

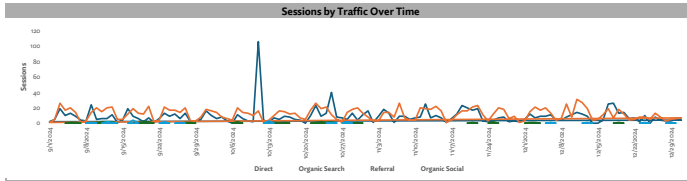
Website Performance Evaluation

Date Range: 9/1/24 - 12/31/24



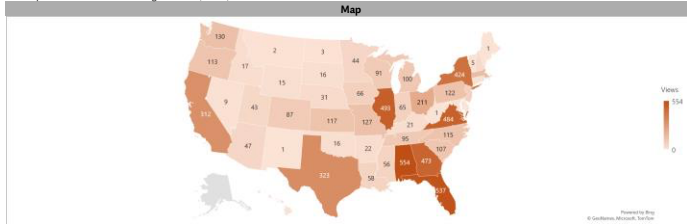
Insight

- The Homepage received the highest volume of views at 3,343 (53% of the total views). Chart above shows Homepage views plus next 4 top performing pages.
- With no paid campaigns running during this period, there was a decline in views across all pages when compared to the previous date range.
- During their visit, most users are likely to return to the "Homepage" or "About" page following their first page.



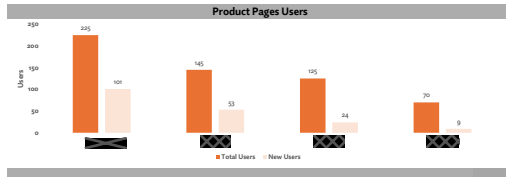
Insight

- The spike on 10/11 for Direct occurred on the Homepage, ultimately contributing to the highest number of new users in a single day.
- The traffic from Organic Search generated the most number of sessions with a total of 1,475 and an engagement rate of 72%.
- The spike during 10/25 was a result from Direct traffic to multiple pages.
- The top three traffic sources were Organic Search, Direct, and Referral.



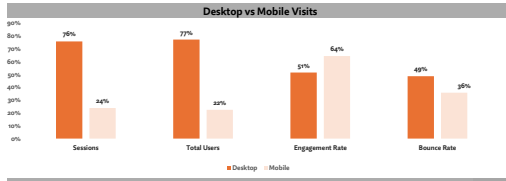
Insight

- Florida, Illinois, and other states within the T&O markets continue to have the highest number of views.
- Internal traffic can be contributing to high number of views within Alabama and Georgia.



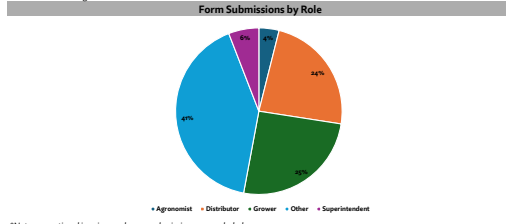
Insight

- Although [redacted] continues to have the highest volume of users, a decline by 29% in total users occurred due to the overall traffic drop.
- The new [redacted] page received 70 users, with an average session duration of 48 seconds.
- Most users access product pages via Organic Search, highlighting the importance of optimizing SEO to drive more traffic.



Insight

- Desktop users continue to generate a high volume of users, while mobile users experience a higher engagement rate at 64%.
- 77% of new users access the website via desktop, spending 10 seconds longer than mobile users.
- Desktop users view 2.33 pages per session vs. 1.98 for mobile, indicating higher engagement and greater potential for conversion or lead generation.



*Note promotional inquiries and spam submissions are excluded.

Insight

- There were a total of 578 Contact page views and 30 unique contact form submissions.
- Those who selected "Other" as occupation had questions about products, ingredients, employment, and follow-ups.

Recommendations

- A/B test or change the "Contact" button copy to "Contact Us" in the main navigation making it feel more personal to the user and consistent with other CTAs.
- Consider implementing a testimonials section on homepage or within the product pages themselves if the user data exists.
- Change the "-" Select product category -> arrow to face downwards on product pages at the start signifying a dropdown.
- Reduce the height of the hero video section on the homepage, to entice users to scroll down further.
- Slightly reduce the min-height of homepage product cards from 535px to 500px.
- Add arrow to main nav "Products" item to better indicate it is a dropdown.

Glossary

Views: Page views in Universal Analytics translate to the page.view event in Google Analytics 4 properties. Measured as an event in GA4, based on the new data model.

Views Per Users: The average number of mobile app screens or web pages viewed per user.

Views Per Session: The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted.

Users: The number of unique users who engaged with your site or app in the specified date range.

New Users: The number of new unique users in the specified date range.

Engagement Rate: The percentage of engaged sessions (Engaged sessions divided by Sessions).

Engaged Session: The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.

Average Engagement Time: The average length of time that the app was in the foreground, or the web site had focus on the browser.

Average Engagement Time Per Session: User engagement duration per session - meaning that the user was actively using your web site or mobile app.

Average Session Duration: The total duration of all engaged sessions (in seconds) divided by the number of sessions.

Entrances: Represents the total number of visitors who entered a website through a specific page. It is the first page that visitors land on when navigating a website.

Session: The number of sessions that began on your site or app.

Bounce Rate: The percentage of bounces, or non-engaged sessions (Non-engaged sessions divided by the total number of Sessions).

Banner Ad: Standard size ad, can be static or animated.

CPC (Cost-Per Click): When an advertiser pays a publisher when the ad is clicked

CPM (Cost Per Thousand Impressions): Metric that shows how much it costs to serve 1,000 ad impressions. Also used as a standard measure for buying display ads, as inventory is generally sold on a CPM basis

CTA (Call-To-Action): The trigger to action within an ad

CTR (Click-Through-Rate): Ratio of users who click on a specific link to the number of total users who view an ad

Impression: Any interaction with a piece of content and an audience member

Interstitial Ads: Ads that appear between two different content pages, served when a website visitor navigates from one page on a website to another

KPI (Key Performance Indicator): The goal or goals of your campaign, how you will measure success

Paid Search Ad Groups: An ad group contains one or more ads that target a shared set of keywords. You use ad groups to organize your ads by a common theme

Paid Search Bid Strategy: Your bid strategy type is how you've chosen to set bids for your ads

Paid social: Sponsored content or advertising to boost your website presence in third party feeds and pages

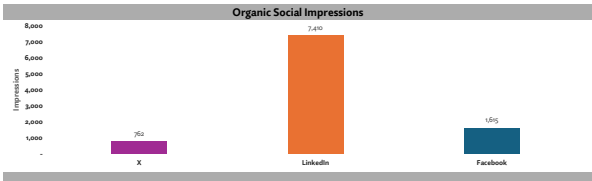
Retargeting: Serving ads to people who have previously visited your website

SEM / paid search: Ads that appear as search results on search engine results pages

Video completion rate: Shows the number of times that a video plays in its entirety

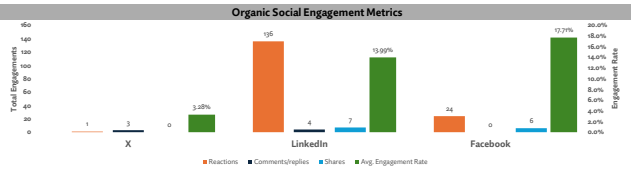
Social Media Performance Evaluation

Date Range: 9/1/24 - 12/31/24



Insight

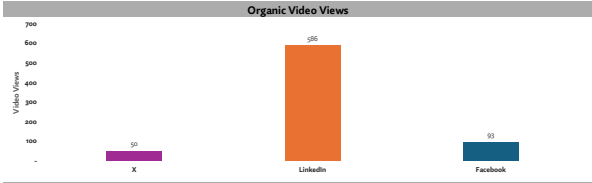
- With 909 followers, LinkedIn continues to receive the highest volume of impressions. This platform's audience grew by 26 followers since August.
- Despite the decrease in impressions on X and steady but low number of impressions for Facebook, each platform had an increase in followers by 2.4%.



Insight

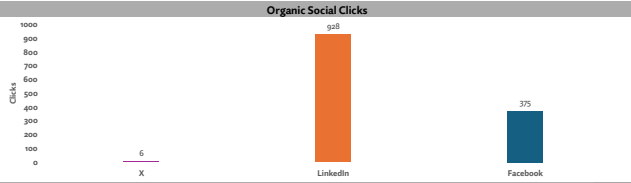
- LinkedIn had the most total engagement, with likes contributing 93% of engagement.
- While LinkedIn leads in total engagement, Facebook posts produced the highest average engagement rate of 17.71%. LinkedIn and X received average engagement rates of 13.99% and 3.28%, respectively.
- The post with the most likes and shares highlighted the [redacted] in which [redacted] leaders are in attendance. This PDF slider media type is beneficial for [redacted] as it resulted in a rate of 47.27%.

[Link to Post](#)



Insight

- LinkedIn received the most video views organically with 3 videos posted. There were 5 videos published to Facebook and 3 videos on X.
- The top performing LinkedIn video detailed the need for sustainable innovations in fertilizer, which generated 265 video views (45% of total).
- The most video views on Facebook was accumulated by the DYK? post emphasizing [redacted]'s broad portfolio of [redacted] (29 video views).



Insight

- Facebook clicks have almost quadrupled since August. Similar to its positive performance on LinkedIn, the carousel of [redacted] leadership at the [redacted] received a substantial engagement rate of 33.52% with 230 clicks.
- There were 465 clicks accumulated by the [redacted] post on LinkedIn.
- The PDF slider describing the differences between controlled-release fertilizer and urease inhibitors had 169 clicks on LinkedIn, producing the second highest engagement rate of 24.60%.

Recommendations

- Consider including more imagery with 'real people' across channels. Followers connect and engage more with content that features a human element.
- Continue to leverage employees to illustrate the thought leadership and expertise of the company. Reinforcing the people behind the company will improve the reach and engagement.
- Click-through content, such as carousels and PDF sliders, perform well as they entice users to engage with the content due to the nature of the post.

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