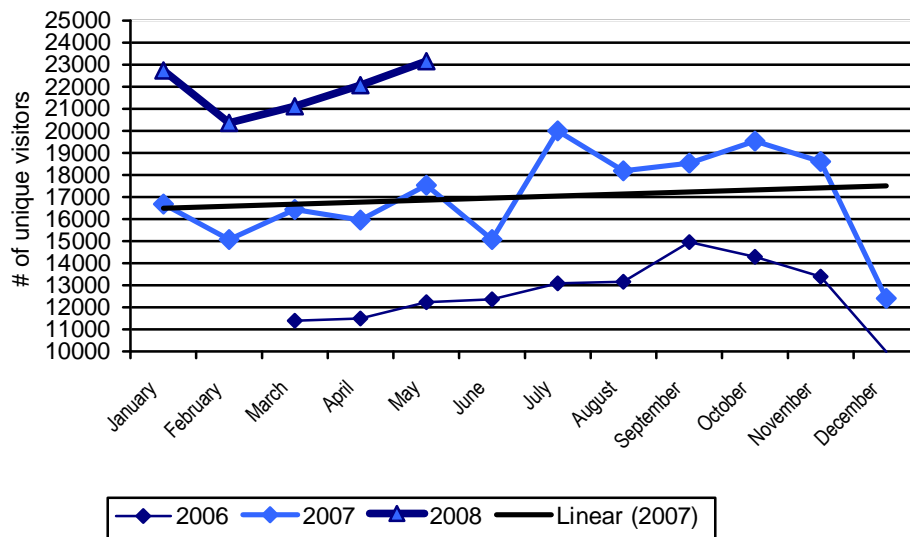


## SEO report for [REDACTED] website – June 2008

### Section 1 – Traffic to the site

#### Unique visitors



Period	# of Unique visitors in 2006	# of Unique visitors in 2007	# of Unique visitors in 2008	Year on Year increase		Month on Month increase	
				Actual increase	% increase	Actual increase	% increase
January	-	16,674	22,732	6,058	36%	10,330	83%
February	-	15,078	20,357	5,279	35%	20,357	-10%
March	11,387	16,432	21,112	4,680	28%	21,112	4%
April	11,494	15,954	22,067	6,113	38%	22,067	5%
May	12,232	17,535	23,163	5,628	32%	23,163	5%
June	12,368	15,076					
July	13,086	20,007					
August	13,159	18,184					
September	14,955	18,538					
October	14,285	19,533					
November	13,385	18,603					
December	9,988	12,402					

Note: Year on year increase – actual & %increase of unique visitors in 2008 over 2007

Month on month increase- actual & %increase of unique visitors month-wise in 2008

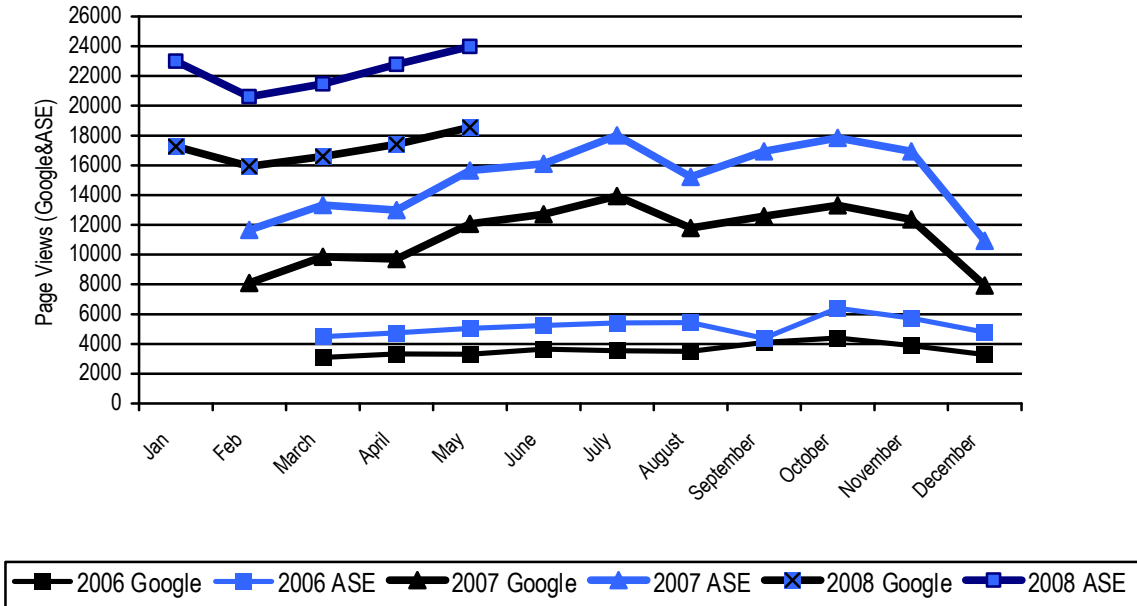
Page views from Search Engines

Period	Year 2006		Year 2007		Y on Y % increase		Mth on Mth% increase	
	Google	ASE	Google	ASE	Google	ASE	Google	ASE
Jan - Feb 07**			8,097	11,652				
March	3,083	4,478	9,850	13,340	219%	198%	22%	14%
April	3,321	4,744	9,707	12,993	192%	174%	-1%	-3%
May	3,301	5,053	12,061	15,641	265%	210%	24%	20%
June	3,652	5,249	12,719	16,103	248%	207%	5%	3%
July	3,540	5,415	13,933	18,015	294%	233%	10%	12%
August	3,510	5,436	11,784	15,232	236%	180%	-15%	-15%
September	4,091	4,385	12,592	16,934	208%	286%	7%	11%
October	4,394	6,398	13,312	17,836	203%	179%	6%	5%
November	3,893	5,732	12,362	16,943	218%	196%	-7%	-5%
December	3,283	4,785	7,930	10,929	142%	128%	-36%	-35%

ASE – All Search Engines, \*\* Average monthly figure for the given period

Period	Year 2008			Mth on Mth %increase			Google as % of ASE
	Total page views	Google	ASE	Total page views	Google	ASE	
January	741,585	17,256	22,998	-	118%	110%	75%
February	698,363	15,921	20,612	-6%	-8%	-10%	77%
March	677,237	16,601	21,479	-3%	4%	4%	77%
April	692,003	17,421	22,772	2%	5%	6%	77%
May	692,573	18,547	23,982	0%	6%	5%	77%

ASE – All Search Engines, \*\* Average monthly figure for the given period



## Section 2 – Links to the site

### Links to each domain

Period	Links	Sites	Links	Sites	Links	Sites	Links	Sites
April	91	52	122	94	210	86	-	-
May	99	54	223	72	124	82	13	13
June	184	69	264	107	293	125	15	15
July	161	64	289	103	301	118	21	13
August	121	67	314	96	296	112	21	13
September	155	75	190	52	162	74	11	11
October	212	91	265	55	124	62	12	9
November	253	96	375	57	140	62	13	12
December	326	106	371	57	150	70	18	15
January '08	303	109	115	56	152	76	11	10
February '08	316	121	113	54	148	78	7	7
March '08	297	114	91	56	115	59	8	6
April '08	295	136	358	57	102	51	16	11
May '08	354	130	134	63	136	71	9	8

The table below gives a fair view of the number of links, since we have now removed the duplicate links, leaving behind only the number of unique links to all the domains.

Period	Links	Sites	Links	Sites	Links	Sites	Links	Sites
June	150	60	172	33	291	123	4	4
July	124	56	289	103	93	61	19	11
August	110	60	210	43	289	108	17	9
September	140	71	161	43	153	67	8	8
October	196	86	247	40	119	58	9	8
November	226	92	354	40	138	60	11	10
December	312	100	311	51	134	58	13	10
January '08	299	103	100	44	140	65	8	7
February '08	314	118	93	38	139	71	4	4
March '08	295	112	75	45	109	54	8	6
April '08	290	133	338	40	96	47	16	11
May '08	347	124	128	56	119	54	7	7

## Total number of Links

Period	Total		Actual increase		% Increase	
	Links	Sites	Links	Sites	Links	Sites
April	364	175				
May	386	156	22	-19	6	-11
June	617	220	231	64	60	41
July	525	231	-92	11	-15	5
August	668	262	143	31	27	13
September	678	262	10	0	1	0
October	644	265	-34	3	-5	1
November	729	202	85	-63	13	-
December	770	219	41	17	6%	8%
January '08	547	219	-223	0	-29%	0%
February '08	550	231	3	12	1%	5%
March '08	487	217	-63	-14	-11%	-6%
April '08	740	231	253	14	52%	6%
May '08	601	241	-139	10	-19%	4%

Note: The above links have been reported through the Optilink software. Only for the month of April '08 due to Some problem in the Optilink software we had reported manually extracted links from yahoo site explorer.

## Links obtained by link building exercise:

Month	Number of link-request mails sent	Number of links accepted	Reciprocal links requested
May	37	3	-
June	20	4	2
July	46	5	5
August	40	2	1
September	34	2	-
October	53	3	-
November	37	-	-
December	-	-	-
January '08	103	-	8
February '08	44	-	10
March '08	47	-	5
April '08	33	-	4
May '08	31	-	6

## Sites contacted through feedback form / contact forms



Site links obtained through reciprocal (some sites are still in correspondence which we have not mentioned here)

Participated in the following forums / message boards



There are few sites which have promised to give us a link but have not yet added the link. We will report these sites in the next report.

For the detail list of websites linked to [redacted] check Appendix A

Section 3 – AdWord Campaign

Campaign: XX

Period	Network	Clicks	Impressions	CTR %	Avg CPC	Cost	Avg Pos	Conv. rate	Conv
1-31 Oct 2007	Google+ search	682	41,945	1.62%			2.9		
1-30 Nov 2007	Google+ search	796	48,763	1.63%			3.1		
1-31 Dec 2007	Google+ search	745	37,858	1.96%			3.7		
1-31 Jan 2008	Google+ search	774	21,378	3.62%			3.5		
1-29 Feb 2008	Google+ search	772	11,763	6.56%			3.5	10.23%	79
1-31 Mar 2008	Google+ search	906	11,927	7.59%			3.1	10.38%	94
1-30 Apr 2008	Google+ search	861	13,432	6.41%			3.1	8.71%	75
<b>1-31 May 2008</b>	<b>Google+ search</b>	<b>971</b>	<b>12,885</b>	<b>7.53%</b>			<b>3.2</b>	<b>10.09%</b>	<b>98</b>
1-31 Oct 2007	Content	99	31,842	0.31%			2.1		
1-30 Nov 2007	Content	41	16,268	0.25%			2.0		
1-31 Dec 2007	Content	40	22,425	0.17%			2.2		
1-31 Jan 2008	Content	48	15,767	0.30%			2.6		
1-29 Feb 2008	Content	2	2,612	0.07%			3.4	50.00%	1
1-31 Mar 2008	Content	0	0	-			-	0.00%	0
1-30 Apr 2008	Content	0	0	-			-	0.00%	0
<b>1-31 May 2008</b>	<b>Content</b>	<b>0</b>	<b>0</b>	<b>-</b>			<b>-</b>	<b>0.00%</b>	<b>-</b>
1-31 Oct 2007	Total	781	73,787	1.05%			2.5		
1-30 Nov 2007	Total	837	65,031	1.28%			2.8		
1-31 Dec 2007	Total	785	60,283	1.30%			3.1		
1-31 Jan 2008	Total	822	37,145	2.21%			3.1		
1-29 Feb 2008	Total	774	14,375	5.38%			3.5	10.34%	80
1-31 Mar 2008	Total	906	11,927	7.59%			3.1	10.38%	94
1-30 Apr 2008	Total	861	13,432	6.41%			3.1	8.71%	75
<b>1-31 May 2008</b>	<b>Total</b>	<b>971</b>	<b>12,885</b>	<b>7.53%</b>			<b>3.2</b>	<b>10.09%</b>	<b>98</b>

Note: The content network was stopped on February 5<sup>th</sup> 2008.

6 keywords in the campaign that received highest number of clicks over the month

Keywords	Clicks	Keywords	Clicks
[redacted]	22	[redacted]	75
[redacted]	50	[redacted]	131
[redacted]	549	[redacted]	100

Campaign YY

Period	Network	Clicks	Impressions	CTR %	Avg CPC	Cost	Avg Pos	Conv. rate	Conv
1-31 Oct 2007	Google+ search	519	13,420	3.86%			2.7		
1-30 Nov 2007	Google+ search	569	16,966	3.35%			3.3		
1-31 Dec 2007	Google+ search	556	15,929	3.49%			3.7		
1-31 Jan 2008	Google+ search	586	12,470	4.69%			3.3	6.29%	11
1-29 Feb 2008	Google+ search	564	13,757	4.09%			3.3	6.21%	35
1-31 Mar 2008	Google+ search	631	16,810	3.75%			3.4	6.34%	40
1-30 Apr 2008	Google+ search	666	17,739	3.75%			2.9	5.86%	39
<b>1-31 May 2008</b>	<b>Google+ search</b>	<b>719</b>	<b>20,068</b>	<b>3.58%</b>			<b>3.1</b>	<b>6.68%</b>	<b>48</b>
1-31 Oct 2007	Content	133	70,110	0.18%			4.3		
1-30 Nov 2007	Content	37	34,047	0.10%			4.7		
1-31 Dec 2007	Content	46	40,537	0.11%			5.9		
1-31 Jan 2008	Content	42	24,995	0.16%			6.2	0.00%	0
1-29 Feb 2008	Content	36	18,359	0.19%			6.5	11.11%	4
1-31 Mar 2008	Content	0	0	-			-	0.00%	
1-30 Apr 2008	Content	0	0	-			-	0.00%	
<b>1-31 May 2008</b>	<b>Content</b>	<b>0</b>	<b>0</b>	<b>-</b>			<b>-</b>	<b>0.00%</b>	
1-30 Sep 2007	Total	658	70,350	0.93%			3.1		
1-31 Oct 2007	Total	652	83,530	0.78%			4.1		
1-30 Nov 2007	Total	606	51,013	1.18%			4.2		
1-31 Dec 2007	Total	602	56,466	1.06%			5.3		
1-31 Jan 2008	Total	628	37,465	1.67%			5.2	5.76%	11
1-29 Feb 2008	Total	600	32,116	1.86%			5.2	6.50%	39
1-31 Mar 2008	Total	631	16,810	3.75%			3.4	6.34%	40
1-30 Apr 2008	Total	666	17,739	3.75%			2.9	5.86%	39
<b>1-31 May 2008</b>	<b>Total</b>	<b>719</b>	<b>20,068</b>	<b>3.58%</b>			<b>3.1</b>	<b>6.68%</b>	<b>48</b>

6 keywords in the campaign that received highest number of clicks over the month

Keywords	Clicks	Keywords	Clicks
	181		35
	116		107
	139		13

Campaign: ZZ

Period	Network	Clicks	Impressions	CTR %	Avg CPC	Cost	Avg Pos	Conv. rate	Conv
4-29 Feb 2008	Google+ search	429	17,844	2.40%			4.6	6.29%	27
1-31 Mar 2008	Google+ search	519	13,989	3.71%			4.5	5.59%	29
1-30 April 2008	Google+ search	570	22,587	2.52%			4.8	5.79%	33
1-31 May 2008	Google+ search	775	32,709	2.36%			5.7	7.48%	58

6 keywords in the campaign that received highest number of clicks over the month

Keywords	Clicks	Keywords	Clicks
	6		314
	334		6
	104		5

**Total Summary:**

Campaign	Period	Clicks	Impressions	CTR %	CPC	Cost	Conv. rate	Conv
	1-31 Oct 2007	781	73,787	1.05%				
	1-30 Nov 2007	837	65,031	1.28%				
	1-31 Dec 2007	785	60,283	1.30%				
	1-31 Jan 2008	822	37,145	2.21%			7.08%	16
	1-29 Feb 2008	774	14,375	5.38%			10.34%	80
	1-31 Mar 2008	906	11,927	7.59%			10.38%	94
	1-30 Apr 2008	861	13,432	6.41%			8.71%	75
	<b>1-31 May 2008</b>	<b>971</b>	<b>12,885</b>	<b>7.53%</b>			<b>10.09%</b>	<b>98</b>
	1-31 Oct 2007	237	424,636	0.05%				
	1-30 Nov 2007	161	225,662	0.07%				
	1-31 Dec 2007	80	203,396	0.03%				
	1-31 Jan 2008	265	183,905	0.14%			8.75%	7
	1-29 Feb 2008	111	6,928	1.60%			18.92%	21
	1-31 Mar 2008	4	2,825	3.68%			9.62%	10
	1-30 Apr 2008	109	2,399	4.54%			9.17%	10
	<b>1-31 May 2008</b>	<b>74</b>	<b>1,161</b>	<b>6.37%</b>			<b>14.86%</b>	<b>11</b>
	1-31 Oct 2007	652	83,530	0.78%				
	1-30 Nov 2007	606	51,013	1.18%				
	1-31 Dec 2007	602	56,466	1.06%				
	1-31 Jan 2008	628	37,465	1.67%			5.76%	11
	1-29 Feb 2008	600	32,116	1.86%			6.50%	39
	1-31 Mar 2008	631	16,810	3.75%			6.34%	40
	1-30 Apr 2008	666	17,739	3.75%			5.86%	39
	<b>1-31 May 2008</b>	<b>719</b>	<b>20,068</b>	<b>3.58%</b>			<b>6.68%</b>	<b>48</b>
	1-29 Feb 2008	429	17,844	2.40%			6.29%	27
	1-31 Mar 2008	519	13,989	3.71%			5.59%	29
	1-30 April 2008	570	22,587	2.52%			5.79%	33
	<b>1-31 May 2008</b>	<b>775</b>	<b>32,709</b>	<b>2.36%</b>			<b>7.48%</b>	<b>58</b>

\*Note: The Clicks, Impression & Cost figures for Combined Network is the summation of the Google+ search and Content network. The CTR%, Avg CPC and Avg Pos figures are the Average figures for the Combined Network and not the summation of the individual networks.

\* Definitions of terms used in the statistics above:

**Google + search network:** This is the data for the impressions and clicks that your ad has received from search pages in the Google Network. On these sites, your ads are displayed alongside the results from searches matching your keywords or on search pages relevant to your keywords.

**Content network:** The Google content network consists of partner sites of Google on news pages, topic-specific websites and blogs that web users visit. Some examples of such partners are vogue.com, timesonline.co.uk.

**Clicks:** The number of times the ad has been clicked by a visitor.

**Impressions:** The number of impressions is the number of times an ad is displayed on Google or on sites or products in the Google Network.

**CTR (Click Through Rate):** percentage of the impressions served that were clicked =  $(151/519) * 100$

**Avg. Pos:** Average ad position on the search engine page.

**Avg. CPC:** Average cost per click.

**Conv. rate (Conversion rate):** percentage of the number of conversions divided by the number of ad clicks.

**Conversion:** A conversion is registered when an ad click leads to an event that you consider valuable. Depending on the business

**[Keyword]:** Exact search

**"Keyword":** Phrase search

## Section 4 – Number of registrations

### Monthly registrations for the year 2006, 2007 and 2008

Period	XXXX registrations			YYYY registrations		
	Year 2006	Year 2007	Year 2008	Year 2006	Year 2007	Year 2008
January	-	352	540	-	35	121
February	-	348	459	-	0	90
March	399	423	455	38	18	83
April	379	458	489	55	18	85
May	421	526	503	50	52	78
June	462	535		53	63	
July	534	641		67	70	
August	485	563		64	69	
September	469	498		49	67	
October	391	460		35	66	
November	332	451		33	71	
December	232	245		16	65	

Period	ZZZZ registrations			AAAA registrations		
	Year 2006	Year 2007	Year 2008	Year 2006	Year 2007	Year 2008
January	-	5	3	-	0	2
February	-	0	2	-	0	1
March	1	6	6	0	1	0
April	3	1	27	0	0	1
May	3	4	23	0	0	0
June	0	3		0	0	
July	1	1		0	0	
August	2	3		0	0	
September	1	0		1	0	
October	4	2		0	0	
November	1	3		0	0	
December	1	6		0	0	

## Section 5 – Enquiry forms

Period		
August	20	4
September	19	2
October	17	5
November	14	-
December	9	-
January '08	48	5
February '08	29	4
March '08	27	4
April '08	26	3
May '08	20	7

## Section 6 – .PDF Downloads

PDF	No of downloads
	67
	83
	57
	103
	60
	100
	95
	77

This is a new section we have introduced this month. The above figures are only for downloads as of 1-9 June 2008.

## Section 7 – Keyword ranking

**Note: All the rankings are done manually and not using automated programmes. All rankings are for [www.google.co.uk](http://www.google.co.uk)**

Keywords	As per last report				Current report			
	Web Search		Search pages from UK		Web Search		Search pages from UK	
	Position	Page	Position	Page	Position	Page	Position	Page
	7	1	7	1	7	1	7	1
	4	1	4	1	6	1	6	1
	3	1	3	1	3	1	3	1
	1	1	1	1	2	1	2	1
	6	1	7	1	8	1	8	1
	7	1	7	1	8	1	8	1
	8	1	8	1	9	1	9	1
	3	1	3	1	4	1	5	1
	2	1	2	1	2	1	2	1
	2	1	2	1	2	1	2	1
	-	-	-	-				
	32	4	31	4	20	3	20	3
	15	2	15	2	14	2	14	2
	6	1	7	1	8	1	8	1
	-	-	-	-				
	20	2	20	2	20	2	20	2
	-	-	-	-				
	74	8	59	6	83	9	69	7
	12	2	11	2	7	1	7	1
	5	1	5	1	5	1	5	1

XXXX Rankings	As per last report				Current report			
	Web Search		Search pages from UK		Web Search		Search pages from UK	
	Position	Page	Position	Page	Position	Page	Position	Page
	4	1	4	1	5	1	5	1
	13	2	13	2	18	2	18	2
	16	2	15	2	22	3	20	2
	6	1	6	1	6	1	6	1
	8	1	8	1	12	2	12	2
	2	1	2	1	2	1	2	1
	12	2	12	2	5	1	5	1
	27	3	27	3	33	3	33	2
	3	1	3	1	5	1	5	1
	1	1	1	1	1	1	1	1
	28	3	28	3	33	4	33	4
	13	2	13	2	17	2	17	2
	23	3	26	3	29	3	29	3
	22	3	21	3	25	3	24	3
	1	1	1	1	5	1	3	1
	10	1	10	1	18	2	19	2
	10	1	10	1	15	2	15	2
	9	1	9	1	26	3	27	3
	2	1	2	1	5	1	5	1
	5	1	9	1	11	2	5	1
	1	1	1	1	1	1	1	1
	3	1	3	1	5	1	5	1
	6	1	6	1	8	1	8	1
	6	1	6	1	7	1	7	1
	18	1	18	1	24	3	22	3
	24	3	24	3	32	4	30	4
	7	1	7	1	12	2	12	2
	11	2	11	2	16	2	16	2
	12	2	12	2	20	2	20	2
	4	1	4	1	6	1	7	1
	7	1	7	1	8	1	8	1
	12	2	13	2	16	2	16	2
	16	2	16	2	20	2	20	2
	11	2	11	2	15	2	14	2
	3	1	3	1	3	1	3	1
	1	1	1	1	1	1	1	1
	6	1	6	1	8	1	8	1
	4	1	4	1	6	1	6	1
	7	1	7	1	8	1	9	1
	14	2	14	2	22	3	21	3
	15	2	15	2	21	3	20	2
	10	1	5	1	5	1	7	1
	1	1	1	1	1	1	1	1
	13	2	12	2	24	3	20	2
	12	2	11	2	17	2	5	1
	3	1	3	1	3	1	3	1
	9	1	9	1	24	3	23	3
	34	4	34	4	43	5	44	5
	11	2	16	2	19	2	18	2
	17	2	17	2	27	3	27	3
	32	4	32	4	44	5	46	5
	5	1	5	1	8	1	8	1

## Competitive tracking

Keywords/Website						
	5	25	1	54	3	13
	10	5	1	-	3	11
	3	-	-	-	23	-
	3	23	8	17	1	15
	14	68	51	-	-	23
	8	81	99	-	-	-
	11	6	-	-	12	-
	9	12	5	28	24	3
	3	-	16	23	-	14
	3	56	18	-	-	4
	-	-	-	-	-	-
	38	-	-	-	-	-
	20	-	-	-	-	-
	14	75	47	-	-	17
	-	-	-	-	-	-
	27	8	3	-	17	20
	-	-	-	-	51	5
	85	4	1	20	-	10
	11	7	1	-	3	18
	3	52	20	-	11	13

	5	72	-	41
	10	57	7	14
	3	-	-	-
	3	55	6	4
	14	-	-	-
	8	-	21	-
	11	-	-	14
	9	-	7	89
	3	31	7	-
	3	-	-	-
	-	-	-	-
	38	-	-	-
	20	-	11	-
	14	-	-	-
	-	-	-	-
	27	-	-	12
	-	-	-	-
	85	-	3	-
	11	-	-	38
	3	-	-	32

Keywords/Website				
	5	17	27	29
	10	15	8	19
	3	-	-	-
	3	9	31	18
	14	-	47	-
	8	-	-	-
	11	4	2	-
	9	9	100	19
	3	-	-	1
	3	-	-	98
	-	-	-	-
	38	-	-	-
	20	-	-	-
	14	-	49	-
	-	-	-	-
	27	24	1	-
	-	-	-	-
	85	34	88	12
	11	13	9	24
	3	8	5	-

Keywords/Website					
	5	-	-	-	-
	10	-	-	-	-
	3	-	-	-	-
	3	-	-	-	-
	14	-	-	-	-
	8	-	-	-	-
	11	-	-	-	-
	9	-	-	-	-
	3	-	-	-	-
	3	-	-	-	-
	-	-	-	-	-
	38	-	-	-	-
	20	-	-	-	-
	14	-	-	-	-
	-	-	-	-	-
	27	-	-	-	-
	-	-	-	-	-
	85	-	-	-	-
	11	-	-	-	-
	3	-	-	-	-

## Section 8 – Synopsis / Observations

The number of unique visitors and the number of page views have are the highest ever. The registrations & enquiry forms have also shown a good growth over the last moth. In terms of the ranking there has been a bit of fall in the rankings but not anything to be alarmed of. All the AdWords campaigns have shown an improvement in the performance except for crèche. We will work on this and improve it during this month. From this month onwards we will also report the number of free resources that have been downloaded

## Section 9 – Last month's activities

- Link building.
- Participated in forums, articles submissions.
- Re-worked the AdWords campaigns.
- Created/Changed page titles and meta descriptions for some old pages and new pages on the redesigned site.

## Section 10 – Next month's activities

- Link building – research and contacting potential link partners.
- Participated in forums.
- Article submissions to various sites.

## Appendix A

**Given below are the various sites which have a link to our Website:**