

Quality of Lead from Paid Keywords vs Organic

Statistics taken from actual site

Search Engine:

google

Jan 1, 2009 - Jan 1, 2010



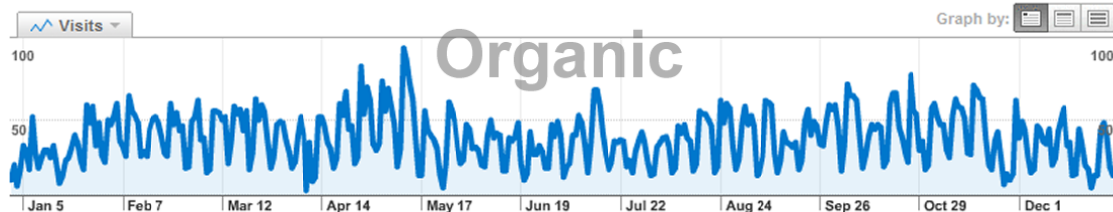
google sent 23,148 paid visits via 118 keywords

Show: total | paid | non-paid

| Site Usage | | Goal Set 1 | | Views: | | | | | |
|-------------------------|--------|--------------------------|------|------------------------------|----------|---------------------------|--------|---------------------------|--------|
| Visits | 23,148 | Pages/Visit | 3.96 | Avg. Time on Site | 00:02:41 | % New Visits | 85.03% | Bounce Rate | 42.47% |
| % of Site Total: 36.32% | | Site Avg: 4.50 (-12.05%) | | Site Avg: 00:03:26 (-21.86%) | | Site Avg: 73.82% (15.17%) | | Site Avg: 33.82% (25.58%) | |

Search Engines

Jan 1, 2009 - Jan 1, 2010



Search sent 13,909 non-paid visits via 14 sources

Show: total | paid | non-paid

| Site Usage | | Goal Set 1 | | Views: | | | | | |
|-------------------------|--------|-------------------------|------|-----------------------------|----------|----------------------------|--------|----------------------------|--------|
| Visits | 13,909 | Pages/Visit | 5.15 | Avg. Time on Site | 00:04:14 | % New Visits | 58.08% | Bounce Rate | 23.18% |
| % of Site Total: 21.82% | | Site Avg: 4.50 (14.36%) | | Site Avg: 00:03:26 (23.39%) | | Site Avg: 73.82% (-21.32%) | | Site Avg: 33.82% (-31.46%) | |

This comparison illustrates the value of the lead coming from organic search results vs. paid search results (pay-per-click).

Users coming from organic search results:

- View more pages (5.15 pages vs. 3.96 pages)
- Spent more time on site (4:14 vs. 2:41)
- Visited site more frequently (New Visits: 58.08% vs. 85.03%)
- Bounced at a lower rate (23.18% vs. 42.47%)

100% “Bounced” means that they come to your site and leave from the same page.

Conclusion:

The quality of leads coming to your site as a result of search engine optimization and organic rankings is much higher than that of paid advertising. Also, paid advertising traffic is limited to whichever search engine you are paying for and you only get traffic when you are paying them.