

Case Study – An Analysis of Visitor Search Term Data using Omniture

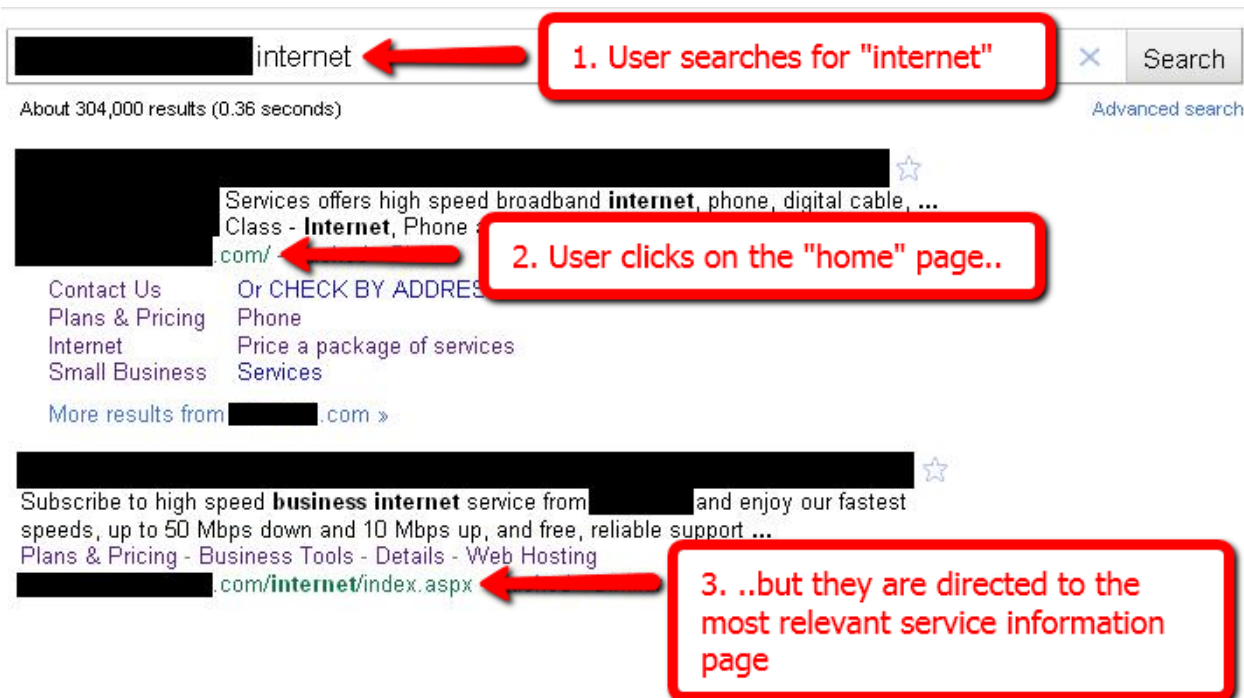
Objective:

MaassMedia was tasked with analyzing external (paid and organic) search traffic to a telecom client site in order to determine whether presenting customized content based upon search keywords would increase desired goal actions on the site.

Hypothesis:

Visitors who access the site via organic search, but are redirected to content more relevant to their keywords, will convert at a higher rate than those who arrive from search to the home page.

Example: A visitor performs a branded search including the term “internet”. The first natural search result contains a link to the brand’s home page. However, upon accessing the site after clicking this link, the solution (based on the above hypothesis) would redirect the visitor to a page more relevant to their search.



The screenshot shows a search engine results page for the keyword "internet". The search bar at the top contains "internet" and a "Search" button. A red callout box labeled "1. User searches for 'internet'" points to the search bar. Below the search bar, the first search result is highlighted. A red callout box labeled "2. User clicks on the 'home' page.." points to the main link of the first result. Below the first result, there is a list of links including "Contact Us", "Plans & Pricing", "Internet", and "Small Business". A red callout box labeled "3. ..but they are directed to the most relevant service information page" points to the "Internet" link in this list.

Methodology:

How did we estimate what lift this search tactic would have on conversion?

First, we ran a search keyword report in Omniture SiteCatalyst covering June 1 through July 20, 2010. We then checked the top 100 search results for keywords that might be useful in terms of redirecting users to specific pages, and came up with the following seven possible categories:

Internet

Phone

Wireless

Speed Test

Small Business

TV

Bundle

Next, we determined how many visitors we could affect by making such a change. To do this, we put together short keyword lists for each category, and pulled all search keyword results matching these lists (certain terms were excluded as they would indicate the visitor was better categorized elsewhere). Our categories contained the following terms:

Internet: internet email web static t1 dsl (BUT NOT: wireless speed speeds speedtest)

Phone: phone phones line lines (BUT NOT: t1 t-1)

Wireless: wireless wire 4g 3g mobile

Speed Test: speedtest speed test speeds (BUT NOT: go wireless 4g 3g)

Small Business: small

TV: tv television cable (BUT NOT: internet modem)

Bundle: bundle bundles package packages plan plans (BUT NOT: tv phone internet television wireless)

The percentage of site visitors who would be grouped into each category based upon organic searches using the terms above were as follows:

Internet: 2.41% of site visitors, 11.19% of searches

Phone: 1.65% of site visitors, 7.32% of searches

Wireless: 0.78% of site visitors, 3.84% of searches

Speed Test: 0.53% of site visitors, 3.23% of searches

Small Business: 0.51% of site visitors, 2.29% of searches

TV: 0.38% of site visitors, 1.72% of searches

Bundle: 0.3% of site visitors, 1.35% of searches

Our client asked for 3-5 search categories to test. If we were to include the top 5 (Internet, Phone, Wireless, Speed Test, and Small Business), we could potentially affect 5.88% of **overall** visitors. All terms above account for 31% of **organic search** visitors. We suspect that if we were to perform a further analysis to uncover all possible "redirect-able" search

terms, we'd end up with between 35-40% of search visitors that could be redirected (the rest were branded search terms that gave no insight into specific services desired).

Next, we looked to see if the data supports the hypothesis of increased lead conversion by visitors entering on specific pages rather than the home page. We used the "Internet" category for this test. First, we looked at all visitors who entered on the home page and had searched on the terms in the Internet list (due to ongoing multivariate testing, there were multiple "home" pages during this time period. We used the page named "home" as it was the most visited during this time frame - there were also visits to three other "home pages").

We found the following:

1,925 Visitors to the "home" page generated:

463 Visitors completing the first goal action (24.1% of visitors)

32 Visitors completing the second goal action (1.7%)

20 Visitors completing the third goal action (1%)

9 Visitors completing the fourth goal action (0.5%)

6 Visitors completing the fifth goal action (0.3%)

As a comparison, we looked at the same metrics for users who entered on the internet service page after searching on the terms in the Internet list, as that page was considered most relevant to their search terminology:

928 Visitors to the internet service page generated:

248 Visitors completing the first goal action (26.7% of visitors)

14 Visitors completing the second goal action (1.5%)

8 Visitors completing the third goal action (0.9%)

9 Visitors completing the fourth goal action (0.9%)

9 Visitors completing the fifth goal action (0.9%)

The data above does not show large increases for any goal action; in fact, conversion is down for the second and third goal actions for the more targeted search entry page example. If we were to send all 1,925 visitors who went to the "home" page straight to the more relevant internet service page instead, and they were to convert at the same rate as those who currently entered that page directly, our goal action counts would be as follows:

1,925 Visitors

514 Visitors completing the first goal action (increase of 51)

29 Visitors completing the second goal action (decrease of 3)

17 Visitors completing the third goal action (decrease of 3)

17 Visitors completing the fourth goal action (increase of 8)

17 Visitors completing the fifth goal action (increase of 11)

For a total increase of 64 goal actions over ~7 weeks. As stated previously, we used data only from "home" - assuming visitors to the other three "home pages" behaved similarly, the traffic would be doubled and we'd be looking at 128 leads. Since Internet was 2.41% of the 5.88% of affected visitors, if all lists performed similarly, a test of the top five lists could be expected to increase goal actions by 312 over the ~7 week period, or 45 per week.

At our client's current close rate assumptions for each goal action, over the ~7 week time period these changes would equate to:

3 more customers based upon the first goal action (6% close)

1 fewer customers based upon the second goal action (20% close)

1 fewer customers based upon the third goal action (42% close)

2 fewer customers based upon the fourth goal action (20% close)

3 more customers based upon the fifth goal action (29% close)

For a total of 6 more customers over ~7 weeks. Again, once we double traffic to approximate the impact of the multiple "home" pages active during the test, we'd be looking at 12 leads. Since Internet was 2.41% of the 5.88% of affected visitors, a test of the top five lists could be expected to increase closed leads by 29 over this ~7 week period, or 4 closed leads per week.

Conclusion:

After conducting our analysis, we found that by redirecting visitors for the top five search keyword groupings to the most relevant content (instead of the homepage), we could expect to increase goal actions by ~45 per week and new customers by ~4 per week.

The data (for this client, in this particular case) indicates that for the effort spent, we would not get sufficient benefit from dynamically redirecting visitors based upon search terms. However, this should not be viewed as a negative outcome – as a result of the above analysis the client was able to avoid wasting resources on a multi-week A-B test of the site, not to mention a time consuming technical implementation. Instead, we were able to focus on alternative (and higher ROI) options for increasing visitor conversion.

Certifications:



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