



**IDEATION**  
Initiate ↑ Integrate ↑ Iterate

**Master Site Metrics**

	Unique Users	Mobi vs Desk	V/UV	Ave Time	PPV	Bounce Rate
<b>2018 Bench Mark</b>	1372	60/40	1,17	01:23	4,68	10,62%
<b>Jan-19</b>	1191	56/44	1,19	01:51	5,45	1,97%
<b>Feb-19</b>	5801	92/8	1,44	00:43	3,02	6,00%
<b>Mar-19</b>	6771	93/7	1,65	00:44	2,71	5,00%



	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
1 Display	20.74%	9.99%	39.93%	10.30%
2 Paid Search	33.94%			17.84%
3 Organic Search	6.88%			27.05%
4 Direct	9.51%			74.84%
5 Social	22.12%			21.43%
6 Referral	41.75%			43.96%
	25.93%			100.00%

Page	Pageviews	% Pageviews
1. /	20,681	68.72%
2. /products/	3,291	10.94%
3. /piston-compressors-2/	1,083	3.60%
4. /contact/	734	2.44%
5. /screw-compressors-2/	437	1.45%
6. /compressor-pumps-2/	215	0.71%
7. /screw-compressors-2/direct-drive-range/	174	0.58%
8. /the-right-air-compressor-for-you/	167	0.55%
9. /screw-compressors-2/belt-drive-range/	158	0.53%
10. /air-dryers-2/	146	0.49%

Lead Volume:	Calls	182	COST PER LEAD	R8,36	Goal:	CPL Down from R11,45
	Emails	41				
	Contact Page (Unique Pageviews)	734				
	Facebook	0				
	Total	957				

Google Ads						
	Spend	Clicks	CPC	CTR	Position Rank	Top Search Term
2018 Bench Mark	R8 000,00	818	R13,17	4,82%	3	compressor for sale
Dec-18 and Jan-19	R16 000	1832	R8,01	1,83%	2,8	compressor for sale
Feb-19	R8 000	9448	R1,19	2,31%	2,7	compressor for sale
Mar-19	R8 000	11306	R0,99	3,03%	2,5	compressor for sale

Campaign Group Auction Insight Report							
All time							
Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	38.45%	2.5	--	--	58.75%	25.30%	--
titanproducts.co.za	< 10%	4.8	12.21%	4.51%	10.84%	0.70%	38.24%
actum.co.za	12.42%	3.6	17.87%	41.35%	39.09%	6.50%	35.61%
doosansa.co.za	12.42%	2.2	10.33%	92.13%	69.24%	31.84%	34.79%
atlascopeco.com	< 10%	1.6	6.29%	91.25%	86.02%	51.61%	36.24%
autotrader.co.za	< 10%	3.3	9.70%	25.13%	59.52%	8.33%	37.51%
made-in-china.com	< 10%	4.2	9.23%	9.66%	20.66%	1.31%	38.11%
airstreamsa.co.za	14.84%	3.8	22.48%	24.73%	26.00%	2.83%	36.31%
absolutecompressors.co.za	< 10%	3.0	16.23%	42.57%	41.11%	11.52%	35.79%
articdriers.co.za	< 10%	2.1	5.80%	95.46%	70.81%	26.77%	36.32%
ingersollrandproducts.com	10.04%	1.5	9.23%	90.60%	88.60%	62.38%	35.24%
airpower.co.za	18.39%	3.0	20.72%	50.71%	46.71%	7.83%	34.41%
builders.co.za	17.39%	2.5	22.55%	46.97%	56.64%	29.98%	34.38%
zapmeta.co.za	< 10%	3.8	8.63%	14.73%	21.29%	2.84%	37.96%
alibaba.com	< 10%	3.8	10.94%	18.97%	31.96%	6.16%	37.65%

## SEO Report

Prepared by: Ideation Digital (PTY) LTD

Page Grade: 86/100  
Web Page: jaguarcompressors.co.za/  
Keyword: compressors

**86**  
Page Grade

37 Good Signals  
20 Issues Found  
86 Page Grade

Put the important stuff above the fold

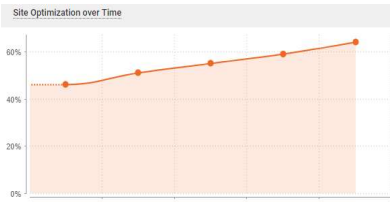
Average Ranking Position

Google.co.za - Johannesburg, ...

**18** -3

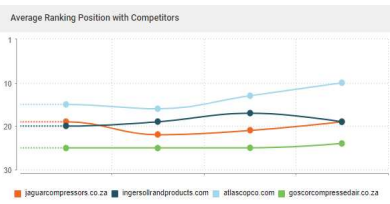
### List of Work Completed

- Checked the Google Re-Captcha API
- Updated Title and Meta tags
- Removed Meta no Index
- Deferred any unused CSS
- Checked the Cache Policy
- Minimized Critical Request Depth
- leveraged the font display Css



Top 5 Keywords by Rankings

Keyword	Google global searches	Google.co.za - Johannesburg, Gauten...	Google.co.za - Johannesburg, Ga...
jaguar compressors	170	1	1
air compressor rentals	2,900	3 +	24 - 7
air dryers	27,100	3 +	3 +
air driers	10	3 +	3 +
used air compressor for sale	2,900	4 +	18 - 2



Top 5 Dangerous Competitors

Domain	Traffic score (out of 100)	Ranked keywords in search results	Average Ranking Position
atlascopeco.com	80 + 3	14	13 + 2
gumtree.co.za	65 - 7	10 - 1	19 + 3
adendorff.co.za	56 + 1	7 + 1	23 + 1
builders.co.za	49	6	25
ingersollrandproducts.com	46 + 3	8 + 2	24

Technical Audit		
<b>1</b> Page Access Issues	✓ No 404 Issues	✓ No Broken Images
✓ No Server Issues	✓ No Mixed Content Issues	

Social Media Month End Report 2

Moyair (PTY) LTD

February 28, 2019 - March 29, 2019

Cross Channel Report

1 Facebook Page

1 Google Business

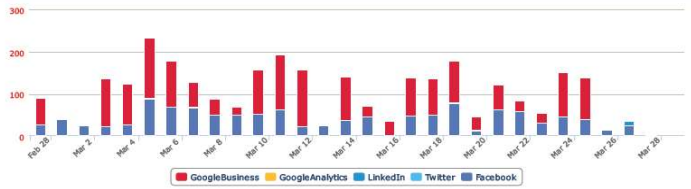
1 LinkedIn Company

1 Twitter Profile

Cross Channel



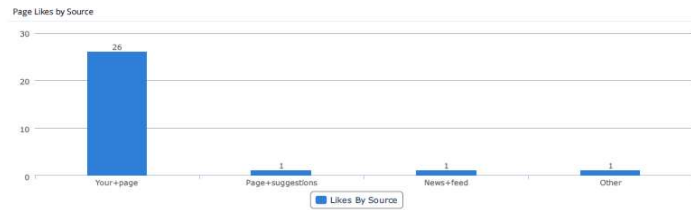
Channel Activity (Daily number of new comments, likes, fans, reviews, etc)



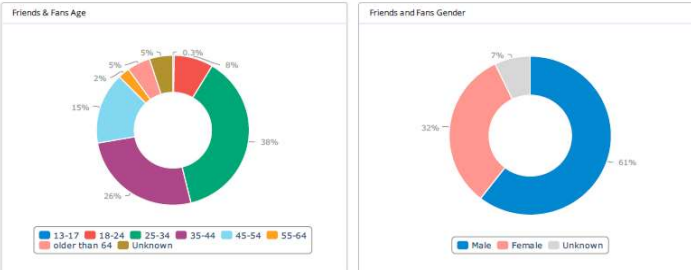
Facebook accounted for the most engagement growth, with 1127 new actions. LinkedIn had the biggest change in engagement of 200%.



Most common source for page likes, or 90%, is Your+page



Majority of your page fans (38%) are 25-34 years old and are Male (61%).



Majority of your page fans 852, or 88%, speak English.

Facebook (1 profiles)



Page Likes	963	3%	Total Reach	55.6k	18%	Post Reach	55.6k	18%
Page Eng. Users	1,171	17%	Page Posts Eng.	1,289	13%	Total Clicks	480	25%
Page Views	241	25%	Page Impressions	72.2k	19%	Post Impressions	72.1k	19%
Posts	6	14%	Unpublished Posts	2	100%	Comments	3	100%
Reactions	614	99%	Post Unlikes	6	25%	Shares	35	10%
Video Views	2,485	41%	Messages	2	71%			

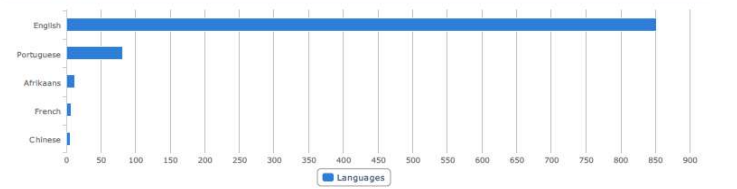
You have published 8 posts (0.28 per day). 53% of interactions are likes (614 total). You had 3 comments and 35 post shares.

Your posts reached a total of 55,585 users (1,917 per day). There was a total of 1161 interactions.

You had a total of 72,120 post impressions (2,487 per day).

You have gained a total of 28 new page fans during this time period. That's a 3% increase.

Page Fans Languages



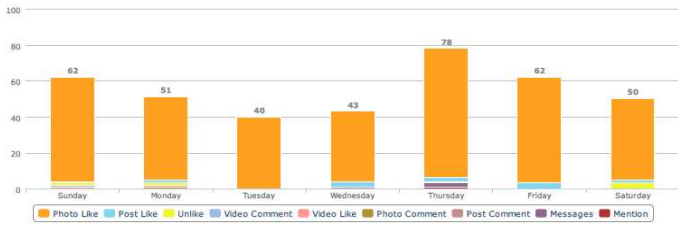
Most Engaged Friends



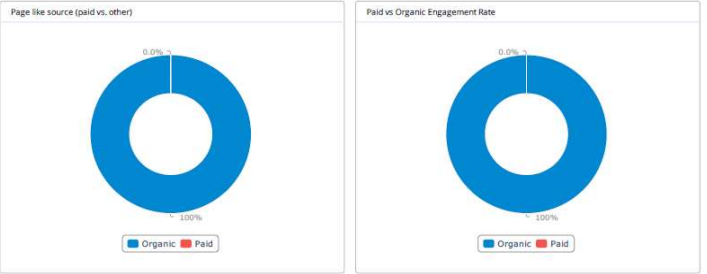
South Africa is the country with most audience (74.53%). You have audience in 21 countries.

Best time for Likes	Best time for Comments	Best time for Mentions
5:00 PM - 6:00 PM	8:00 AM - 9:00 AM	10:00 AM - 11:00 AM
7% of likes occur during this time	33% of comments occur during this time	100% of mentions occur during this time

Facebook Likes, Comments, Posts and Messages by Date of the Week

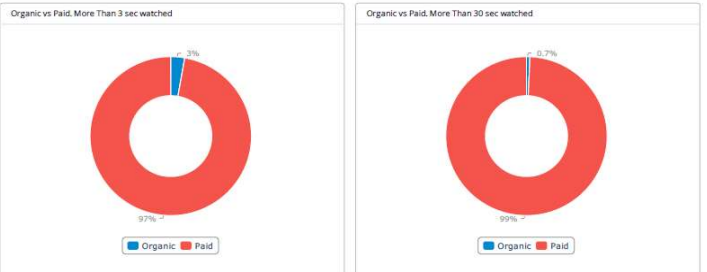


0% of people who liked your page came through paid sources. Leading source of paid page likes is



94% of your post impression came from paid sources, 6% of post impressions were organic.

0% of paid post impressions result in page likes while 0.6% of organic post impression result in page likes.



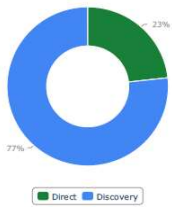
GoogleBusiness (1 listings)

Total Views	1,732	28% ↘	Listing on Maps	551	38% ↘	Listing on Search	1,181	23% ↘
Website clicks	42	2% ↘	Phone calls	15	35% ↘	Direct Find	291	38% ↘
Category Find	960	28% ↘	Total Rating	5		Total Reviews	1	

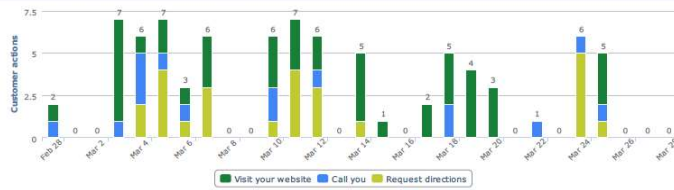
Where customers view your business on Google



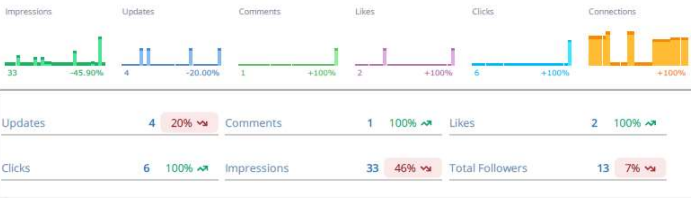
How customers search for your business



The most common actions that customers take on your listing



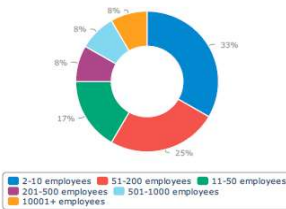
LinkedIn (1 profiles)



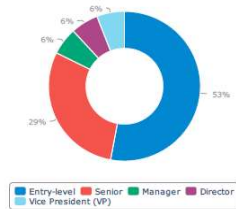
Companies

Company name	Industry	Employees	Followers
Moyair (Pty) Ltd		2-10	17

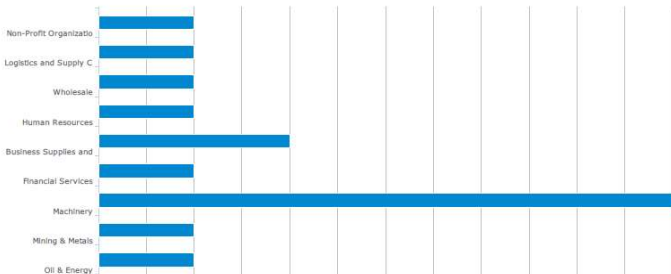
By Company Size



By Seniority Level



Company Followers By Industries

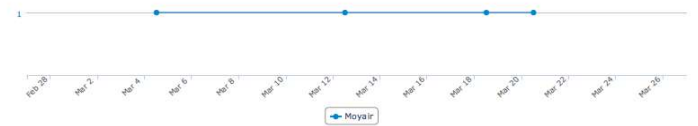


Twitter (1 profiles)

Tweets	4	20% ↘
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Overall Twitter Activity Timeline

Daily activity (tweets, mentions, follows, unfollows, replies, etc) within your Twitter networks.



Your reach has exceeded your total followers 0 times during this period.

Tweets	4
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