/31/2015

compared to 4/1/2015 - 4/30/2015

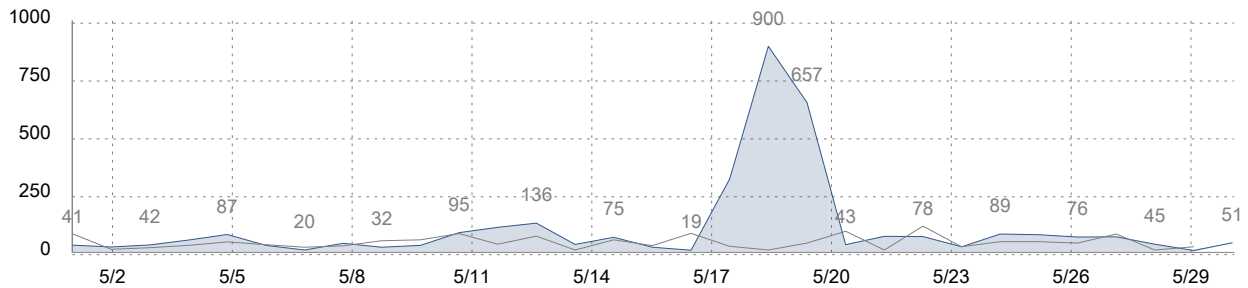
Advanced Segments: Direct Traffic

The following shows metrics specific to visitors that typed your domain name directly into the browser. Direct visits indicate that the visitor already knew about your company or saw your domain name in a offline publication.

### Sessions



### Page Views



Direct Traffic: Sessions

**872**

Previous: 388 **124.74%**

Direct Traffic: Bounce Rate

**65.02%**

Previous: 15.98% **306.92%**

Direct Traffic: % New Sessions

**93.35%**

Previous: 83.76% **11.44%**

Direct Traffic: Pages / Session

**4.04**

Previous: 4.11 **-1.64%**

Direct Traffic: New Users

**814**

Previous: 325 **150.46%**

Direct Traffic: Avg. Session Duration

**1:51**

Previous: 1:15 **47.06%**

Direct Traffic: Page Views

**3,526**

Previous: 1,595 **121.07%**

## Google Analytics: Overview

### Top Traffic

Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
(direct) / (none)	124.74% 872 vs 388 ▲	150.46% 814 vs 325 ▲	306.92% 65.02% vs 15.98% ▲	-1.64% 4.04 vs 4.11 ▼	47.06% 1:51 vs 1:15 ▲	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00	0.00% 0.00% vs 0.00%

### Top Social Network Referrals

No Results Found

Social Network	Sessions	Page Views	Avg. Session Duration	Pages / Session	Transactions	Revenue	Ecommerce Conversion Rate
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### Top Events

No Results Found

Event Category	Total Events	Unique Events	Event Value	Avg. Value
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### Top Campaigns

No Results Found

Campaign	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
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Google Analytics: Engines

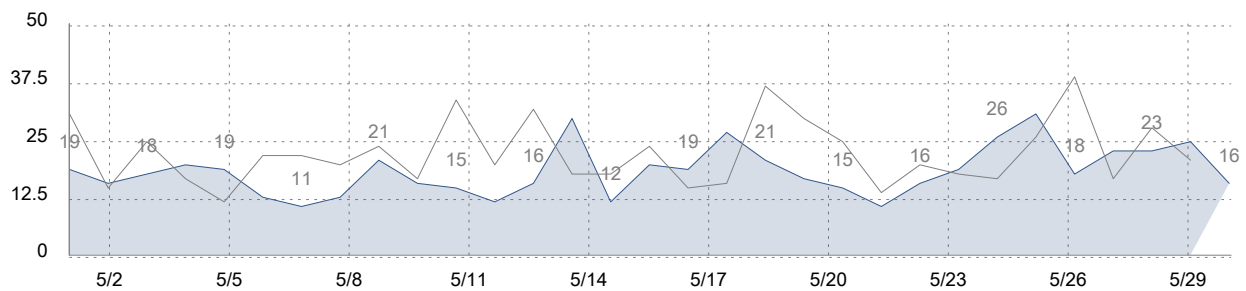
# Traffic from Search Engines

5/1/2015 - 5/31/2015

compared to 4/1/2015 - 4/30/2015

Advanced Segments: All Sessions

The following shows metrics specific to visitors that came to your website via search engines.



All Sessions: Page Views  
**2,392**  
 Previous: 3,197 **-25.18%**  
 All Sessions:  
**1.04%**  
 Previous: 0.74% **39.93%**

All Sessions:  
**578**  
 Previous: 674 **-14.24%**

All Sessions:  
**4.14**  
 Previous: 4.74 **-12.75%**

All Sessions:  
**1:12**  
 Previous: 1:43 **-29.40%**

## Search Engines

Search Engine	Visits	%
google	523	90.48
bing	30	5.19
yahoo	22	3.81
aol	3	0.52

Google Analytics: Referrers

# Traffic from Referrals

5/1/2015 - 5/31/2015

compared to 4/1/2015 - 4/30/2015

Advanced Segments: All Sessions

The following metrics are specific to visitors that viewed your site by clicking on a link that was on another website. For instance, if a person found your profile on the Better Business Bureau website and clicked on the link to your website. This section can be used to analyze whether or not an ad on a specific website is delivering the expected traffic.

All Sessions: Page Views

**1,554**

Previous: 1,169 **32.93%**

All Sessions: Sessions

**732**

Previous: 438 **67.12%**

All Sessions: Pages / Session

**2.12**

Previous: 2.67 **-20.46%**

All Sessions: Avg. Session Duration

**1:06**

Previous: 0:41 **60.16%**

All Sessions: Bounce Rate

**50.14%**

Previous: 39.04% **28.42%**

## Referrers

Referring URL	Visits	%
4webmasters.org	308	42.08
site4.free-share-buttons.com	65	8.88
m.facebook.com	63	8.61
guardlink.org	44	6.01
pinterest.com	30	4.1
best-seo-offer.com	20	2.73
free-social-buttons.com	17	2.32
houstonlandscapers.org	16	2.19
buttons-for-your-website.com	15	2.05
dream-yard.com	15	2.05
www.event-tracking.com	14	1.91
facebook.com	10	1.37
www4.free-social-buttons.com	9	1.23
apartmenttherapy.com	7	0.96
google.com	7	0.96
l.facebook.com	6	0.82
lm.facebook.com	6	0.82
site3.free-share-buttons.com	6	0.82
www.Get-Free-Traffic-Now.com	6	0.82

### Google Analytics: Referrers

Referring URL	Visits	%
cairobserver.com	5	0.68
www5.free-social-buttons.com	5	0.68
arizonaaddities.com	4	0.55
yellowpages.com	4	0.55
bbb.org	3	0.41
ifollowpics.com	3	0.41



Google Analytics: Landing Pages

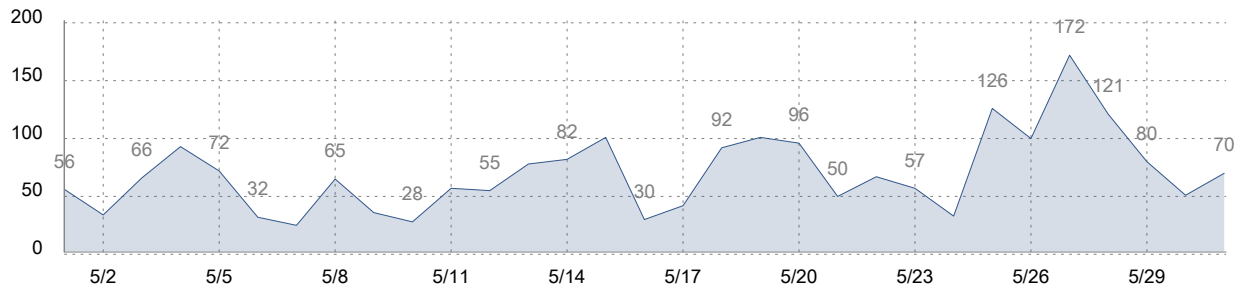
# Google Analytics: Landing Pages

5/1/2015 - 5/31/2015

Advanced Segments: All Sessions

The following section shows the website pages that are getting visits. Typically your home page gets the most traffic.

## Entrances



All Sessions:  
**43.36%**

All Sessions: Entrances  
**2,168**

All Sessions: Bounces  
**940**

All Sessions:  
**2,182**

## Landing Pages

URL	Visits	%	Bounce Rate
/	1,314	60.22	67.5
/resources/succulents/	142	6.51	0.7
/resources/ground-cover/	108	4.95	1.85
/check-out-mays-exciting-plant-of-the-month-bougainvillea/	67	3.07	2.99
/resources/shrubs/	52	2.38	0.0
/resources/accents/	44	2.02	0.0
/resources/trees/	32	1.47	0.0
/resources/vines/	26	1.19	0.0
/employee-longevity-is-a-point-of-pride-at-horticulture-unlimited/	25	1.15	0.0
/landscape-plants/trailing-lantana.html	24	1.1	0.0
/service/erosion-control/	15	0.69	6.67

Google Analytics: Landing Pages			
URL	Visits	%	Bounce Rate
/www.guardlink.org/LZRz1	14	0.64	100.0
/landscape-plants/chinese-pistache.html	13	0.6	0.0
/service/tree-services/	13	0.6	0.0
/www.guardlink.org/KZRz1	13	0.6	100.0
/service/landscape-design/	12	0.55	0.0
/landscape-plants/texas-sage.html	10	0.46	0.0
/landscape-plants/autumn-sage.html	9	0.41	0.0
/landscape-plants/desert-willow.html	9	0.41	0.0
/landscape-plants/red-bird-paradise.html	9	0.41	0.0
/landscape-plants/tucson-trees.html	9	0.41	11.11
/services/	9	0.41	0.0
/landscape-plants/tucson-shrubs.html	8	0.37	0.0
/its-plant-of-the-month-time-for-april/	7	0.32	28.57
/landscape-plants/chilean-mesquite.html	7	0.32	0.0

## Google Analytics: Landing Pages

The following section shows keywords that are getting the most impressions on Google.

### Top Keyword Impressions

5/1/2015 - 5/31/2015

compared to 3/31/2015 - 4/30/2015

-25.94%

Google Impressions: 5,107  
(Prev: 6,896)

Keyword	Google Impr	
landscape design tucson	443	▲ 29%
tucson landscape design	253	▼ 28%
landscaping tucson	249	▲ 15%
landscape design tucson az	170	▼ 21%
tucson landscaping companies	134	▲ 46%
tucson landscaping services	118	▼ 11%
horticulture	108	▼ 55%
landscaping services tucson	102	▼ 25%
tucson landscaping	102	▲ 1%
landscape installation tucson	101	▼ 14%
landscapers tucson	101	▼ 55%
landscape contractor tucson az	100	▼ 9%
horticulture unlimited tucson	100	▼ 31%
landscaping tucson az	98	▼ 13%
lawn irrigation tucson	98	▼ 18%
landscape renovations tucson	97	▼ 29%
tucson landscapers	88	▼ 24%
landscape architect tucson	84	▼ 40%
landscape maintenance tucson	81	▲ 25%
tucson landscape architects	78	▼ 22%
irrigation service tucson	76	▲ 21%
irrigation system tucson az	72	▲ 16%
weed control tucson	70	▼ 49%
award winning landscapers tucson	69	▼ 22%

### Google Analytics: Landing Pages

Keyword	Google Impr	
landscape contractors tucson	63	▲ 7%

## Average Ranking Explanation

The following two reports show your average rankings in Google for keywords we are tracking, as well as other keywords that your website is ranking in the top 10 for.

### How is average position different than "snapshot" rankings?

Average position are rankings, only better. They are more relevant and accurate than the typical rankings you're used to since those rankings are a "snapshot", and the data is coming from the source, Google.

Google takes into account personalized search, location, all of these different factors, and tells you: across the board, how well does your site rank for these keywords? Whereas "snapshot" rankings (in general) are technically inaccurate, limited in scope and don't reflect real world usage.

At the core, search query data with average position includes the keywords that actually perform and get displayed in search results.

## Average Ranking Explanation

Rankings on search engines vary greatly depending on many factors. The following section shows your average rankings on Google for keywords that we have identified as being the most profitable for your website, along with the number of impressions your website had on Google. Rankings are compared month over month.

### Tracked Keywords

5/1/2015 - 5/31/2015

compared to 3/31/2015 - 4/30/2015

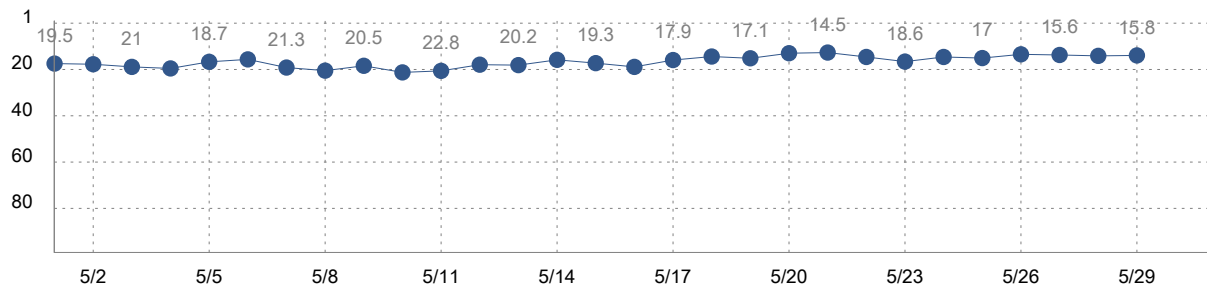
**-4.23%**

Google Avg Position: 17  
(Prev: 18)

**-25.94%**

Google Impressions: 5,107  
(Prev: 6,896)

### Google Average Position



Keyword	Google Avg Pos	Change	Google Impr	Change	Local Vol
landscape renovations tucson	1.2	▼ 0.2	97	▼ 29%	0
erosion control tucson	1.9	▼ 0.9	51	▼ 14%	10
landscape design tucson	3.7	▲ 9.2	443	▲ 29%	110
award winning landscapers tucson	8.0	▼ 0.5	69	▼ 22%	0
irrigation service tucson	9.0	▲ 0.4	76	▲ 21%	0
landscape installation tucson	11.1	▼ 2.3	101	▼ 14%	0
outdoor water features tucson	13.2	▼ 1.4	52	▼ 16%	10
weed control tucson	17.9	▼ 0.2	70	▼ 49%	70
landscape contractor tucson az	19.1	▼ 4.2	100	▼ 9%	0
landscaping tucson az	22.5	▼ 8.1	98	▼ 13%	210

Average Ranking Explanation					
Keyword	Google Avg Pos		Google Impr		Local Vol
outdoor fireplace installation tucson	32.8	▼ 6.3	51	▼ 14%	10
landscape maintenance tucson	35.3	▼ 2.2	81	▲ 25%	70
residential landscaping tucson	40.4	▼ 14.9	55	▼ 18%	10
commercial landscaping tucson	44.9	▼ 22.2	51	▼ 14%	10
tree service tucson	65.9	▼ 9.1	51	▼ 25%	390

## Average Ranking Explanation

The following section shows keywords that are ranking in the top 10 in Google, along with the number of impressions.

### Top 10 Google Rankings

5/1/2015 - 5/31/2015

compared to 3/31/2015 - 4/30/2015

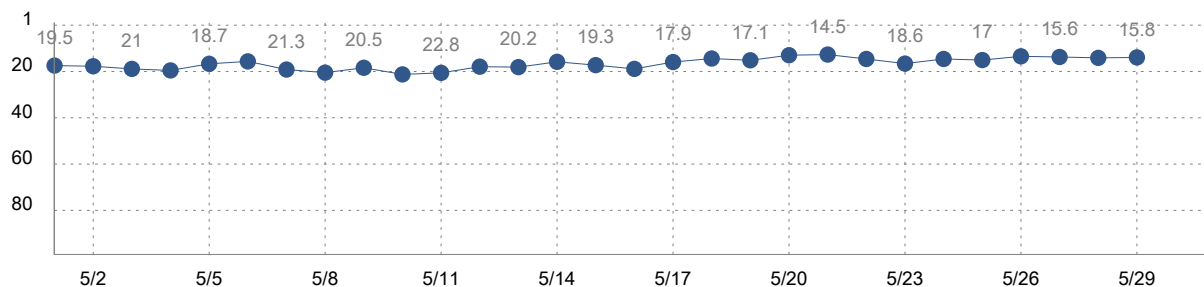
-4.23%

Google Avg Position: 17  
(Prev: 18)

-25.94%

Google Impressions: 5,107  
(Prev: 6,896)

Google Average Position



Keyword	Google Avg Pos	Change	Google Impr	Change %
horticulture unlimited tucson	1.0	▲ 0.1	100	▼ 31%
lawn service	1.0		8	
echinopsis peruviana	1.0	▲ 40.6	2	▼ 71%
lawn maintenance	1.0	▲ 9.6	4	▼ 33%
horticulture unlimited	1.0 {DASH}		49	▼ 68%
landscape contractors	1.0		4	
landscape maintenance	1.0 {DASH}		3	▲ 200%
tree service	1.0		2	
lawncare	1.0		4	
horticulture unlimited inc	1.0	▲ 0.1	2	▼ 94%
landscape companys	1.0		2	
sprinkler system	1.0		2	
asparagus sprengeri ground cover	1.0		1	
succulent red stem green leaves	1.0 {DASH}		2	▼ 80%



Average Ranking Explanation			
Keyword	Google Avg Pos		Google Impr
landscape irrigation	1.0	▲ 4	2
lawn services near me	1.0		4
asparagus ground cover	1.0		10
tucson lawn care service	1.0		7
dark purple lantana	1.0		7
lighting inc.	1.0		2
myrtillocactus geometrizans care	1.1	▲ 0.5	18 ▼ 64%
daisy like ground cover	1.1		15
landscape renovations tucson	1.2	▼ 0.2	97 ▼ 29%
tucson landscaping services	1.3 {DASH}		118 ▼ 11%
upright succulents	1.6	▲ 0.5	20 ▲ 54%